Delima Oil introduces SAJI Sambal Paste

Delima Oil Products Sdn. Bhd. (Delima Oil), a subsidiary of Felda Global Ventures Holdings Berhad (FGV), introduces the SAJI Sambal Paste to its range of products.

Under the SAJI brand, the sambal paste comes in three varieties; Pes Sambal Pedas SAJI, Pes Sambal Nyonya SAJI and Pes Sambal Paprik SAJI.

Suitable to be served during sahur and breaking fast in the upcoming Ramadan, food preparation will be easier and faster with SAJI sambal paste.

FGV Group President and Chief Executive Officer Dato' Mohd Emir Mavani Abdullah said Delima Oil will continuously strengthen FGV's ranking in the Fast Moving Consumer Goods (FMCG) industry in producing palm based products to fulfil consumer needs of various segments.

"This move by FGV through Delima Oil in diversifying its product range is very positive and in line with the Group's intention to reduce its dependency on upstream activities".

"Delima Oil has several brands under its belt apart from SAJI, including Adela, SunBear and Seri Pelangi. These products will continue to contribute to the Group positively," he added.

Also present were Felda Group Chairman Tan Sri Mohd Isa Abdul Samad and FGV's Head of Downstream Cluster Dato' Zakaria Arshad.

Meanwhile, Delima Oil Chief Executive Officer, Ahmad Salman Oman said consumer needs changes with lifestyle trends and the company will keep up through research and development (R&D) in producing high quality products.

"This new product will further strengthen the SAJI brand as the main choice of Malaysian households and also the ASEAN market."

"Currently, we are trying to penetrate the Middle East's halal industry in our venture to expand our market internationally." he said.

Pes Sambal SAJI is sold at RM6 each packed in bottle of 230 gram.