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**FOR IMMEDIATE RELEASE**

## **Senheng Responds to Popular Demand with Senheng Mobile Plaza Shah Alam**

Shah Alam, 10 Mar 2023 – Senheng, one of the biggest names in consumer electronics and appliances in Malaysia, officiates the opening of the Senheng Mobile Shah Alam with a grand opening ceremony. The ceremony also marks the official opening of five Senheng Mobile outlets, including Kota Damansara, SS15 Subang, and Eco Botanic Johor Bahru. Senheng Mobile is a brand extension of Senheng Electric (KL) Sdn Bhd, a unique response to the ever-popular demand of gadgets from consumers.

The grand opening event saw VIP guests gracing the event, including YB Syed Saddiq bin Syed Abdul Rahman. As the youngest Member of Parliament in Malaysia, YB Syed represents the readiness of embracing change — a key factor in Senheng’s success and a part of Senheng Mobile’s brand DNA.

The grand opening was a success indeed, with customers lining up to join the activities held, as well as getting the gadget deals that they are looking for. As Senheng Mobile offers the best of mobile under one roof, it will house our main partners including Apple, Samsung, Huawei, HONOR, Oppo, and Vivo, as well as communications service providers Maxis and Digi. This enables our customers to get a new plan with their preferred communications service provider while getting a new device at Senheng Mobile.

With a total of 1,295 square feet, the compact format of the outlet is economically feasible, serving customers in the neighbourhood and beyond. Senheng Mobile will first set its foot in the Klang Valley, with plans to expand towards other suburbs in the future across Malaysia.

Senheng Mobile also focuses on the experiential aspect of the customer journey – the very heart of Senheng’s expertise. It aims to create an enjoyable and gratifying shopping experience for customers, from the moment they step in the storefront to the great after sales service that they deserve. This is in accordance with Senheng’s philosophy of treating the customer similar to loved ones.



Senheng Mobile will also offer the same value and convenience as the trusted Senheng stores, with Extended Warranty, Multiple Payment Modes, 0% Installments, and Trade-in & Save Programs.

With the opening of Senheng Mobile Plaza Shah Alam, Senheng is living up to its tagline by being “Different... Truly Different!” among the rest. All loyal customers of Senheng are encouraged to experience the latest gadgets and technology at Senheng Mobile.

For all the latest updates, please visit <http://www.senheng.com.my> or follow “Senheng” on Facebook, Instagram and Twitter.

#### **About Senheng**

Senheng® Electric (KL) Sdn. Bhd. is one of the leading consumer electronics chain stores in Malaysia. First started in 1989 as a consumer electrical appliances shop, it has since grown into more than 100 branches across Malaysia, with a recorded best-ever revenue of RM1.4 billion in FY2021. Helmed by the Lim brothers, K.H., K.C. and K.Y., Senheng® has gained its reputation and credibility that has made waves in the industry through progressive, forward looking, and innovative touches.