

**WELCOME**

# Home of *Quality Food Products*

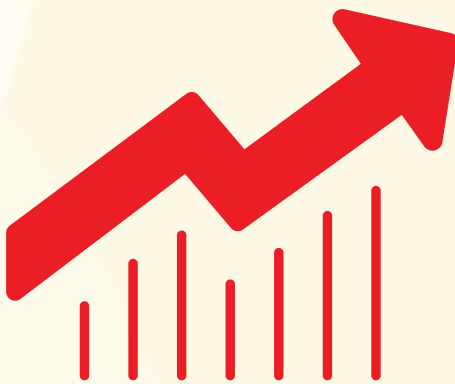


**COMPANY PROFILE 2023**  
**MOITTRY INFINITY SDN. BHD.**

# WHO WE ARE

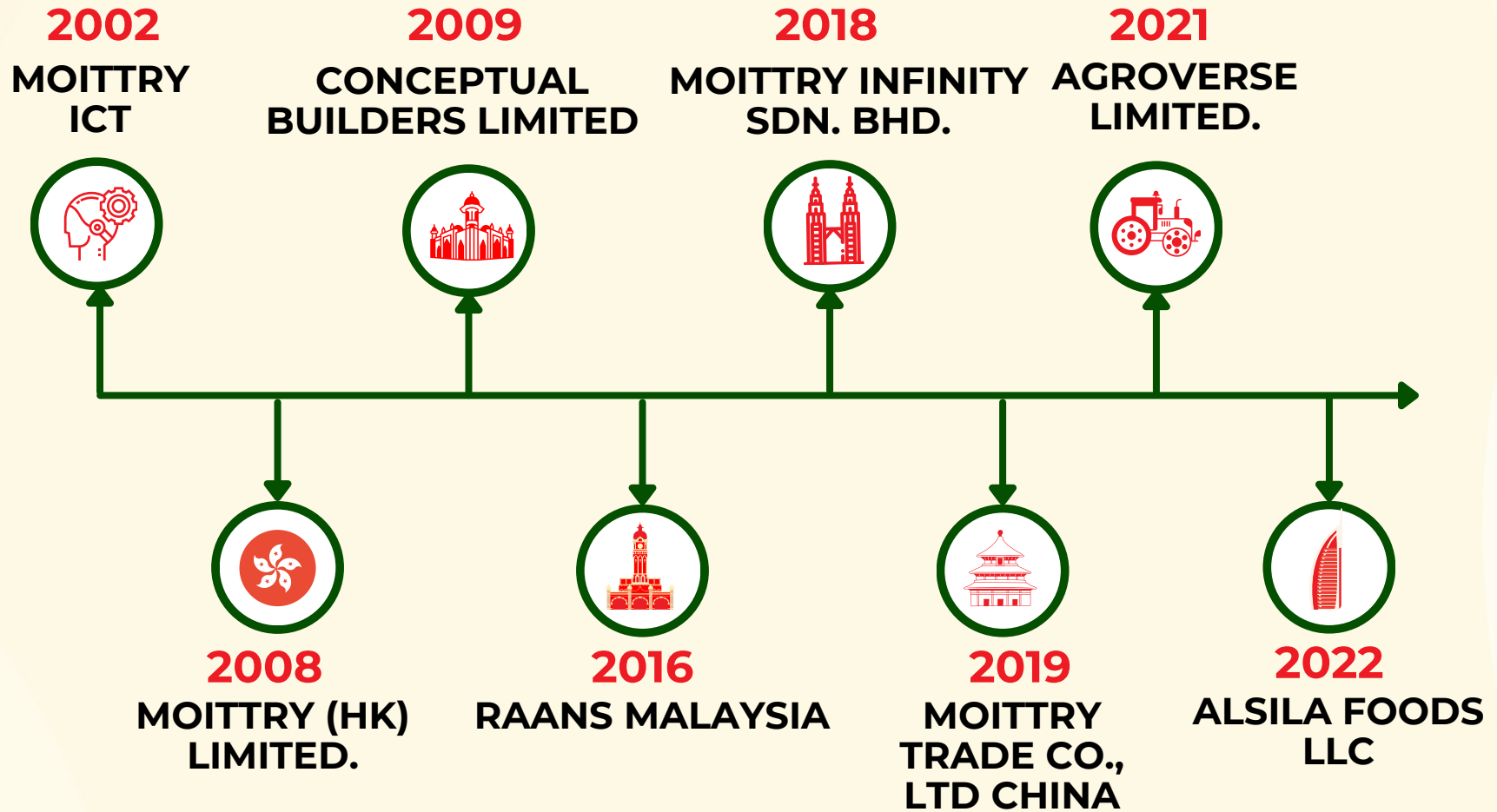
We are MOITTRY INFINITY SDN. BHD., a sister concern of MOITTRY GROUP, and one of the fastest-growing Manufacturing, Marketing, and Distribution companies in Malaysia. We started our journey in Malaysia as a marketing & distribution company in 2016. We own five brands MOITTRY, RICHINA, FULL DOSE, LAMHA, and SAMBAL ATOK. We are currently Marketing over 80 food & beverage items under these brands. We started our Manufacturing & Repackaging facility in Malaysia in 2021.

