



## **AnyMind Group and DDI power live commerce for WRP, Rohto Indonesia and Kobayashi Indonesia**

*The brands are tapping on the combined synergies of DDI's operational capabilities and AnyMind Group's technology*

**Singapore - October 30, 2024** - [AnyMind Group](#) [TSE:5027], a BPaaS company for marketing, e-commerce and digital transformation, through [Digital Distribusi Indonesia](#) (DDI), an Indonesia-based e-commerce enabler acquired by AnyMind Group in 2023, has today announced that it is working with PT Wajah Rejuvenasi Perempuan Indonesia (WRP), Rohto Indonesia and Kobayashi Indonesia to provide its live commerce offerings to these enterprises.

Live commerce is rapidly becoming a favored commerce strategy in Indonesia as consumers turn to live shopping platforms for an interactive and direct shopping experience. Based on reports including the [Google-Temasek-Bain & Company report](#) and [Mckinsey & Company report](#), live commerce growth in Indonesia has surged in recent years, prompting brands to adopt this trend to boost sales and engage more closely with consumers.

Through DDI, each brand will have access to offerings that include live commerce planning, production studios and human live-stream hosts to deliver high-quality live shopping experiences. This provides enterprises with an opportunity to tap into the online shopping revolution currently happening in Indonesia.

The company also recently launched [AnyLive](#), a GenAI-powered live commerce platform that enables brands to further capitalize on the rise of live commerce by opening up capabilities for 24/7 live streaming through the utilization of AI avatars. These AI avatars can complement human hosts by continuing to run live streams during off-peak hours.

“Consumers today want more than just online shopping. They seek a direct, interactive, and enjoyable shopping experience. This is why live commerce has become the future of online shopping in Indonesia, and we at DDI are ready to facilitate this by offering the best technology and services to help our partners increase sales,” said Tatum Kembara, Managing Director of E-commerce Enablement at AnyMind Group.

Since DDI's post-merger integration in September 2023, the company has collaborated with numerous leading brands in Indonesia and globally to reach more consumers through digital platforms such as e-commerce marketplaces and live commerce. This effort is carried out through the combined operational expertise of DDI and AnyMind Group's technology.

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**About AnyMind Group**



Founded in April 2016, AnyMind Group [TSE:5027] is a Business-Process-as-a-Service company for marketing, e-commerce and digital transformation. The company provides two broad offerings to brands and businesses, publishers and influencers: Brand Commerce and Partner Growth. Brand Commerce provides businesses with the company's platforms for manufacturing, e-commerce enablement, marketing, logistics and AI utilization, whilst Partner Growth provides web and mobile app publishers along with influencers and content creators with platforms for monetization and optimization. AnyMind Group has over 1,800 staff across 23 offices in 15 markets, including Singapore, Thailand, Indonesia, Vietnam, Cambodia, Malaysia, the Philippines, Hong Kong, Taiwan, Mainland China, Japan, India, the United Arab Emirates, South Korea, and Saudi Arabia.

### **About BPaaS**

Business-Process-as-a-Service (BPaaS) is a business model that merges and creates an additional layer of value on top of Software-as-a-Service or SaaS (software-centric) and Business Process Outsourcing or BPO (operations-centric), by providing greater flexibility and scalability to the entire business process lifecycle. Through BPaaS, enterprises can tap into agile and adaptive end-to-end process lifecycle management through a combination of technology and operations teams that leverage on local and regional best practices, for the designing, development, implementation, optimization, and automation across the business process.