



# MOITTRY INFINITY SDN. BHD.

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

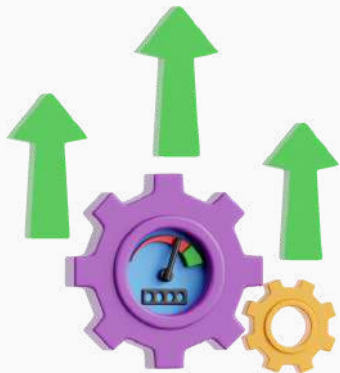
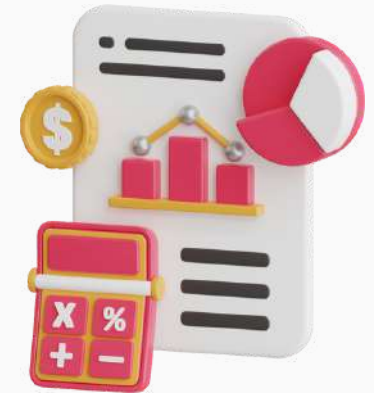
# 2024

COMPANY PROFILE

# COMPANY OVERVIEW

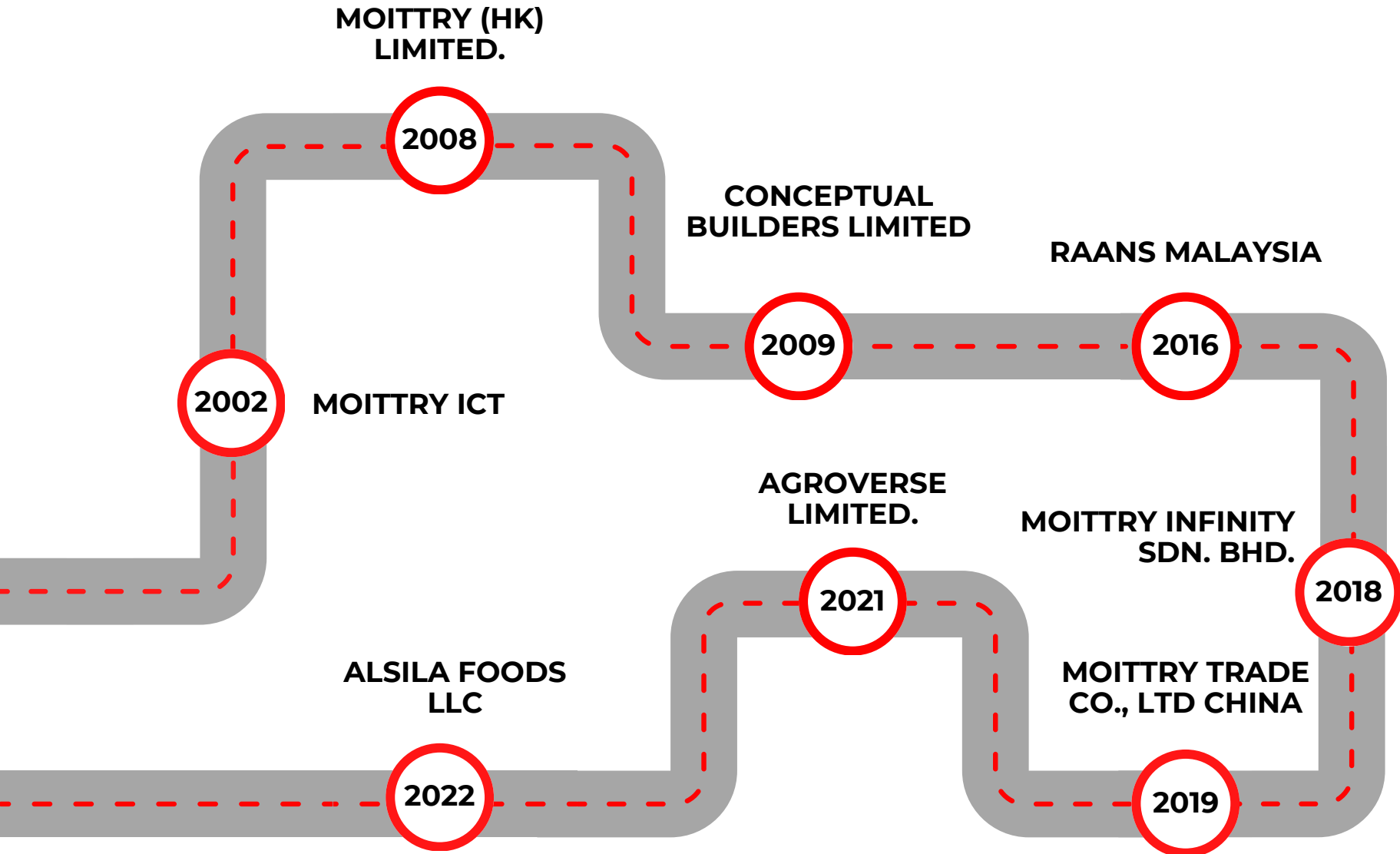
We are MOITTRY INFINITY SDN. BHD., a sister concern of MOITTRY GROUP, and one of the fastest-growing Manufacturing, Marketing, and Distribution companies in Malaysia. We started our journey in Malaysia as a marketing & distribution company in 2016. We own four brands MOITTRY, RICHINA, FULL DOSE, and LAMHA. We are currently Marketing over 100 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**, **FOOD STAR COMPANY LIMITED** and **POPULAR JUICE INDUSTRIES** in Malaysia.