We are the main distributor of SQUARE GROUP, MERIDIAN FOODS, PT MONDE MAHKOTA, AKIJ BAKER, ASIAN THAI FOODS PVT. LTD., GEAR ENERGY DRINK and POPULAR JUICE INDUSTRIES in Malaysia.



Currently, we are operating in the Central, South, South-west & North-west Parts and covering over 5000 outlets through our General Trade. We have also partnered with many leading Supermarkets, Mini Markets, and Hypermarkets in Malaysia and covering more than 1000 outlets through our Modern Trade. Furthermore, we are exporting our products to different parts of the globe maintaining high moral standards in our daily operations to provide highly efficient and quality services to our respected partners.

# HISTORY OF MOITTRY GROUP



# OUR JOURNEY



In 2019 Moittry started distribution for Romania Foods.

Moittry launched its own Juice brand under the name RICHINA.

Moittry started distribution of **POPULAR** juice from Pakistan.

Moittry started distribution of **HAQUE GROUP**.

Moittry started business with **SAJEEB GROUP**.

Moittry started distribution of **Meridian Food Products**.

Moittry started its third Operation in Melaka.

Moittry launched its own **Spice & Culinary** brand **LAMHA**.

Moittry started a partnership with "**Asian Thai Foods Pvt. Ltd.**" to distribute their brands **RUMPUM & 2PM NOODLES** in Malaysia.

**MOITTRY** became the official distributor of **GEAR ENEGY DRINK** in Malaysia..

**MOITTRY** started its fourth operation in **PENANG**.

2019

2020

2021

2022

2023

2022

2016

2018

2020

2021

Moittry started its second Operation in **Johor Bahru**.

Moittry started business with **ECO Shop** marketing.

Moittry started **Manufacturing and Repackaging** facility in Malaysia for spice products

Moittry launched its own **Sambal Atok** brand in Q4 2021.

Moittry started a partnership with "**PT Monde Mahkota Biscuits**" to distribute their brand **MONESCO** in Malaysia.

Moittry started partnership with **NUTI NUTRITION FOOD JOINT STOCK COMPANY** to distribute their brand in Malaysia.

Moittry started partnership with **AKIJ BAKER** to distribute their bakery items in Malaysia.

**MOITTRY Infinity** started its journey in Malaysia.

Starting from 2018 Moittry started distribution of **Square GROUP** in Malaysia.

## OUR MISSION

With united efforts we will create a future of infinite possibilities.



## OUR VISION

We aspire to be the most trusted one stop service provider for manufacturing, sales, marketing and distribution in Malaysia.

## OUR GOAL

Establish ourselves as a world class manufacturing and marketing company for fast moving consumer goods.



# OUR VALUES

We believe that our core values are the key to our business success; which are



Development of people,



Quality of our service,



Efficient use of technology &



Commitment towards the stake holders.



We are training and integrating our core values to each member of our team. So, they will adapt it in their life, work and interaction with others.



