

FGV Launches SAJI Sayangi Sawitku Campaign



FGV Holdings Berhad (FGV), through its subsidiary Delima Oil Products Sdn. Bhd. (DOP), today launched its SAJI *Sayangi Sawitku* campaign in support of the Ministry of Primary Industries' Love My Palm Oil campaign.

FGV Group Chief Executive Officer, Dato' Haris Fadzilah Hassan said, as the leading cooking oil brand in Malaysia, SAJI is the best Halal product to support the government's initiative to increase the consumption of palm-based products. We also view this campaign as our appreciation towards smallholders who contribute 70% of the palm fruit FGV processes.

"Starting today, *SAJI Sayangi Sawitku* logo will be displayed on SAJI cooking oil products, commercial advertisements and FGV tankers.

"Apart from this, in conjunction with the forthcoming Ramadan, FGV also launched its *Infak Ramadan SAJI* campaign where every SAJI 5kg cooking oil sold, 50 sen, will be donated to local non-governmental organisations including those related to Fel'da settlers and international humanitarian aid," he said at the programme, which was officiated by MPI Minister YB Teresa Kok.

Since last year, market research showed that the consumption rate of local cooking oil rose compared to other types of cooking oils. This is strengthened by continuous awareness campaigns on the quality of palm oil as a healthier option that is competitively priced.

In 2018, SAJI controls 27% of the non-subsidised local cooking oil market and with the launch of this new campaign, FGV targets a sales increase by 11.5% compared to last year. For the *Infak Ramadan SAJI* program, the company expects a collection of RM300,000.

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