

SAJI Recognised as The Top Outstanding Brand with The Most Incremental Shoppers in 2022

KUALA LUMPUR, 26 JULY – SAJI, the homegrown Malaysian food brand by FGV Holdings Berhad (FGV), was named the ‘Top Outstanding Brand with the Most Incremental Shoppers in 2022’ by KANTAR, the world’s leading consumer data, insights and consulting company.

The award is in recognition of SAJI as the brand with the most incremental shoppers within Total FMCG and increasing by 5.4 percentage points Penetration in the year 2022. It builds upon SAJI’s momentum from the previous year, where the brand earned the title of the ‘Fastest Growing Brand of the Decade’ with an impressive 177% growth in Consumer Reach Points (CRP), surging from 8.9 million in 2012 to 24.7 million in 2021.



From left: Daniel Lee, Business Development Director for Worldpanel Division, Kantar Malaysia, Howard Chang, Managing Director for Malaysia and Thailand, Worldpanel Division, Kantar, Dato’ Nazrul Mansor, Group Chief Executive Officer (GCEO) of FGV, Zulkifli Othman, Head of Downstream and Shammim Azad Kamruzaman, Chief Executive Officer of Delima Oil Products Sdn. Bhd.

These milestones stand as a testament to SAJI’s continual growth and increasing appeal, attracting new customers as well as expanding its market presence. Since 2000, SAJI has been a market player, expanding its product offerings from cooking oil into other food categories such as creamer, instant noodles, cooking sauces, and coconut milk, contributing to its widespread acceptance and success in the market.

Dato’ Nazrul Mansor, Group Chief Executive Officer of FGV said, “Receiving this prestigious award and witnessing SAJI’s continued growth are clear reflections of our Group’s relentless commitment to becoming a leading Malaysian food company, with our vision of delivering foods and agriproducts to the world. We extend our sincerest appreciation to all

our valued customers for making SAJI their brand of choice, propelling us forward with unwavering support. With our customers at the heart of all our endeavors, we are confident in forging ahead and making a positive impact in the food industry.”



FGV remains steadfast in its efforts to achieve the goal of ensuring that, by 2030, at least 50 per cent of every Malaysian household kitchen will be stocked with its diverse range of food products.

“We attribute SAJI’s current success to our loyal customers. As a token of our heartfelt appreciation, we will be launching our upcoming ‘SAJI Terima Kasih Malaysia’ campaign, dedicated to our valued customers who have stood by us throughout the years. This initiative reinforces the emotional bond between our brand and customers, fostering lasting relationships,” said Shammim Azad Kamruzaman, Chief Executive Officer of Delima Oil Products Sdn. Bhd.

Scheduled for launch in August 2023, the campaign aligns perfectly with the Hari Merdeka season. Named ‘Terima Kasih,’ which means ‘Thank You’ in Bahasa Malaysia, it serves as SAJI’s gesture of appreciation to loyal buyers and all Malaysians. It will encompass a wide array of promotional offers, including special promotions, discounts, giveaways, exclusive deals, and engaging themed social media activities.

As Malaysia’s premier food and agribusiness company, FGV is fully committed to meeting the surging demand for quality, nourishing and affordable products in the market through its various consumer goods brands such as SAJI, ADELA, SERI PELANGI, GULA PRAI, LADANG’57 and BRIGHT COW. Being one of the key food players in Malaysia, FGV aims to play a significant role in the country’s national food security agenda by bringing high-quality and nutritious food products at affordable prices to all Malaysians.