# OUR HQ



## HEAD QUARTER/ FACTORY (CENTRAL REGION)

**LOT 2770-C, Jalan Industri 12, Kg Baru Sg Buloh,  
47000, Selangor, Malaysia.**

# OUR BRANCHES



**BRANCH OFFICE (JOHOR BAHRU)**

**No 11, Jalan Kempas Lama 2/7,  
Kempas Lama, 81200 Johor Bahru,  
Johor.**



**BRANCH OFFICE (MELAKA)**

**No.43, Jalan Eco 1,  
ZonIndustriAyer Keroh Baru,  
Hang TuahJaya, 75450 Ayer  
Keroh, Melaka.**



**BRANCH OFFICE (PENANG)**

**No. 1, Lengkok IKS Simpang Empat  
1,Taman IKS Simpang Empat, 14100  
Simpang Ampat, Pulau Pinang.**



# OUR SERVICES

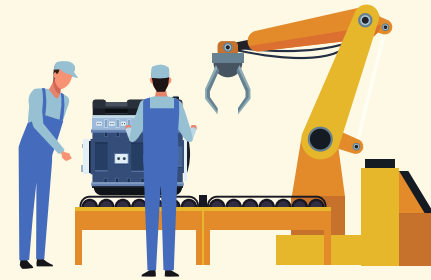
Currently, we are providing the following services to our respected partners.



**SALES**



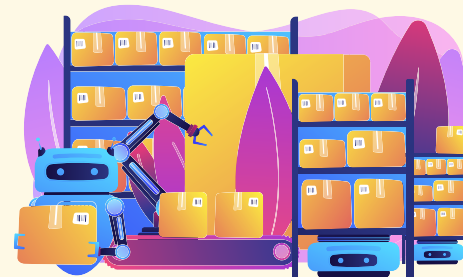
**MARKETING**



**MANUFACTURING**



**DISTRIBUTION**



**WAREHOUSING**

# MANUFACTURING



- ✓ Currently we are in the process of setting up manufacturing facilities for our Sambal and Spice Products.
- ✓ We are working in state of the art manufacturing facility in Malaysia for all our brands.
- ✓ Now, we are providing repackaging facilities for different products.
- ✓ We are in a preparation to establish a company to export products from Malaysia to all over the globe.



# SALES



- ✓ **Our sales team is fully trained and are regularly updated about our company products via team meetings.**
- ✓ **We currently employ one Divisional Sales Manager, 3 Zonal Sales Managers and 30 Sales Representatives in KL-Selangor region and 2 Zonal Sales Managers & 20 Sales Representatives in our sales team in Melaka & Johor.**
- ✓ **We are using sales automation for our sales team and the team is only responsible for collection of orders daily and service of the outlets.**
- ✓ **The sales reps are using motorcycles for their market visits, our current service model is to visit all outlet once in every week.**

# DISTRIBUTION



- ✓ We have a dedicated distribution team to deliver the goods for our partner brands.
- ✓ Our distribution team is efficiently delivering goods and doing the money collection.
- ✓ We currently have 20 delivery lorries to fulfill our deliveries.
- ✓ Our delivery service is also fully automated and delivery routes are also optimized by route mapping.



# WAREHOUSING



Main Warehouse, Kg. Baru Sg. Buloh



**We have enough room in our warehouse to rent out warehouse space to other smaller distributors.**



**We keep our barrels full without compromising quality for FIFO to maintain stock as fresh as possible.**



**Our warehouse is maintained in line with the standard quality that set by food safety authority.**



**Our sales team collects the orders, which are sent to our warehouse team for processing and fulfillment.**



# WAREHOUSING

**Warehouse in  
Johor Bahru**



**Warehouse in  
Melaka**

# MARKETING



- ✓ **We have an experienced marketing team consisting of 10 members who are responsible for promoting our business and mission of Moittry.**
- ✓ **Our Marketing Team is also managing and marketing our e-commerce stores in different Marketplace platforms including Lazada, Shopee, GrabMart, and so on.**
- ✓ **Our marketing team is mainly working on managing our brands, campaign management, producing marketing and promotional materials, monitoring and managing social media, producing internal communications, conducting customer and market research, and overseeing outside vendors and agencies.**

