

Dija acquires delivery startup Genie to expand 10-minute grocery service

Dija, the ultrafast grocery delivery service that promises to deliver in 10-minutes, has closed a deal with Cambridge-based Genie, a delivery startup. Founders Tim Chan and Callum MacBeth will join the Dija launch team to support growth outside of London.

With four warehouse hubs already operating in South Kensington, Fulham, Islington and Hackney, Dija helps customers access the groceries they want on-demand within 10-minutes.

By summer 2021, Dija will be operating a further 20 hubs across the capital, covering over 3M people. The company also plans to bring its service to customers across the UK and Europe by the end of the year.

Launched in 2020, Genie has rapidly gained traction among the local community by offering delivery of snacks, drinks and everyday essentials in 15 minutes or less with late-night opening hours. The company was founded by Tim Chan and Callum MacBeth, together with technology team Raymond Siems, Evan Martin and Wilson Griffiths.

Dija's cofounder and CEO Alberto Menolascina, said: "The grocery delivery space is going through its biggest shakeup in decades. Our ultrafast delivery service is changing the way people shop, helping to free up customer time and

ensure they can get what they want when they want it. But our ambitions aren't limited to inside the M25.

"I'm delighted that Tim and Callum are joining the Dija family to ensure more people can access this reliable and efficient service across the UK and Europe."

Tim Chan, Genie cofounder and CEO, said: "We're excited to join forces with the team at Dija and continue our shared mission to bring everyday items to your door in a matter of minutes."

"For our existing customer base this deal means access to more products, better prices and even faster delivery times. We've had a tremendous response in Cambridge so far, and look forward to bringing Dija to many more regions across the UK in the coming months."