FGV Unveils New SAJI Product Range

From left: Head of Downstream Division, En. Zulkifli Othman and Group Chief Executive Officer, Dato' Haris Fadzilah Hassan

KUALA LUMPUR, 11 September 2020 – FGV Holdings Berhad (FGV) through its subsidiary, Delima Oil Products Sdn Bhd (DOP) introduces three new essential food items under its flagship brand SAJI, in line with its expansion into the fast-moving consumer goods (FMCG) segment.

The products, SAJI rice, SAJI coarse sugar and SAJI coconut milk, are amongst the products set to hit the shelves this month, adding to the array of FMCG products under the brand.

During the unveiling event, FGV's Group Chief Executive Officer, Dato' Haris Fadzilah Hassan said, "FGV will be introducing more FMCG products in line with the Group's strategy to move further downstream into branded consumer food segment. We aim to develop this segment into a stronger revenue stream that is stable and sustainable".

Haris Fadzilah added that FGV is leveraging its expertise in agriculture to be involved in food production beyond palm based.

SAJI is already a household brand for cooking oil, which commands 40% of the Malaysian market. Other products under the brand include SAJI creamers and flavoured creamers, SAJI sauces, SAJI mayo, SAJI instant noodles and SAJI rock salt.

Meanwhile, the introduction of SAJI rice marks FGV's debut in rice production. For starters, DOP is marketing SAJI local special rice and imported special rice in 5kg and 10kg packages.

"Currently, FGV is working with large scale local contract farmers to produce SAJI fragrant rice. In the pipeline are rice-based products, including flour and noodles," said Haris Fadzilah.

SAJI coarse sugar is produced under a smart collaboration between DOP and FGV's listed subsidiary MSM Malaysia Holdings Berhad, targeting ardent users of the SAJI brand.

SAJI coconut milk is another product that would complement a typical Malaysian kitchen as it is widely used in cooking. It comes in a 200ml and 1 litre tetra boxes.

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