SAJI Celebrates Ramadan With ‘KONGSI REZEKI, SEIKHLAS HATI’



KUALA LUMPUR, 23 APRIL 2020: This year’s Ramadan and the upcoming Syawal will certainly be different with the presence of the COVID-19 outbreak worldwide. Nevertheless, FGV Holdings Berhad (FGV)’s subsidiary, Delima Oil Products Sdn Bhd (DOP) is set to brighten the atmosphere with various exciting activities.

FGV Group Chief Executive Officer Dato’ Haris Fadzilah Hassan said the public’s support towards FGV Group’s products such as SAJI, ADELA, SERI PELANGI, and PRAI Sugar, as well as its latest dairy products, BRIGHT COW was overwhelming throughout the Movement Control Order (MCO) and this has inspired DOP to create a special Ramadan campaign for all levels of society.

“This year’s Ramadan is certainly different, we could no longer do many things that we used to such as going to Ramadan bazaars. However, FGV sees this in a positive light and hopes more families are able to cook meals together at home using FGV products,” said Haris Fadzilah.

SAJI will be launching ‘Kongsi Rezeki Seikhlas Hati’ campaign from April 24 to May 22, 2020, where consumers who purchase any FGV products will only need to send a receipt with their full name via WhatsApp to 017-6428 765. SAJI will donate the purchase value in the form of FGV products and cash, on behalf of the user, to be distributed to selected non-governmental organisations (NGOs).

In addition, for the first time, the DOP’s brand SAJI also launched its ‘Pahala Berganda-Ganda’ (Good Deed Multiplies) campaign. with the popular animation Omar & Hana, from April 24 to May 23, 2020. Children who are unable to attend school can gain knowledge through the children’s program featuring famous personalities, including preachers Ustazah Isfadiah, Ustaz Elyas Ismail, Qariah Farhatul Fairuzah and popular singers Hafiz Hamidun

and Naim Daniel.

The public also has the chance to win cash prizes by participating in the #BukaBersamaSAJI, video contest, where 12 winners will be selected via its official Facebook and Instagram @SajiMalaysiaOfficial. Also, get new recipes every day for buka puasa or sahur from the social media site.

Visit Facebook @SajiMalaysiaOfficial and Instagram @sajimalaysiaofficial for more information.