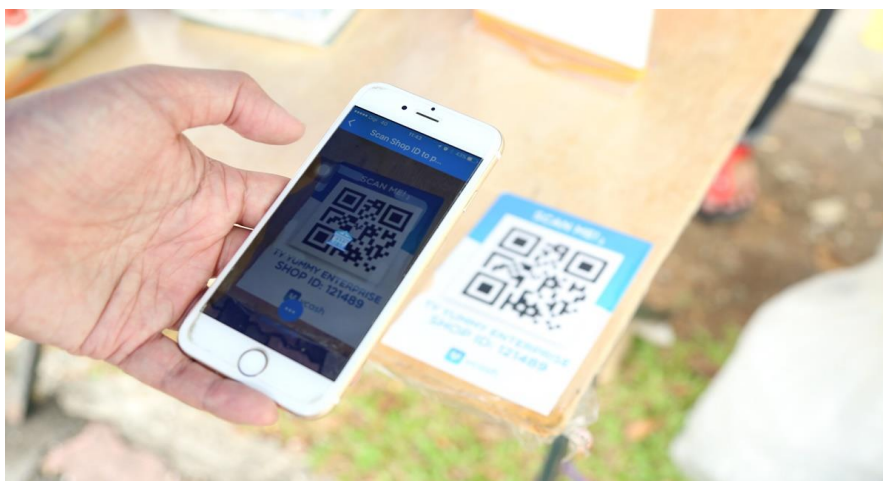


Digi Partners With Petronas For Service Centres In Petrol Stations



Digi has announced that it is partnering with Petronas to add more convenience for its customers. This will see not only Digi services set up in Kedai Mesra stores, but also begin the rollout of vcash acceptance at the petrol stations.

Customers will be able to attend to basic Digi services like picking up prepaid reloads or subscribing to a new Digi line at over 200 Petronas stations across the country. Additional pop up booths staffed by Digi employees will also be set up to assist customers with whatever they need.



More importantly, Digi's digital wallet solution vcash will soon be accepted at all Petronas stations. Giving users a third option for paying for petrol and other things from the store. Considering the ubiquity of Petronas stations, this is a big step for Digi's cashless ambitions.

vcash was launched last November, and like all other digital wallets has struggled to get people to adopt the system. It's been a quiet six months for Digi on this front, but perhaps this partnership with Petronas will change things.