



Entering the Seventh Year, Ninja Xpress continues its 'Ready to Deliver to Your Doorstep' spirit by strengthening their support for MSMEs

As part of its birthday celebration, shippers using Ninja Xpress Seller Booster will enjoy special discounts of up to 50% on Rewards Point Redeem for social media ads and live-selling

JAKARTA, INDONESIA, NOVEMBER 4, 2022 – Continuing the spirit of #SiapBantuSampaiTujuan in the seventh year, [Ninja Xpress](#) strengthens their support for MSMEs by launching marketing solution innovations to increase sales. To appreciate the shippers and celebrate Ninja Xpress's birthday, shippers can enjoy special **Ninja Xpress Seller Booster** programs through the redemption of Rewards Points. These programs include support in social media ads which is part of Ninja Rewards and a live-selling which is part of the Creative Business Solutions offerings.

As part of its birthday celebrations, Ninja Xpress is giving a 50% discount of Ninja Point Rewards to shippers who wish to redeem their points for Facebook/TikTok Ads balances to assist them in digital marketing. This special program is organized to appreciate shippers who have collaborated with Ninja Xpress over the years. To this day, more than 9,000 shippers have enjoyed the perks of Ninja Xpress's Reward Points.

Understanding shipper needs, Ninja Xpress through its Creative Business Solutions initiative is also facilitating a live-selling program for shippers. All shippers who have joined Ninja Xpress can enjoy the service where Ninja Xpress assists with concept making, script writing, content production, talent provision, and a customized studio for live-selling.

Andi Djoewarsa, the CMO of Ninja Xpress said, "We are grateful to all our stakeholders and partners who have supported Ninja Xpress throughout these seven years so that we can continue supporting our Indonesian MSMEs. To appreciate the shippers, Ninja Xpress provides Facebook/TikTok Ads by redeeming Points Rewards to maximize their digital marketing business. Ninja Xpress is also facilitating shippers sales through a live-selling program hosted by Ninja Xpress."

Since the beginning, Ninja Xpress has partnered with several well-known marketplaces focusing on the development of MSMEs to provide logistics support. In its second year, Ninja Xpress partnered with Lazada, Tokopedia, and Bukalapak to provide logistics services to shippers who sell their products there. To provide logistical support for more MSMEs, Ninja Xpress expanded and in 2018, provided 100% coverage in last-mile delivery and Cash on Delivery services in 2018 across Indonesia.. The partnership with the marketplaces continued in 2019 with the addition of Shopee.



As a tech-enabled company, Ninja Xpress not only provides logistics solutions, but also the digital empowerment of MSMEs through the launch of Ninja Academy and Localism in 2019. Ninja Xpress also strengthens its commitment of always being ready to assist shippers in overcoming delivery difficulties through Ninja Chat.

Furthermore, Ninja Xpress strengthens its support and assistance for MSMEs by introducing the 'Ready to Deliver to Your Doorstep' spirit in 2021. For starters, Ninja Xpress takes the initiative to assist MSMEs experiencing difficulties in obtaining business capital through Capital Lending and providing educational and networking facilities through Acceleration and Curation.

Discovering the challenges faced by MSMEs in selling, Ninja Xpress added new programmes to support businesses and officially launched **Ninja Xpress Seller Booster** in 2022. Consisting of Capital Lending, Creative Business Solutions, Ninja Direct, Ninja Fulfilment, and Point Rewards, **Ninja Xpress Seller Booster** aims to provide an end-to-end solution to MSMEs businesses, providing assistance at every step of their business journey. Ninja Xpress's achievements since its arrival in Indonesia in 2015 has led TikTok Shop to entrust their packages to Ninja Xpress since mid-2022.

Ninja Xpress is ready to deliver packages easily through direct pickup to your location by registering at <https://selalusiap.ninjapress.id>. A variety of services from regular, same day, to COD (Cash on Delivery) with precise calculation and disbursement twice a week is ready to assist MSMEs deliver packages to all over Indonesia.