

# FGV Continues Its CSR Journey with 'SAJI Seikhlas Hati, Back to School 2025' in Supporting Underprivileged Students



**PUCHONG, 12 February 2025** - FGV Holdings Berhad (FGV) has reaffirmed its dedication to community development with the launch of its Corporate Social Responsibility (CSR) initiative, 'SAJI Seikhlas Hati, Back to School 2025'.

The programme, which is organised by FGV's subsidiary, Delima Oil Products Sdn Bhd (DOPSB), in collaboration with Muslim Care Malaysia (MCM), GCH Retail (Malaysia) Sdn Bhd (Giant Malaysia), and the Department of Social Welfare (JKM), aims to alleviate the financial burdens on underprivileged households as they prepare their children for the upcoming school year.

The initiative benefits 80 students from low-income households in the Klang Valley, providing them with essential school supplies, including uniforms, school bags, stationery, and cash assistance. This effort is part of FGV's broader commitment to bridging the educational gap, particularly for families struggling with the rising cost of living.

The programme was officially launched by YB Datuk Seri Dr. Noraini Ahmad, Deputy Minister of Women, Family and Community Development, who expressed strong support for such impactful initiatives.



*On the back row, from right: Shammim Azad Kamruzaman, the Officer in Charge of FGV Consumer Product Division cum Chief Executive Officer of DOP; Zulkifli Wahijan, President of MCM; YB Datuk Seri Dr. Noraini Ahmad, Deputy Minister of Women, Family & Community Development Malaysia; Fakhrunniam Othman, Group Chief Executive Officer of FGV; and Tiger Cheah, Chief Executive Officer of Giant Malaysia.*

“Through this programme, FGV demonstrates its commitment to supporting those in need, particularly in the field of education. We believe that education forms the cornerstone of a brighter future. This initiative will not only ease the financial strain on these families but also motivate the students to excel in their studies,” said Fakhrunniam Othman, Group Chief Executive Officer of FGV.

Since its inception in 2000, SAJI has established itself as a leading brand in the Malaysian market, offering a broad range of products from cooking oil to other food essentials such as creamer, instant noodles, cooking sauces, and coconut milk.

Beyond the SAJI brand, FGV’s portfolio includes a diverse selection of consumer products under brands like Seri Pelangi, Adela Gold, Premeo, Gula Prai, Ladang ‘57, and Bright Cow. Alongside producing high-quality products at affordable prices, FGV remains committed to giving back to society through impactful CSR initiatives.

“As we continue to grow, the support we receive from Malaysians for our products fuels our drive to implement even more CSR initiatives that directly benefit the communities in areas where we operate,” Fakhrunniam added.



As a leading agri-business player in Malaysia, FGV remains steadfast in its commitment to social welfare and sustainability. The Group believes that a corporate success should not be measured solely by financial performance but also by its contributions to the well-being of society.

Aligned with this philosophy, FGV recently sponsored RM2.25 million for the 'Welcome to School 2025' programme organised by the Federal Land Development Authority (FELDA). The sponsorship provided school supplies to 15,000 Year 1 students, children of FELDA settlers nationwide.

For 2024, FGV has allocated approximately RM10.3 million towards CSR initiatives focused on poverty alleviation in both urban and rural areas, as well as addressing the issue of school attrition. These initiatives include contributions to mosques and schools through partnerships with state religious councils and zakat centres. In the education sector, FGV

has collaborated with Yayasan Didik Negara to distribute digital textbooks and with Yayasan FELDA to offer digital and vocational courses for SPM graduates.

With initiatives like these, FGV is confident that collective action can drive meaningful change and improve the lives of those in need. Driven by the belief that education is the key to societal transformation, FGV remains dedicated to expanding access to education, in line with its overarching Sustainability Framework.



*YB Datuk Seri Dr. Noraini and Fakhrunniam helping the children trying on school shoes at Giant Kinrara.*

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