

FGV Sells One Million Oil Palm Seeds to India's Growing Market



KUALA LUMPUR, 4 November 2020 - FGV Holdings Berhad (FGV), the leading oil palm seed producer in Malaysia, is expanding its presence in India's oil palm seed market.

To date, FGV has secured sales for one million oil palm seeds for India and is targeting to sell another 1.5 million seeds by 2021 following India's growing market demand for premium oil palm seeds. The seeds sold are FGV's Yangambi ML161, the number one oil palm planting material with a 43% market share in Malaysia.



The latest buyer is FGV Pre Unique, a joint-venture company between FGV and Pre-Unique Pvt Ltd to penetrate India's food products market. FGV Pre Unique also acts as FGV's vehicle to expand its seeds market in the country mainly in India's states such as Andhra Pradesh and Telangana. The JV company has secured an order of one million seeds for its customers since September, four months after the joint-venture was established.

Group Chief Executive Officer, Dato' Haris Fadzilah Hassan said, "Yangambi ML161 possesses distinct characteristics compared to other varieties where it gives a higher percentage of oil extraction and bunch number with medium-sized bunches, making it one of the most preferred seed types in the palm oil industry domestically and internationally."



Officer, Dato' Haris Fadzillah Hassan is holding FGV's prized Yangambi ML161 seed product in his hands, during his previous visit to Pusat Penyelidikan Pertanian Tun Razak.

"I am confident FGV's venture in India is the right move for FGV's future business expansions. Apart from India, our Yangambi ML161 also caters to the high demand in Indonesia with 1.5 million seeds sold, Thailand with 0.56 million seeds sold, Papua New Guinea with 0.32 million seeds sold and Sri Lanka with 0.25 million seeds sold to date. This proves the superiority and trusted quality of our seed product in the overseas market," added Haris Fadzilah.

The Yangambi ML161 seed is developed through an extensive breeding and research programme at FGV-owned Pusat Penyelidikan Pertanian Tun Razak located in Jengka, Pahang, which is one of the largest oil palm research centres in Southeast Asia.

In addition to that, the Yangambi ML161 brand has also received consecutive awards on Best Brand Oil Palm Germinated Seed by The BrandLaureate Awards from 2012 to 2016, as well as the Brand Influencer Award for 2018-2019, a recognition towards the success of FGV's oil palm breeding programme.



Besides Yangambi ML161, FGV also offers the Yangambi 3-Way seed type, which grows into palm trees with shorter rachis length, moderate height increment and produces higher oil yield compared to other commercial oil palm trees. The planting material benefits industries on higher planting density on land scarcity, with traits such as high bunch numbers while conserving moderate bunch sizes.

FGV's annual seed production amounts to 20 million, and since its release and commercialisation in 2002, FGV has sold 400 million seeds, which is equivalent to about 2 million hectares of planted land. All of FGV's oil palm planting materials have also passed the Malaysian Standard MS157:2017.

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