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Bateriku: Building a Roadside Service Around the Battery

Bateriku began with an urgent automotive need—getting a dead battery replaced—and grew into a network of technicians, local entrepreneurs and roadside services. Its next challenge is to connect growth with responsible battery recovery.

Bateriku · Automotive services · Malaysia
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A breakdown is a service moment

A car battery often fails at an inconvenient time. The driver needs a replacement quickly, but may not know which battery fits the vehicle or where to find a technician. Traditional roadside help can involve calling several shops and waiting for someone to arrive.

Bateriku built a digital and physical network around that moment. Founded in Malaysia in 2014 by Azarol Faizi Zakaria Ansari, the company offers on-demand battery replacement and roadside assistance, with technicians, service points and partner workshops. A customer can request help through its channels and connect with a nearby service provider.

That model depends on local density. A network must have enough technicians to respond quickly, but each technician needs enough jobs to earn a living. Bateriku has developed an ecosystem that includes BHeroes, its gig technicians, and BPreneurs, local entrepreneurs operating service businesses. It also offers training through Akademi Bateriku, which the company

BACK ON THE ROAD

Bateriku

says is endorsed by Malaysia's Department of Skills Development.

From a product to a service network

Bateriku's corporate site presents the company as operating since 2014 and reports more than 2.3 million orders processed, 2.1 million batteries collected for recycling, and more than 1.6 million satisfied customers. It lists an ecosystem of over 2,000 merchants, 4,317 technicians and 142 entrepreneurs. These numbers are company-reported cumulative figures, and their time periods and definitions should be checked before public use.

The network approach is the company's core asset. A battery is a standard product, but the service around it can differentiate the customer experience: selecting a compatible model, dispatching a technician, completing the replacement and taking away the old unit. Bateriku has added breakdown support, diagnostics and workshop connections to extend the relationship beyond a single purchase.

In 2024, the investment firm Gobi Partners announced that Bateriku closed a US$7.4 million Series B round. The announcement said the business operated nearly 200 Pitstops across Malaysia, served over 1.5 million car owners and planned to explore expansion into Indonesia and Singapore. These are figures and plans stated at the time of the funding announcement. They should not be presented as current operating statistics without a fresh company check.

The second life of a battery

Battery replacement creates a waste and recovery question. A used lead-acid battery contains materials that can be recycled, but collection and responsible handling matter. Bateriku has said that battery recovery is part of its model. In July 2025, it announced a partnership with Econili Battery New Energy to develop a circular ecosystem for lithium battery waste, a related but distinct stream from the conventional car batteries central to its original service.

The initiative broadens the company's story from convenience to lifecycle management. It also carries a proof obligation. A memorandum of understanding is an agreement to collaborate, not evidence that a recycling system is already operating at scale. Future reporting should distinguish collected batteries, properly treated material and actual recovered output.

Bateriku's next stage involves managing multiple service lines without losing response quality. More products create more opportunities to serve a driver, but also add inventory and training needs. A dispersed technician network requires consistent standards, fair compensation and safety procedures.

The network's performance is visible to customers in small moments: whether a technician arrives when promised, carries the correct battery and explains what happens to the old one. Those details shape trust more than a broad claim about transformation. They also create useful operational measures for the company, including response time, first-visit completion and verified recovery rates.

GCEIP View

Bateriku turned a routine failure into a coordinated service business. Its digital channel connects customers to people and inventory in the field, while its technician and entrepreneur network gives the model local reach. The next measure of progress is whether that reach remains dependable as services expand—and whether the company can document battery recovery as carefully as it tracks a completed roadside job.