

# FGV Strengthens CSR Initiatives during Ramadan; Over RM800,000 in Aid for Asnaf & Ushering Aidilfitri with its Anticipated SAJI's Raya Short Film

**KUALA LUMPUR, 28 March 2025** - In the spirit of Ramadan and upholding its commitment to giving back to society, FGV Holdings Berhad (FGV) reinforces its corporate social responsibility (CSR) commitment through a series of charitable initiatives throughout the holy month of Ramadan and Aidilfitri.

Under its CSR umbrella, *“FGV Seikhlas Hati”*, the Group has allocated more than RM800,000 in Zakat Wakalah fund to support the Asnaf community and those in need nationwide. Of this amount, RM682,000 is being distributed throughout Ramadan, while the remainder will be disbursed during the month of Syawal.

To mark the beginning of Ramadan, FGV launched the *“Program Sumbangan Ramadan Kumpulan FGV 2025”*, by distributing RM290,000 to 11 selected charitable organisations, along with cash assistance and FGV products to 100 recipients. To further extend its outreach, FGV also channelled an additional RM210,000 through its FGV's subsidiaries nationwide, particularly in FGV's operational areas.



***Program Sumbangan Ramadan Kumpulan FGV 2025, by distributing RM290,000 to 11 selected charitable organisations, and 100 recipients.***

“At FGV, compassion and social responsibility are deeply embedded in our core values under the P.R.I.D.E framework—*Partnership, Respect, Integrity, Dynamism & Enthusiasm*. These values guide our actions and shape the very foundation of FGV’s culture. Supporting those in need is not just a corporate obligation, but a sincere commitment to doing what is right for society and the nation. As Aidilfitri approaches, together with Warga FGV, we hope that these efforts will help spread joy and ease the burden of our beneficiaries so they, too, can celebrate the festive season meaningfully,” said Fakhrunniam Othman, Group Chief Strategic Communications Officer of FGV.

Continuing this commitment, FGV also participated in the “***Program Iftar@KL***”, an initiative organised by the Ministry of Arts and Culture in collaboration with its strategic partner, Pusat Pungutan Zakat Majlis Agama Islam Wilayah Persekutuan (PPZ-MAIWP), contributing RM120,000 to 12 selected welfare homes.

Additionally, FGV continued its “***FGV Seikhlas Hati - Program Tautan Kasih***”, held at Hotel Seri Costa, Melaka, through its subsidiary, Felda Travel Sdn. Bhd., in support of the “***Program Infaq Ramadan***”, now in its sixth year since its inception in 2020. What sets this initiative apart is its collaborative approach, inviting individuals and corporations to contribute and expand its reach. Over the years, this sponsored iftar initiative has benefitted over 5,000 recipients. This year alone, the total Infaq collected is estimated to benefit approximately 2,500 recipients.



***FGV Seikhlas Hati – Program Tautan Kasih, this sponsored iftar initiative has benefitted over 5,000 recipients.***

In collaboration with FELDA, FGV also sponsored several other initiatives, including the **“Ziarah Kasih Rumah Daif dan Pesakit Kronik”** programme for underprivileged homes and chronically ill patients in Jengka, Pahang, by contributing RM50,000 to repair homes for FELDA’s new generation.

In celebration of Aidilfitri, FGV, through its flagship brand SAJI, has also launched a special short film titled **“Nas Si Goreng”** as part of its Ramadan Raya 2025 campaign themed **“SAJI Rayakan Rasa”**, which also marks SAJI’s 25th anniversary as Malaysia’s culinary companion. The launch event was made even more meaningful with the participation of Asnaf children, who were invited to join the celebration. In the spirit of giving, donations were also distributed, reinforcing SAJI’s commitment to spreading joy and togetherness during this festive season.





*Ramadan Raya 2025 campaign themed “SAJI Rayakan Rasa”, which also marks SAJI’s 25th anniversary as Malaysia’s culinary companion.*





The film follows Anas, a young man navigating grief following the loss of his beloved mother, as he strives to preserve her culinary legacy. Starring Fadhli Masoot, Nabila Huda and Liza Abdullah, the story highlights themes of love, memory and healing, in line with SAJI's belief that every dish not only delights the palate but also creates lasting festive memories.

FGV's dairy brand, Bright Cow, also joins the celebration with its short film *"Kasih Ahnaf"*, portraying the sacrifices of a single mother raising three children. The film conveys the importance of zakat in supporting the growth and wellbeing of *Asnaf* children, while reminding viewers that happiness is rooted in gratitude rather than material wealth.



Both short films are now available for viewing on SAJI and Bright Cow's official social media platforms.

Through these meaningful initiatives, FGV reaffirms its commitment to serving the community and cultivating a spirit of compassion and togetherness, in keeping with the values of Ramadan and Aidilfitri.

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