

KiplePay introduces E-Mall platform for hawkers in Perak

By **Nst Business**

April 5, 2021 @ 5:55pm



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KUALA LUMPUR: KiplePay Sdn Bhd, Malaysia's fintech specialist owned by Green Packet Bhd, has introduced new digital features to its e-commerce platform E-Mall.

The platform allows Perak hawkers to apply for permits from the E-Mall function within the KiplePay app.

This is in continuation of its partnership with Digital Perak, which was first announced in October 2020 to digitally onboard residents in Perak, with the key feature being the unified payment platform consisting of KiplePay e-wallet and KiplePay Payment Gateway.

It also enabled cashless payment for in-store and online transactions for the convenience of both merchants and shoppers.

Through the platform, hawkers can now skip the hassle of physical registration and enjoy speedy approvals of business permits in three simple steps, all via their smartphone.

This includes search for Majlis Daerah Perak Tengah within the E-Mall function, select the permit type and submit relevant information and make payments and receive receipt via email.

The unified payment platform supports merchants under Digital Perak's programme to access and pay for various services through the Digital Perak web portal.

These services include training courses, co-working space, computer lab and office through Hub Inovasi and Multimedia (HiM), as well as asset booking, quit rent and summon payments with agencies, municipal councils and other Government Linked Companies (GLC) in Perak.

KiplePay chief executive officer Tan Kay Yen said businesses outside of Malaysia's major cities were recognising the need to go digital and would require the necessary support to help them in their digitalisation journey.

"KiplePay strives to provide need-based, innovative and simple digital solutions for Malaysians, regardless of where they are located.

"The extended E-Mall function is an extension of KiplePay's cashless solutions and is a game-changer for merchants looking to be a part of the digital marketplace," he said in a statement.

He said there were almost 400,000 local businesses in Perak that stand to gain from these solutions.

Digital Perak chief executive officer Meor Rezal Fitri Meor Redwan said the continued collaboration with KiplePay would help facilitate and expose businesses to new ways of marketing and customer engagement.

"We envision a sophisticated, digital-savvy business community in Perak, giving them the platform and the opportunity to maximise their earning potential as a business."