

# SENHENG

**SENHENG ELECTRIC (KL) SDN. BHD.** (296691-X)

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## FOR IMMEDIATE RELEASE

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## **Grand Senheng Elite Lands in Kota Damansara, a Rewarding Retail in Town**

*Celebrate the Grand Opening with exclusive rewards on the latest electronics, appliances and mobiles from 10<sup>th</sup> – 13<sup>th</sup> October 2024*

**KOTA DAMANSARA, SELANGOR, 10 OCTOBER 2024** – Senheng, Malaysia’s leading consumer electronics and home appliances retailer, is making waves in Kota Damansara with the grand opening of its flagship store; the Grand Senheng Elite, spanning an area of 17,675 square feet, creating a shopping space that integrates innovation and experience.

This monumental occasion signifies a boost in retail and shopping in the district, offering an extensive selection of cutting-edge technology and high-quality home solutions. The grand opening will commence on 10<sup>rd</sup> October 2024, featuring exciting promotions and exclusive offers until 13<sup>th</sup> October 2024.

From ultra-modern essentials that elevate your living space to meticulously crafted gadgets that redefine convenience, this flagship store is an irresistible destination for both seasoned tech enthusiasts and families seeking to elevate their home environment.

### **Unveiling an Impressive Tech Experience**

As you step into the shop, prepare to be captivated by a collection of the most coveted tech from industry titans like Samsung, LG, Panasonic, Philips, Dyson, and Laifen, each brand synonymous with exceptional quality and pioneering innovation.

Whether you're an Apple devotee or an Android aficionado, Grand Senheng Elite meets your modern tech needs with style. As an authorised Apple reseller, the store offers a complete range of Apple products alongside the newest Samsung Galaxy flagship devices, ensuring that your quest for the perfect mobile companion ends here.

### **Interactive Zones for Immersive Experiences**

Grand Senheng Elite goes beyond showcasing products. Look no further than the exclusive **Robam shop-in-shop interactive zone** – a mini-store dedicated to showcasing Robam's innovative kitchen technologies. Explore their latest offerings, get expert advice, and be amazed by a live mist-suction demonstration. This showcases the impressive efficiency of the Robam Cooker Hood, keeping your kitchen fresh and smoke-free – a testament to Robam's cutting-edge technology.

### **Living Smart is the New Way of Life**

Senheng is proud to offer the Samsung Smart Home range, bringing the latest in smart living technology to our customers. With a variety of innovative products, including smart refrigerators, washing machines, and air conditioners, the Samsung Smart Home series allows you to manage and control your home effortlessly via your smartphone. This advanced technology offers unparalleled convenience, energy efficiency, and seamless connectivity, making everyday living smarter and more efficient.

### **Green Living Promotion: Home Solar System**

As an important step in supporting environmental protection and sustainable development, Grand Senheng Elite is launching a special promotion—customers who purchase a home solar system can enjoy up to 30% S-Coin cashback! This not only provides significant energy savings and long-term cost reductions for customers but also actively aligns with corporate social responsibility (ESG) goals, promoting the adoption and use of green energy. By installing a solar system, you can reduce your carbon footprint, contribute to environmental protection, and enjoy generous rewards and incentives at the same time!

### **Exclusive Grand Opening Promotions: 10<sup>th</sup> – 13<sup>th</sup> October 2024**

To celebrate the grand opening, shoppers can indulge in an array of unparalleled offerings such as:

- 30%\* S-Coin Cashback storewide on home appliances.
- 50%\* S-Coin Cashback on selected products.
- 10%\* S-Coin Cashback on iPhone 16 Series
- 30%\* S-Coin Cashback on Solar Power System
- Free Extra 1-Year Warranty\* for PlusOne Members.
- Trade-in rebate of up to RM600\*

*\*Terms and conditions apply.*

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## **S-Coin: Pick a Gift, Choose Your Rewards**

Senheng's S-Coin Cashback system offers customers an innovative way to be rewarded with every purchase. With every eligible transaction, customers earn S-Coins, which can be accumulated and redeemed for a wide range of gifts available at Senheng stores. What makes this program unique is the flexibility it provides—customers have the freedom to choose their own gifts that match the value of their accumulated S-Coins, ensuring a personalized and rewarding shopping experience like no other. This means shoppers not only save more but also get to enjoy exclusive rewards that truly suit their preferences.

## **About Senheng**

Senheng® is the largest consumer electronics and home appliances chain stores in Malaysia. Founded in 1989, it has since grown into more than 120 branches across Malaysia. Through the progressive, forward-thinking and innovative touches of the Lim brothers, K.H., K.C. and K.Y., Senheng® have gained their reputation and credibility as one of the most rewarding chain stores in the nation, providing a unique and exciting shopping experience for all.

For the latest updates, please visit <http://www.senheng.com.my> or follow "SENHENG Malaysia" on [Facebook](#), [Instagram](#) and [Twitter](#).

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