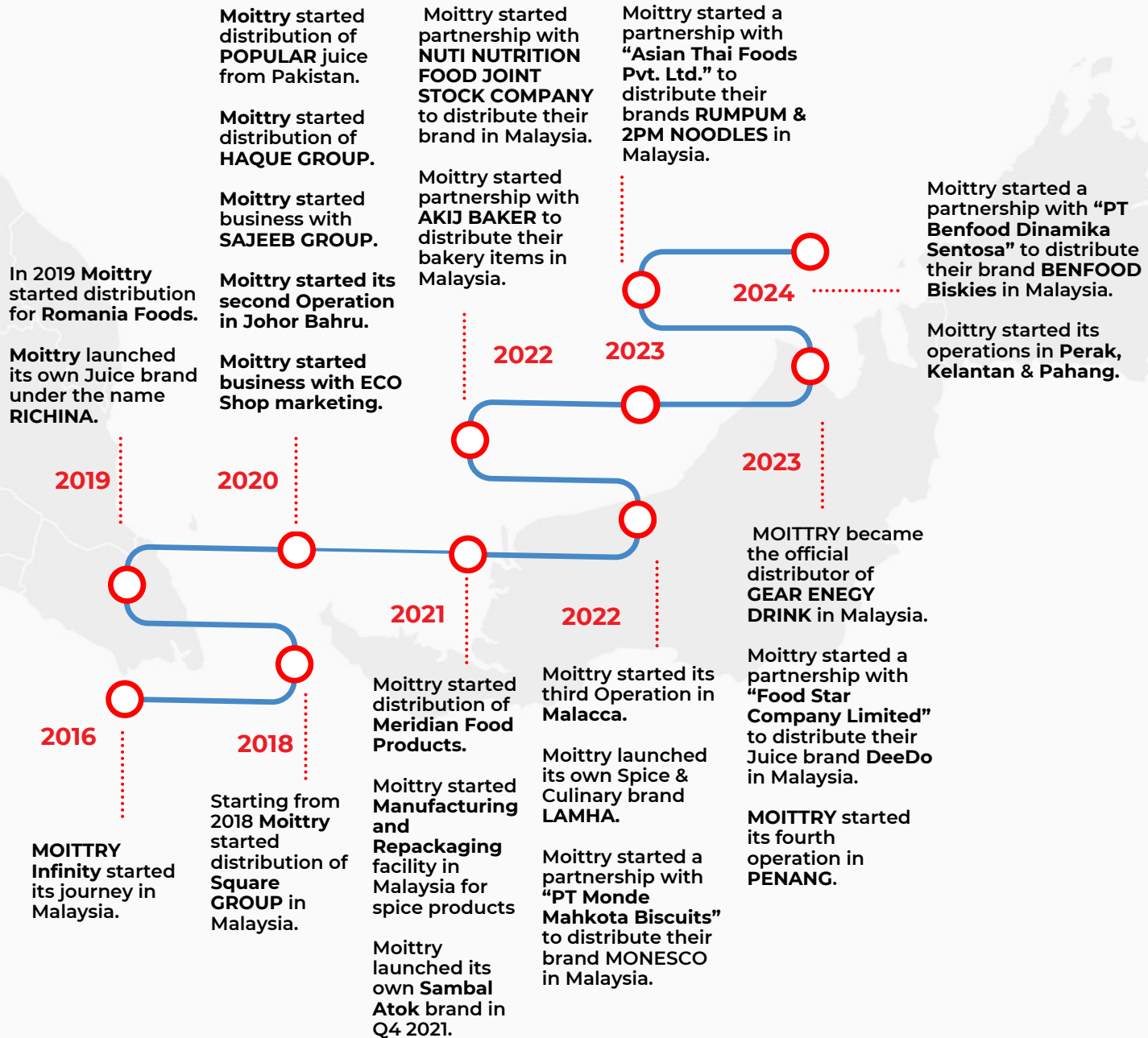


Currently, we cover all states of West Malaysia including over 6000 outlets through our General Trade Department. We have also partnered with many leading Supermarkets, Mini Markets, and Hypermarkets in Malaysia and covering more than 1000 outlets through our Modern Trade Department. Furthermore, we 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



# REMARKABLE JOURNEY



## 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 instilling our core values in every team member for seamless integration into their lives, work, and interactions.



# OUR HEAD OFFICE



## HEAD OFFICE/ FACTORY (CENTRAL REGION)

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

# OUR BRANCH OFFICES



## BRANCH OFFICE (JOHOR BAHRU)

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



## BRANCH OFFICE (MALACCA)

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



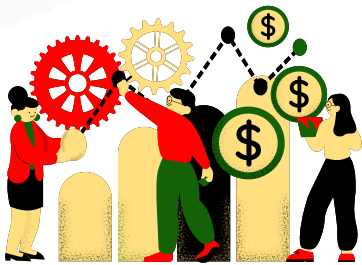
## BRANCH OFFICE (PENANG)

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



# OUR SERVICES

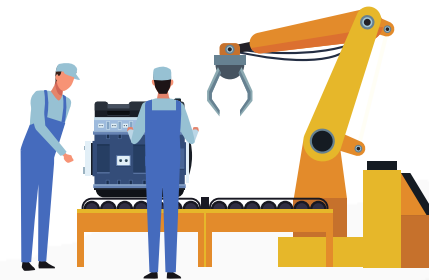
Currently, we are providing the following services to our respected partners.



**SALES**



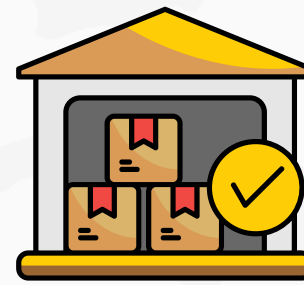
**MARKETING**



**MANUFACTURING**



**DISTRIBUTION**



**WAREHOUSING**

# MANUFACTURING



- ✓ 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 1 Regional Sales Manager, 7 Zonal Sales Managers, 75 Sales Representatives in our sales team to provide Sales service in all states of west Malaysia.
- ✓ 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 representatives are using motorcycles for their market visits, our current service model is to visit all outlets once in every week.

# DISTRIBUTION



- ✓ We have a dedicated distribution team to deliver our products all states of west Malaysia.
- ✓ 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 (Selangor)

- ✓ We have enough room in our warehouse to rent out warehouse space to other smaller distributors.
- ✓ Currently, we own five warehouses, two in KI-Selangor & another three in Johor Bahru, Malacca & Penang region.
- ✓ We keep our barrels full without compromising quality for FIFO to maintain stock as fresh as possible.
- ✓ Our warehouses are 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 2 in Kg. Baru Sg. Buloh , SEK. U4  
(Selangor)**



**Warehouse in Johor Bahru**



**Warehouse in Penang**



**Warehouse in Malacca**

# 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 provide services all states of West Malaysia and cover over 6000 outlets through our distribution network.**
- ✓ **All shops have direct route for sales and distribution from us.**
- ✓ **We are in the process to start our operation in the rest of the parts of Malaysia.**



