

## **Digi And PETRONAS Ink Comprehensive Digital Partnership**

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Partnership enables both marketing and reward collaborations to benefit businesses and end-customers (B2B and B2C channels) Selected Digi services available at over 200 PETRONAS stations nationwide adds to growing list of customer touchpoints for the telco Loyalty and rewards collaborations to activate further into partnership in H2-2018

SHAH ALAM, May 23 (Bernama) -- Digi and PETRONAS Dagangan Berhad (PDB) have announced a comprehensive digital partnership today to synergise marketing and rewards programmes as well as explore touchpoints to digitise and enhance benefits to businesses and customers alike.

Selected Digi services available at over 200 PETRONAS stations in the Klang Valley

PETRONAS and Digi customers will now be able to head to Kedai Mesra in PETRONAS stations to enjoy selected services such as subscribing to a Digi line or credit reload, adding to the convenience of refuelling, refreshing and reloading at PETRONAS stations.