



Thomas Fu
Media Liaison
thomas.kwfu@senheng.com.my
www.senheng.com.my

FOR IMMEDIATE RELEASE

Grand senQ: Closer to You at Datum Jelatek Mall!

KUALA LUMPUR, 3 May 2023 – senQ Digital Station, one of Malaysia’s leading names determined to offer an exclusive lineup of brands together with premium services, has taken another step forward with the Grand Opening of Grand senQ Datum Jelatek Mall—closer to all Kuala Lumpur folks!

The latest mall in Kuala Lumpur, Datum Jelatek Mall is a dynamic shopping centre, located below the Datum Jelatek residential towers. Located strategically next to Jelatek LRT Station and accessible from the MRR2 as well as being near to Ampang, Grand senQ Datum Jelatek is definitely convenient for shoppers in Kuala Lumpur and other Klang Valley residents in the vicinity, who are looking for premium gadgets or appliances.

senQ would also like to take this opportunity and thank the main business partners supporting their efforts into making this Grand senQ a reality. Partners include Samsung, LG, Panasonic, Sharp, Sony, OPPO, HONOR, Philips, Haier, Toshiba, AEON Credit Service, and AIG Insurance.

The grand opening ceremony of Grand senQ Datum Jelatek was also attended by Malaysian celebrities, delighting shoppers with the star-studded presence. They include award-winning singer and actress Elizabeth Tan, showbiz personality Danny Ahboy, actress Jaja Iliyes, and actor-singer Razzuan Rosli.

Besides offering more than 100 brands of digital gadgets and electrical appliances, Grand senQ Datum Jelatek has a total area of 19,162 sq ft, improving shoppers’ experience when it comes to navigating inside the store and finding what they’re looking for. The integration of modern, “Shop-in-Shop” design, into a comfortable, premium retail space is definitely winning the hearts of shoppers.

“The expansion of Grand senQ is in line with one of our Business Direction pillars this year, which is Customer Experience Elevation. At Grand senQ, it’s all about the experiential touch-and-feel effect at our physical stores, elevated to a premium level with the feedback that we have received from shoppers. We have always aimed to put our customers at the heart of all that we do,” said Mr KC Lim, President of Senheng Electric (KL) Sdn Bhd, one of the founders of the senQ brand.



For the families who are visiting Grand senQ Datum Jelatek this weekend from 4th to 7th May 2023, there will be free cotton candy for the kids to enjoy and free coffee tasting for the parents. For customers who are new to senQ, they can enjoy an extra 1 year warranty or a 1-to-1 replacement warranty for 24 months on their purchases, by just adding RM9.90 only.

Existing PlusOne members who are familiar with senQ can enjoy up to 100% S-Coin Cashback on exclusive items as well. For other special promo items, there will be a 50% Direct Discount from the S-Coin Cashback for the promo item, or PlusOne members can choose to get the 100% S-Coin Cashback for the promo item, which they can then use their next purchase. This is in line with our customer focused strategy, where we give shoppers to choose the deal they prefer.

With the opening of Grand senQ Datum Jelatek, we are definitely living up to our tagline “Feel It, Test It!” Head on to Datum Jelatek Mall for a grand experience today, only at Grand senQ!

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

About senQ

senQ® is a brand under Senheng New Retail Berhad, which also owns Senheng®, one of the leading consumer electronics chain stores in Malaysia. First started in December 2003, it has since grown into more than 30 branches across Malaysia in 2021. Helmed by the Lim brothers, K.H., K.C. and K.Y., both Senheng® and senQ® have gained their reputation and credibility that have made waves in the industry through progressive, forward looking, and innovative touches.