# OUR BRANDS



Lamha

Richina

# PARTNER BRANDS





# PRODUCT CATEGORIES



**JUICE &  
DRINKS**



**BEVERAGES**



**SPICES**



**BISCUITS**



**SNACKS**



**COMMODITIES**

# JUICE & BEVERAGES



PREMIUM



TETRA PACK



BASIL SEED



CAN JUICE



BOTTLE JUICE

# JUICE & BEVERAGES



SPARKLING JUICE



TAMARIND & SOYA DRINK



ENERGY DRINK



100% JUICE

# BISCUIT & COOKIES



DRY CAKE



TOASTS/ RUSKS



COOKIES



CRACKERS



SANDWICH BISCUITS



BISCUITS



# CHIPS & SNACKS



**POTATO  
CRACKERS**



**CHANACHUR/  
NAMKEEN**



**JHAL MURI**



**WAFERS**



**ASSORTED  
COOKIES**



**FRIED DAL &  
CHICKPEAS**



# SPICES



READY MIX



SPICE MIX



BIRIYANI



SPICE JAR



SPICE BOX



WHOLE SPICES

# COMMODITIES



RICE



MUSTARD OIL



PICKLES



VERMECELLI



2PM NOODLES



RUM PUM NOODLES

# COMMODITIES



**FLATTENED  
RICE**



**PUFFED RICE**



**COOKING OIL**



**TABLE SALT**



**FLAVOUR & TASTE  
ENHANCER**



**GRAM FLOUR/  
BESAN**



# MODERN TRADE



- ✓ We have a dedicated modern trade team consist of 13 members including 3 Managers and 10 Merchandisers.
- ✓ We have already partnered with 25 Plus 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



## SUPERMART



# RETAIL PARTNERS



## RM 2 SHOP & MINI MARTS

emart24

eco mart

ZON  
5 SEN  
JIMAT

KKK  
BUKA 24 JAM

24  
XPRESS

bilabila  
MART

123  
Express  
Mart

ZCO  
eco-shop

MR.DOLLAR  
Always RM2 or RM5

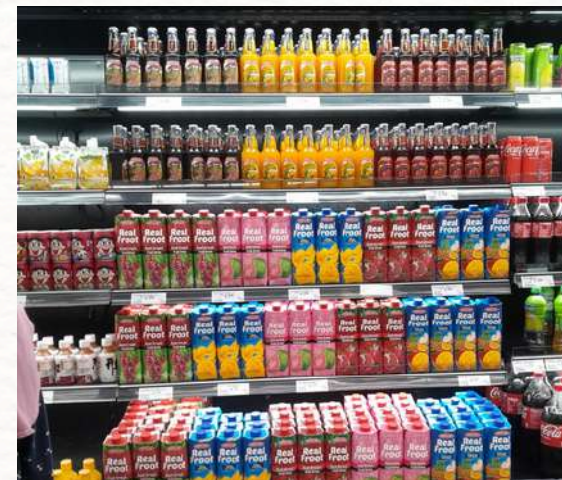


# MARKETING ACTIVITIES

## 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



# MARKETING ACTIVITIES



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



**MOITTRY**  
**6<sup>TH</sup> ANIVERSARY**  
**MEGA PARTNER OFFER**  
**7<sup>TH</sup> JUNE - 7<sup>TH</sup> AUG**

On this occasion of the 6th Anniversary of Moittry Infinity Sdn. Bhd., "6th Anniversary Mega Partner Offer" program is proposed to our qualified partner outlets to cheer up our partners for their support to boost up the sales of Moittry Infinity Sdn. Bhd. during the program duration. The program details are given below:

 <b>2</b> Samsung A13 Target: RM 20,000	 <b>1</b> Asus Vivobook Go 14 Target: RM 30,000	 <b>3</b> Vivo Y20 Target: RM 10,000
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**MOITTRY**  
**6<sup>TH</sup> ANIVERSARY**  
**MEGA PARTNER OFFER**

**Congratulations!**

MOITTRY WOULD LIKE TO APPRECIATE  
**FIRST PRIZE WINNER**  
FOR SUCCESSFULLY FULFILLING THE TARGET  
**RM 30,000**

OUR BRANDS:  Richino  Jamba

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

MALAYSIA INTERNATIONAL FOOD & BEVERAGE TRADE FAIR



**MIRF**  
 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.

**29 SEP - 05 OCT**  
**11.00am - 9.30pm**

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

VISIT US!

**MEJA TALK**

**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 H&B  
by **SIHAL**

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

**YOU'RE CORDIALLY INVITED**


**AGROVERSE LIMITED**  
 in partnership with  

**MOITTRY INFINITY SDN. BHD.**

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

**JOIN US**  
HALL NO: 07  
BOOTH NO: 7405

You are cordially invited to visit our booth.  
Supported by:  
Bangladesh High Commission, Kuala Lumpur, Malaysia.



# MEDIA COVERAGE



## COVERAGE FROM MEDIA AGENCIES



# MEMBERSHIP



Malaysia External Trade Development Corporation



# GET IN TOUCH



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