



# Supporting Sharia Economy & Halal Lifestyle in Indonesia

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# Potential of halal industry globally

**USD 2,02**  
**trillion**

**spending in 2019**

for halal food, pharmaceutical,  
cosmetic, fashion and travel sectors

**3,2%**

**YoY growth in 2018-2019**

*\*Source: State of the Global Islamic Economy 2020/21 Report*

# INDONESIA

has great potential to develop its sharia economy

**4<sup>th</sup>**  
country



**Global Islamic Economy  
Indicator (GIEI)**

with score of

**91.2%**



A close-up photograph of two hands shaking in a firm grip, symbolizing collaboration. The hand on the left is wearing a light blue shirt sleeve, and the hand on the right is wearing a white shirt sleeve. The background is blurred, showing an office environment with other people and lights.

**Collaboration is the key to  
spur halal industry  
development in the digital  
economy.**

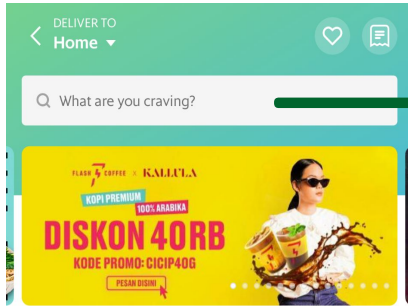
We formed collaboration with our strategic partners to  
simplify zakat access for consumers



A woman wearing a black hijab and a beige vest over a dark long-sleeved shirt is smiling while shopping in a grocery store. She is holding a blue box in her left hand and an orange box in her right hand. A red shopping basket filled with various items is visible in the lower-left foreground. The background shows shelves stocked with various products, including boxes and bags, in a brightly lit store environment.

**How do we support our  
Moslem consumers?**

# Delighting GrabFood Consumers Through Halal Food Selection



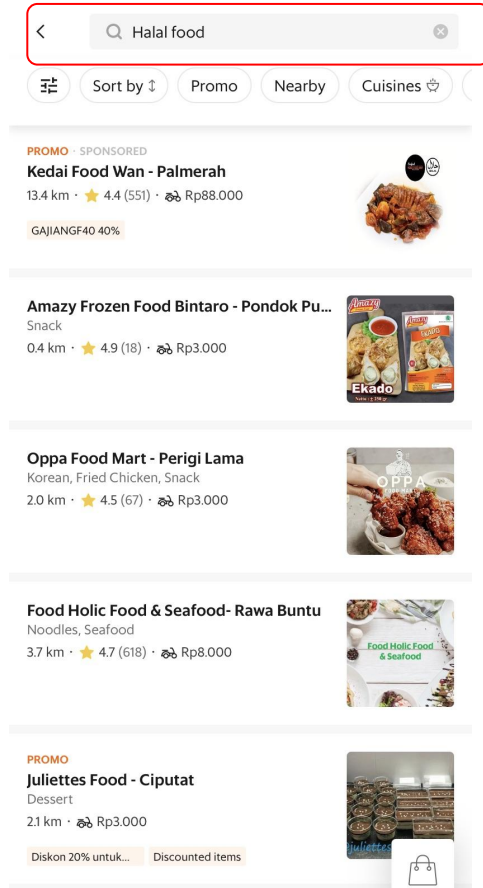
Type “Halal Food”  
at the search column

There are 214 food rewards waiting. [View](#)



Try our million flavors →

All menus discount 50rb





# Provide daily essential services in the safest way possible



Introduced **contactless delivery** for customer and delivery partner safety



Worked with merchant-partners to enhance food preparation protocols and ensure food safety and hygiene



Implemented **GrabFood Delivery Statement Card**



Provided over 2000 non-contact thermometer guns to merchant-partners



# GrabFood Introduced Scheduled Order, Ideal for Ramadan



**3x**

increase in **Scheduled Orders**  
during the first two weeks of  
Ramadan 2021

**28 min**

average delivery time for  
GrabFood orders

- Scheduled Order lets consumers place orders between 1 hours and 2 days before their preferred delivery time.
- Scheduled orders are **prioritized** over on-demand orders
- Advantages
  - **Consumers:** Ability to plan ahead and reduce last-minute order anxiety
  - **Merchants:** Better estimate order volume, ingredients and kitchen staff required for the day
  - **Delivery-partners:** Improved productivity, orders with similar delivery times and routes can be grouped together for delivery
- GrabFood is **the only platform** that offers this feature.

**Together, we  
drive the sharia  
economy  
forward.**