# COVERAGE



- ✓ **Currently we are covering almost 3000 shops in KL-Selangor in General Trade.**
- ✓ **Another 1200+ shops in Johor Bahru & Melaka.**
- ✓ **All shops have direct route for sales and distribution from us.**
- ✓ **We are in the process to start our operation in the northern part, Ipoh and Penang by the end of 2023**



# OUR BRANDS



Lamha

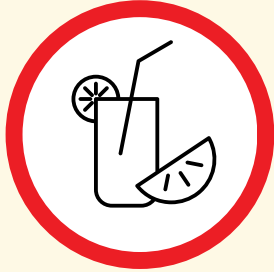
Richina

## PARTNER BRANDS





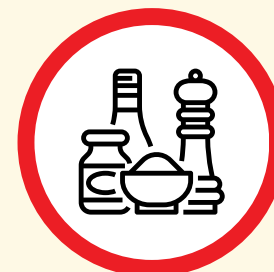
# PRODUCT CATEGORIES



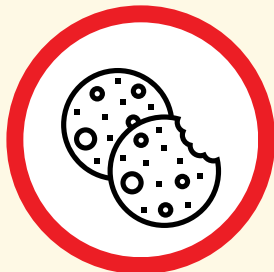
**JUICE &  
DRINKS**



**BEVERAGES**



**SPICES**



**BISCUITS**



**SNACKS**



**COMMODITIES**

# JUICE AND BEVERAGE



**PREMIUM**



**TETRA PACK**



**CAN JUICE**



**BASIL SEED**

# JUICE AND BEVERAGE



SPARKLING JUICE



TAMARIND & SOYA DRINK



ENERGY DRINK



100% JUICE

# BISCUITS AND COOKIES



DRY CAKE



TOASTS/ RUSKS



COOKIES



CRACKERS



CHOCO SAND



BISCUITS



# SNACKS AND CHIPS



POTATO  
CRACKERS



CHANACHUR/ MURUKU



JHAL MURI



WAFERS



COCONUT ROLLS



FRIED DAL &  
CHICKPEAS



# SPICES



READY MIX



SPICE MIX



BIRIYANI



SPICE JAR



SPICE BOX



WHOLE SPICES

# COMMODITIES



RICE



MUSTARD OIL



PICKLES



VERMECELLI



ROSE & KEWRA  
WATER



NOODLES



# MODERN TRADE



**We have a dedicated modern trade team consist of 10 members including 2 Managers and 8 Merchandisers.**



**We have already partnered with 20 leading Super Shops, Hyper Markets & Mini Markets in Malaysia.**



**The operation of our Modern Trade is expanding and we are selling our products more than 1000 outlets through our Modern Trade.**



**We are in the process of being partnered with 3 more Super Shops including Jaya Grocer, TMG Mart, and Mydin Hypermarket.**

# RETAIL PARTNERS



## HYPERMARKET





# RETAIL PARTNERS



## SUPERMARKET

**NSK**  
GROCER



**KK**  
BUKA 24 JAM



**emart24**

**Segi fresh**





# RETAIL PARTNERS



## RM 2 SHOP & MINI MARTS



# MARKETING ACTIVITIES

## MERCHANDISING



**BEFORE**



**AFTER**



# MARKETING ACTIVITIES



PRODUCT DISPLAY IN DIFFERENT SHOPS

# MARKETING ACTIVITIES



**RICHINA &  
POPULAR Juice  
Sampling in ST  
ROSYAM MART**



**SAMBAL ATOK  
sampling in  
CHECKERS  
HYPERMARKET**



# MARKETING ACTIVITIES



**POPULAR Juice  
Sampling in  
Different Outlets  
of NSK Trade City**



**POPULAR Juice  
Sampling in LULU  
HYPERMARKETS**

## 33



**MOITTRY- MR.  
DOLLAR  
CONSUMER  
PROMOTION  
CAMPAIGN FOR  
MODERN TRADE**



# MARKETING ACTIVITIES



Lightbox Branding  
in LULU  
HYPERMARKETS



# MARKETING ACTIVITIES



Lightbox Signboard Branding in ST  
ROSYAM MART OUTLETS



# MARKETING ACTIVITIES



MOITTRY booth in  
"MR. D.I.Y EVENT  
SPACE  
PROGRAMME"

