

# B.TECH and Noon.com launches an online store for products

This partnership aims to provide noon's customers with access to B.TECH's store with up to 50% off

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**Egypt, Cairo. 19 October, 2022:** B.TECH, Egypt's leading integrated omnichannel retailer and one of the top home appliance distributors signed a Memorandum of Understanding with noon.com, the Middle East's leading online shopping destination, to launch a dedicated section for B.TECH on noon's platform to cater to its customers' different needs through a wide range of products that are now available for sale with up to 50 percent off.

This partnership makes noon the online arm for B.TECH, the largest retailer for home appliances and consumer electronics in Egypt, ensuring that the online shopping experience for B.TECH products is up to customer expectations, satisfaction and convenience through its safe and speedy delivery. With noon housing a full online store for B.TECH, customers will get to enjoy expansive product offerings from global brands like Samsung, Tornado, Dell, Babylics, Braun, Xiaomi, Unionaire, Fresh and LG with up to 50 percent off.

Mohamed Khattab, B.TECH, Executive Vice President, b\_labs & Digital Commerce commented on the new partnership saying "At B.TECH, we have been excessively investing in eCommerce as part of our transformation strategy to become a full-fledged tech platform and maximize our digitalization efforts. With the new partnership with noon, we are proud to join forces with a leading eCommerce player to further expand our online presence, cater to the constantly evolving demands of our customers and ensure a seamless and swift shopping experience for everyone."

B.TECH's online store on noon is packed with diverse products ranging from electronics like TVs, Mobiles, Laptops, and Wearables, Home Appliances eligible for all home sizes covering kitchen essentials, as well as beauty products including hair styling tools and personal care products. Such collaboration increases B.TECH's distribution channels even further as the leading consumer electronics retailer in Egypt through noon's largest logistics and fulfillment network that provides its customers with speedy delivery across Egypt.

Mostafa Salem, VP of Growth and Digital Strategy of noon Egypt said: "We are proud of this significant partnership with B.TECH, a renowned trusted name amongst consumers in Egypt, which marks their first collaboration as the leading electronics retailer and home appliance distributor in Egypt with an ecommerce player." Salem added: "This will contribute to noon's continuous expansion in its suite of electronics and home appliances products, while massively

benefiting our large customer base with a convenient, safe and speedy delivery of all B.TECH's wide range of products at the best deals that promote their savings."

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### **About B.TECH**

B.TECH is Egypt's leading integrated omnichannel retailer and consumer finance platform. Founded in 1997, B.TECH boasts its leading position with a solid network of more than 143+ stores across Egypt. In addition, the company provides unique financing solutions for its customers, led by the "MiniCash" service that has significantly contributed to its #1 position in the market and unrivaled popularity among Egyptians. B.TECH has more than 6000+ employees and is Egypt's fastest-growing consumer electronics retailer.

### **ABOUT NOON.COM**

noon.com was formed with the objective of fostering an ecosystem of regionally based digital companies in order to secure the region's digital landscape's future. Noon's mission is to provide customers and companies in our region with outstanding value and support. On 12th December 2017, Noon launched its consumer platform in the Kingdom of Saudi Arabia and the United Arab Emirates. Noon debuted in Egypt in February 2019 and has since evolved to become the largest online shopping destination in the Middle East. Primarily a digital e-commerce platform powered by in-house technological talent, noon has swiftly developed strong native capabilities throughout its marketplace, fulfillment, logistics, and payment systems.