

## **MALAYSIAN HOUSEHOLD FMCG BRANDS LAUNCH #KITABERSAMA INITIATIVE**

Multiple Brands Join Hands in Helping The Needy

KUALA LUMPUR, 13 August 2021 – As the COVID-19 pandemic continues to disrupt our country, more and more Malaysians are finding it difficult to cope with their daily lives. Some have lost their families while others have lost their source of income.

With the spirit of helping in mind, the #KitaBersama initiative has been launched to encourage corporations to do good. It is a joint effort between Baba Products (M) Sdn. Bhd., Mamee Double Decker (M) Sdn. Bhd., Sime Darby Oils, and Etika Group of Companies, together with Food Aid Foundation (FAF), a Non-Governmental Organisation (NGO).

To kickstart the initiative, the Fast-Moving Consumer Goods (FMCG) brands successfully delivered the first collection of products namely BABA'S, MAMEE, ALIF, and GOODDAY MILK worth over RM90,000 in total, earlier today. FAF will be distributing the food and beverages this weekend to those most affected by the pandemic, especially in Enhanced Movement Control Order (EMCO) areas within Klang Valley.

Baba Products (M) Sdn. Bhd.'s Communication and Consumer Marketing Manager, Farhan Hafetz said that the #KitaBersama initiative was created to encourage more brands to come together to continuously do good. "Many corporations are already doing charities individually, however, there's strength in numbers. If more brands could collaborate in doing good, it would greatly benefit the community".

Assistant Director of Islamic Affairs and Government Relations of Mamee Double Decker (M) Sdn. Bhd., Ahmad Syukry Ibrahim immediately welcomed the invitation to cooperate and said that this coordinated effort is an extended initiative of their own on-going Mamee Prihatin CSR program which started in 2011. While Sime Darby Oils Consumer Business' Senior Manager, Mohamad Rahimi Abdullah added "Sime Darby Oils is happy to be on board this collaboration as it is another platform for companies to work together towards a good cause. We hope more brands will join hands to reach out and help members of our communities who are in need during this difficult time"

"Since the onset of the pandemic, Etika Cares, which is a long-term impact driving program by Etika, has been undertaking campaigns to support vulnerable groups in our community. Being a part of this effort is one of our initiatives to do good together and we will continue to do so in the near future as well," said Khalid Alvi, Chief Executive Officer - Malaysia, Singapore and Brunei at Etika Group of Companies.

From the first Movement Control Order (MCO) in March 2020, FAF has distributed over 2 million KGs of food to the needy. The situation has worsened since the recent MCO 3.0, causing a drastic surge in requests from existing beneficiaries, as well as other B40 communities. "We have been unable to meet this substantial increase of requests. We welcome contributions in any form to help us in helping others", said Mr. Rick Chee, founder of FoodAidFoundation.org.

All corporations in Malaysia are welcome to join and support the #KitaBersama initiative. For more information, please contact [farhan@babas.com.my](mailto:farhan@babas.com.my)

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