# MARKETING ACTIVITIES



Different Promotional Offers in KK SUPER MART, ZON JIMAT & MR. DOLLAR Outlets



# MARKETING ACTIVITIES



MOITTRY 6TH ANNIVERSARY  
MEGA OFFER CAMPAIGN  
FOR GENERAL TRADE

# CORPORATE TRIP





# E-COMMERCE



- ✓ **We have a dedicated E-commerce team consist of 5 members including 1 Manager and 4 Executives.**
- ✓ **We have our Official Store in two largest e-commerce platforms, Shopee & Lazada in Malaysia**
- ✓ **Our products are also available in Grab Mart, Food Panda, PG Mall, and Latto.**

# EXHIBITIONS

## 12<sup>th</sup> MALAYSIA GIFTS FAIR

**22 - 24 June 2022**  
Kuala Lumpur Convention Centre  
(HALL 1 -3) 10AM - 6PM

## MIFB HYBRID EDITION

6th - 8th JULY 2022  
KLCC Convention Centre

www.mifb.com.my Organized by:  MALAYSIAN INTERNATIONAL  
FOOD & BEVERAGE TRADE FAIR

## 5<sup>TH</sup> MIRIF

MALAYSIA INTERNATIONAL RETAIL &  
FRANCHISE EXHIBITION

马来西亚国际连锁加盟展

**14<sup>TH</sup> - 16<sup>TH</sup> JULY 2022**

KUALA LUMPUR  
CONVENTION CENTRE  
(KLCC) HALL 3,4,5

14th : 10am - 6pm  
15th : 10am - 8pm  
16th : 10am - 8pm

## MR. D.I.Y. PLUS EVENT SPACE PROGRAMME

MOITTRY INFINITY SDN. BHD.  
Booth 4

VENUE:  
Mr. D.I.Y Plus, T-012 & T-012A, Third Floor,  
Mid Valley Megamall, Mid Valley City,  
Lingkaran Syed Putra, KL.

VISIT US!

**29 - 05  
SEP - OCT**

**11.00am - 9.30pm**

ORGANIZED BY:  
**MR.D.I.Y.**  
Always Low Prices



## Malaysia's Regional B2B Business Matching Event

Food, Beverages & FMCG

- > Kuantan - 13 Oct 2022
- > Johor - 20 Oct 2022
- > Penang - 27 Oct 2022

# EXHIBITIONS

**JOIN US!**

 **AGROVERSE LIMITED**  
in partnership with  
 **MOITTRY INFINITY SDN. BHD.**

**SELHAC**  
SELANGOR INTERNATIONAL HALAL CONVENTION

**BOOTH NO: S25**  
**10<sup>TH</sup> - 12<sup>TH</sup> MARCH 2023 (FRIDAY - SUNDAY)**  
**10.00 AM - 6.00 PM**  
**TUN RAZAK 4,**  
**WORLD TRADE CENTRE KUALA LUMPUR**

A Programme by:  Organised by:  Managed by:  In Partnership with:  Venue Partner: 

 **Agroverse Limited**  
in association with  


**FOOD & DRINKS MALAYSIA**  
DRIVING INNOVATION FOR ASIA'S F&B  
by SIAL

 **NO. 3009**  
 **4 - 6 JULY 2023**  
 **HALL 2 & 3, MITEC, KUALA LUMPUR.**

**YOU'RE CORDIALLY INVITED**

**19<sup>th</sup> MIHAS**  
Malaysia International Halal Showcase  
12 - 15 Sept 2023 | MITEC, KL

**BANGLADESH PAVILION**  
**HALL NO: 07**  
**BOOTH NO: 7401-7408, 7301, 7308**

**JOIN US**

YOU ARE CORDIALLY INVITED TO VISIT OUR **PAVILION.**

 **BANGLADESH HIGH COMMISSION, KUALA LUMPUR, MALAYSIA .**  
**EXPORT PROMOTION BUREAU, BANGLADESH.**



# MEDIA COVERAGE



COVERAGE FROM MEDIA AGENCIES

# MEMBERSHIP



Malaysia External Trade Development Corporation



# CONTACT US



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