

## NINJA VAN UNDERSCORES THE UTILISATION OF PICK UP AND DROP OFF POINTS

*Ninja Points store parcels for customers to pick up or drop off at their convenience*

**SHAH ALAM, 10 February 2020** – Ninja Van is set to enhance its operational excellence via the concept of pick up and drop off (PUDO) points by partnering existing retail outlets and setting up parcel lockers to provide maximum convenience for customers.

The last mile logistics company recently secured a tripartite partnership with 7 Eleven and Razer Merchant Services that aims to bring up an additional 149 outlets registered as Ninja Points in the first phase. Customers, retailers and logistics service providers are guaranteed to benefit from the PUDO concept as it brings more footfall to stores while unlocking additional services for customers to process their parcels and helping logistics players to achieve higher cost-efficiency with aggregated deliveries to a single strategic location.

“We are continually expanding our network and reach in order to serve more customers by partnering with strategically located retail outlets and convenience stores to become our registered Ninja Points. To date, we have over 1,000 Ninja Points for merchants to drop off and shoppers to pick up their parcels with future plans to expand in Johor Bahru and Penang by the second quarter of the year 2020. Out of those, 86 automated parcel lockers also known as Ninja Box are placed at every Rapid KL Light Rail Transit (LRT) station from Gombak to Puchong, which makes us the largest parcel locker network in the Klang Valley,” said Adzim Halim, the Country Head of Ninja Van Malaysia.

The last mile logistics company recently introduced a live chat feature that provides immediate assistance for both shippers and shoppers to locate the whereabouts of their parcel in real-time. The feature is essential in providing peace of mind towards the safety and location of their parcels, directly translating to enhanced customer experience. It is imperative for the e-commerce support industries to step up and grow in tandem with the ASEAN e-commerce sector, which net worth is expected to reach US\$153 billion in 2025.

With the improved operational efficiency, Ninja Van is able to scale and handle more deliveries this year. In Malaysia, it is the sole logistics player that can offer next-day delivery service with exceptional performance in major cities. To kickstart 2020, it has recently struck a partnership with e-commerce platform Shopee, who joins its portfolio of over 35,000 businesses and sellers enlisted for its logistics services. Commenting on how it will handle Shopee’s multiple peak shopping season and campaigns, Adzim stated that Ninja Van will leverage on its wide coverage and state-of-the-art technology while remaining nimble during peak periods throughout the year.

Ian Ho, Regional Managing Director of Shopee, said, “The e-commerce industry in Malaysia is on an upward trajectory with a forecasted growth rate of more than 20% this year. As the number of people shopping online increases, so is their expectation for faster deliveries. To continuously offer a convenient, enjoyable and satisfying online shopping experience, we have appointed Ninja Van as our latest third-party logistics (3PL) partner in Malaysia. Moreover, its ability to ship bulky items provides greater convenience to our users when they purchase large home appliances. We successfully kick-started this partnership at our recent Chinese New Year Sale, and this initiative has been well-received by our users as orders of bulky items grew 3x compared to the same time in 2019,”

“This result is very encouraging as it proves we have made the right decision to grow this segment. With Ninja Van joining our 3PL family, we will be able to better serve our customers as we gear up for Hari Raya, whilst providing sellers with more shipping options as they, too, continue to enhance their customer experience.” added Ho.

Ninja Van views this partnership as a great start to serve more Malaysians with its high-quality services. The logistics company is able to take on deliveries of up to 90kg for Shopee customers; thus, allowing for more shipment of bulky items such as washing machine, cabinets, sofa, air conditioner and kitchen appliances. This is in addition to the high shopping activities that take place on the platform during peak seasons throughout the entire year such as CNY, Raya, 9.9, 11.11 and 12.12.

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**Picture(s) and caption(s)**



**Picture 1 - Country Head of Ninja Van Malaysia, Adzim Halim is confident that the services offered by the company will enable businesses of all sizes to grow exponentially while connecting Southeast Asia to a world of possibilities, one delightful delivery at a time.**

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**About Ninja Van**

Ninja Van is a tech-enabled express logistics company providing hassle-free delivery solutions for businesses of all sizes across Southeast Asia. Launched in 2014, Ninja Van started operations in Singapore and has become the region's fastest growing last-mile logistics company, powering businesses with innovative logistics solutions. Today, Ninja Van has grown its network to cover six countries: Singapore, Malaysia, the Philippines, Indonesia, Thailand and Vietnam. For more information, visit [www.ninjavan.co](http://www.ninjavan.co).

**For press kit, kindly visit: <http://bit.ly/NinjaVanXShopee>**

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