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Lazada launches Seller Center Android app – the first mobile selling platform in Southeast Asia

- Almost 20,000 marketplace sellers to benefit from an easy on-the-go, one-stop access to millions of customers



Singapore, 29 July 2015 – Southeast Asia’s leading online shopping and selling destination Lazada has launched its [Seller Centre Android app](#) to make selling on its marketplace platform even more effortless for brands and merchants across the region.

Since its launch in 2013, Lazada’s marketplace platform has reached almost 20,000 sellers which accounts for approximately 75% of Lazada’s overall sales in Southeast Asia.

The Seller Center is an online platform for marketplace sellers to manage inventory, pricing, promotions and orders. As an app, it packs all the important features designed for sellers to manage their business on-the-go.

“Lazada has become the one-stop retail gateway of choice for local and international sellers to enter and grow their business in Southeast Asia. With this Seller Centre Android app, our partners are equipped with an effortless selling tool that they can access anytime to maximize their sales,” said Maximilian Bittner, CEO, Lazada Group.

Key features of the Lazada Seller Center app:

- **Inventory and listings management:** Edit, publish and share listed products conveniently.
- **Order management:** Process orders and update order status on-the-go to speed up the fulfillment process.
- **Real-time reporting and analysis:** View sales performance and make business decisions anytime, anywhere.
- **Push notifications:** Get notified on new orders, delivery status and when a product is out of stock.

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ABOUT LAZADA GROUP

Lazada Group operates Lazada, Southeast Asia's number one online shopping and selling destination, with presence in Indonesia (www.lazada.co.id), Malaysia (www.lazada.com.my), the Philippines (www.lazada.com.ph), Singapore (www.lazada.sg), Thailand (www.lazada.co.th) and Vietnam (www.lazada.vn).

Launched in March 2012, Lazada Group has grown rapidly to include approximately 4,000 employees across Southeast Asia. The Company has an online footprint of more than four million daily visits to its sites and mobile apps, and the largest Facebook following in Southeast Asia with over 12 million fans.

Lazada is pioneering eCommerce in the region by providing customers with an effortless shopping experience with multiple payment methods including cash-on-delivery, extensive customer care and free returns. Lazada features a wide product offering in categories ranging from consumer electronics to household goods, toys, fashion and sports equipment.

Lazada offers brands and merchants a marketplace solution with simple and direct access to about 550 million consumers in six countries through one retail channel.

Lazada Group also operates Lazada Services, a provider of logistics services, and helloPay, an easy-to-use online payment platform that provides consumers with a secure way of shopping online.