

# **DIGI, PETRONAS INK COMPREHENSIVE DIGITAL PARTNERSHIP**

KUALA LUMPUR, May 23: Digi.com Bhd and Petronas Dagangan Bhd (PDB) today announced a digital partnership to combine marketing and rewards programmes for the benefit of businesses and end-customers.

Petronas and Digi customers can now enjoy selected services such as subscribing to a Digi line at Kedai Mesra in Petronas stations.

Digi pop-up booths and vcash facilities will also be set up at selected Petronas stations to strengthen Digi's existing network of 15,000 customer touchpoints and enable PDB to offer a wider range of services.

The deal will also see Digi subscribe to Petronas SmartPay for its fleet management solutions.

Digi's chief digital officer, Praveen Rajan, said the partnership allowed Digi to connect with more Malaysians and fulfil the aim of providing digital services to all.

"We are focused on delivering great services, made more accessible through robust retail and digital channels and supported by a consistent network experience across Malaysia," he said.

PDB's head of retail business division, Aadrin Azly, said PDB was pleased to be able to partner Digi for a wide-reaching digital marketing and solutions partnership.

"Ultimately this will improve the customer experience at our petrol stations and aid in our own digitisation efforts as we strive to bring more such services to them," he said.

Plans are also underway to look into the reward programmes of both partners and explore ways in which customers and subscribers of both programmes can benefit.

This is expected to take place in the second half of 2018, according to a statement issued here today.