

Grocery delivery service Yassir Express launches in Gauteng

On-demand grocery delivery service Yassir Express has launched in Gauteng, offering shoppers delivery to their doors in as little as 30 minutes. The app, which went live locally last week, offers thousands of products including fresh fruit and vegetables, meat, pet food, pharmacy products and nappies.



Source: Screenshot

The launch marks the start of North African startup Yassir's ambitious expansion plans for South Africa over this coming year.

Yassir South Africa general manager Timothy Kiluba notes that speed, variety and affordability have been central to Yassir's popularity in other African markets, with over eight million users across the continent.

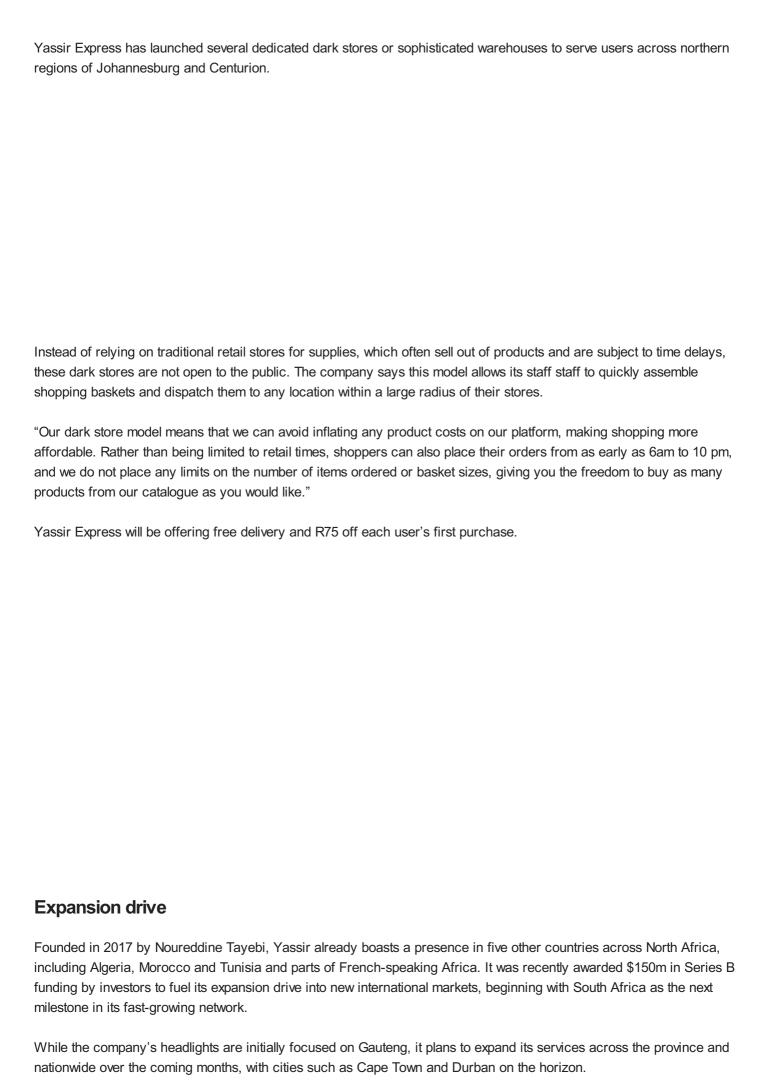
"Yassir Express is specifically designed for convenience, with a user-friendly and intuitive app that makes grocery shopping easier than ever," he says.

"Our business model is also unique in that we rely exclusively on dark stores and last-mile delivery. This ensures that our prices remain highly competitive and, most importantly, that we can offer faster and more reliable delivery times with a target of less than 30 minutes from purchase to arrival. Our aim is to consistently meet our promise to users, providing a seamless shopping experience that removes all inconvenience or hassle."



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African super app Yassir to launch its on-demand grocery delivery services in SA 15 Nov 2022



"Given high demand for on-demand delivery within South Africa, our goal is to expand rapidly over the next 12 months as users discover the benefits of our platform," states Kiluba.

"Our Gauteng launch is just the first step in our plans for the local market, and we look forward to making many more exciting announcements about further investments and growth into other regions soon."

The Yassir Express service is currently available in Johannesburg North and Centurion.

For more, visit: https://www.bizcommunity.com