

FGV Unveils Saji Brand New Logo



Delima Oil Products (DOP), a subsidiary of Felda Global Ventures Holdings Berhad (FGV), unveils the new look brand logo for its flagship brand SAJI, most well-known for cooking oil and its culinary range of products.

Group President and Chief Executive Officer Dato' Zakaria Arshad said the SAJI brand has been a household name for Malaysia's cooking oil for almost 20 years.

“SAJI is an iconic brand for Malaysians. To ensure that the brand remains relevant as a major player for consumer goods’ market, we have taken the effort to rebrand SAJI.

“With the rebranding, we hope to give a fresh and contemporary look to the SAJI logo with a consumer friendly appearance to attract the new generation while retaining our loyal users,” said Dato’ Zakaria at the launch in Menara Felda here.

Curved like a bowl, the shape of the new logo reflects Saji’s culinary positioning. A smile is embedded, inviting consumers to enjoy the brand. A green background refreshes the brand identity while the sun rising from the hill signifies new beginnings and a new day.

“We believe this logo will attract the attention of existing consumers and also the new generation so that the SAJI brand will remain a choice for Malaysians.



The launch was officiated by FGV Chairman Tan Sri Mohd Isa Samad at Menara Felda. Also present at the ceremony was DOP CEO, Dato' Wira Adam and FGV senior management.

In his speech, Tan Sri Isa said that SAJI has become a trusted brand, starting with cooking oil which now has over 35% market share in Malaysia. Over the years, DOP has introduced several fast-moving consumer good (FMCG) products under the brand including SAJI Mayo, SAJI creamers and SAJI instant noodles.

"SAJI cooking oil has penetrated new markets including in Philippines, Myanmar and Cambodia, therefore we hope that all the other products will also be able to enter these countries as well as other ASEAN countries," he added.

Dato' Zakaria said from time to time, DOP would come up with complementary products that add value to its palm based product line up in an effort for the downstream business to generate better earnings and enhance the Group's total performance to bring more profit to the shareholders in general.

"The downstream segment is the future of FGV as it can be the defence mechanism to manage the volatility of the commodity business.

"With a solid marketing strategy, we are optimistic that DOP's new products will be competitive with products of its kind in

the market," he added.

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