

“FGV Seikhlas Hati” Offers Food Packs at Reduced Price for B40 Households

KUALA LUMPUR, 15 April – FGV Holdings Berhad (FGV), Malaysia’s premier food and agribusiness company launches its corporate social responsibility (CSR) program dubbed ‘FGV Seikhlas Hati’ which aims to offer products at affordable price to B40 communities in Klang Valley.



From left: Dato’ Nazrul Mansor, Group Chief Executive Officer of FGV with Senior Management of FGV distributing FGV Seikhlas Hati food packs at PPR Seri Perak, Bandar Baru Sentul today.

The first phase of the program will offer 10,000 packs consisting basic food items at exclusive discounted price to underprivileged households residing in selected Projek Perumahan Rakyat (PPR) across the Klang Valley. Each FGV Seikhlas Hati food pack will include a bottle of 2kg SAJI cooking oil, a can of 500 gram SAJI sweetened creamer, a box of 200 gram SAJI coconut cream, and a packet of 1kg Gula Prai sugar. These items with the total retail price of RM22 is sold to identified PPR households at a low price of only RM10.



To ensure fairness and transparency, FGV also collaborates with local community leaders, charity organizations as well as government agencies to identify eligible and in-need households, whom will use redemption vouchers to purchase FGV Seikhlas Hati packs. This noble initiative started-off with the sale of 1,000 packs at Pangsapuri Seri Perak, Bandar Baru Sentul. FGV intends to continue the sales drive throughout the holy month of Ramadan and the upcoming Hari Raya celebration, providing the underprivileged with essential food items at a discounted, more than affordable price.



Dato' Nazrul Mansor, Group Chief Executive Officer of FGV said, "The surge in prices of essential items, including food, has become a growing concern. It has impacted not only the B40 households but also those in the middle-income category (M40) especially those residing in big cities. FGV Seikhlas Hati is a perfect opportunity for FGV to give back to the community that has been using and buying our products. This is a reflection of our values and commitment to making a difference

in the communities where we operate.”

“As a Malaysian food company, our aim is to have at least 50% of Malaysians’ cooking ingredients to come from FGV. We hope that this little contribution will help to create more awareness on our products among the B40 communities and put a smile on their faces especially in ushering the Raya festival. We are also glad that the program complements the Malaysia Madani aspiration as mooted by the 10th Prime Minister which embraces compassion, one of its core values and as encapsulated in its slogan, Negara Bangsa Progresif.” he added.



“It is good for FGV to subsidise part of the goods sold here for the underprivileged people like me. The pack sold does make a difference especially with the rising cost of goods today,” said 56 years old T. Gandhi Nathy Raman.

40 year-old, Fairul Iskandar added, “It is wise for FGV to identify the deserving households by working with our community representative as they know us better. This assistance can help ease the financial burden of the community where people usually will buy more of these essential ingredients for their Ramadan and Syawal preparations.”



FGV is dedicated to making a positive impact in underprivileged communities through various CSR initiatives under its FGV Seikhlas Hati program. The company remains steadfast in its commitment to serving these communities and will continue its efforts to improve livelihood as enshrined in its Corporate Responsibility pillars.

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