



MOITTRY INFINITY SDN. BHD.

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

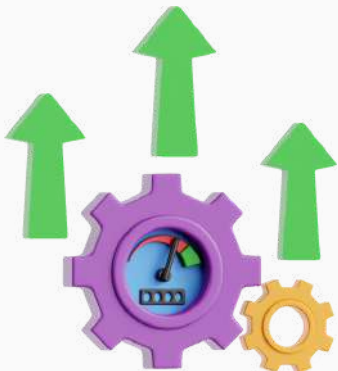
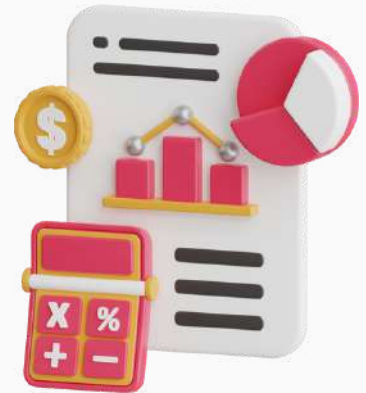
2024

COMPANY PROFILE

COMPANY OVERVIEW

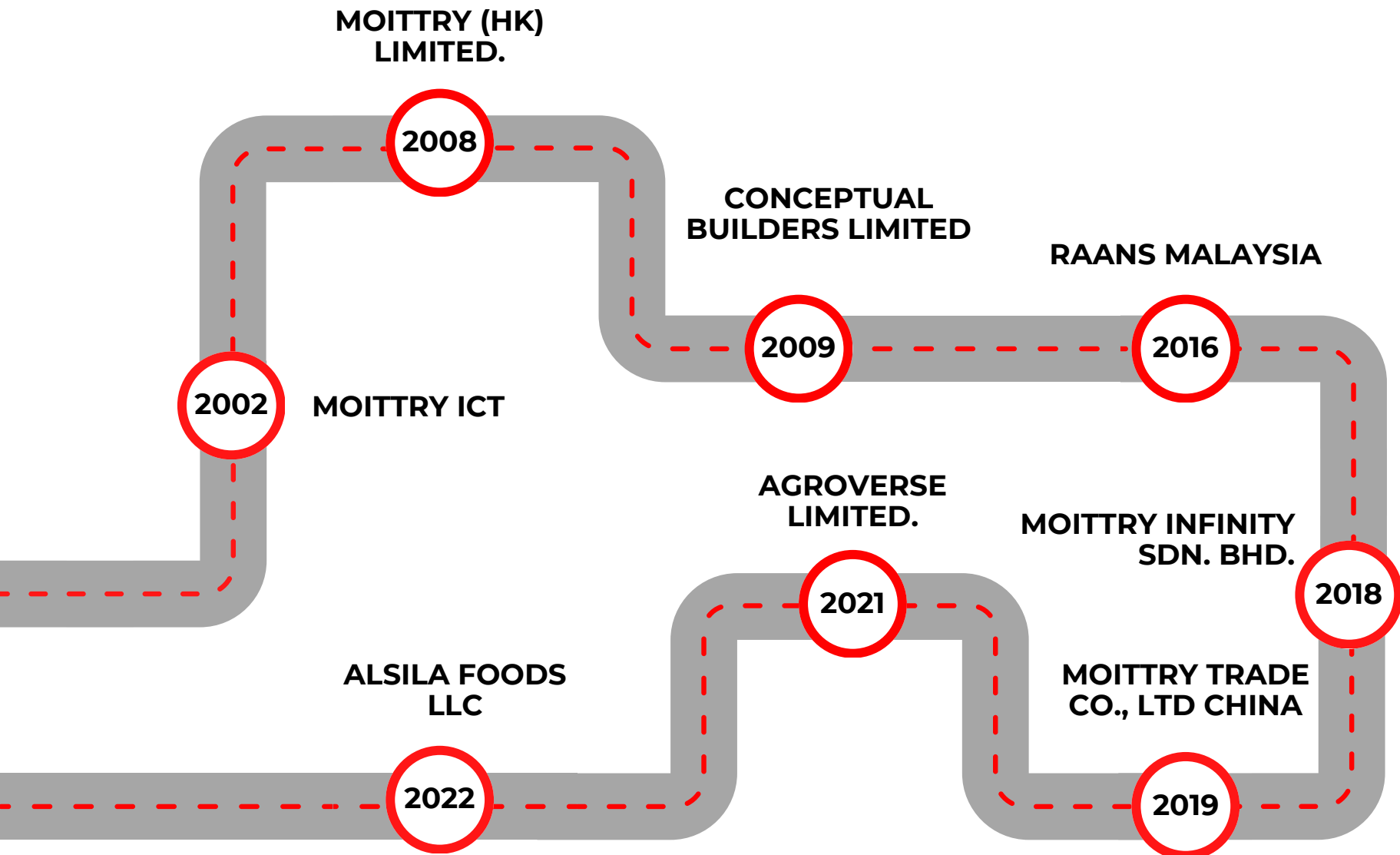
We are MOITTRY INFINITY SDN. BHD., a sister concern of MOITTRY GROUP, and one of the fastest-growing Manufacturing, Marketing, and Distribution companies in Malaysia. We started our journey in Malaysia as a marketing & distribution company in 2016. We own four brands MOITTRY, RICHINA, FULL DOSE, and 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.

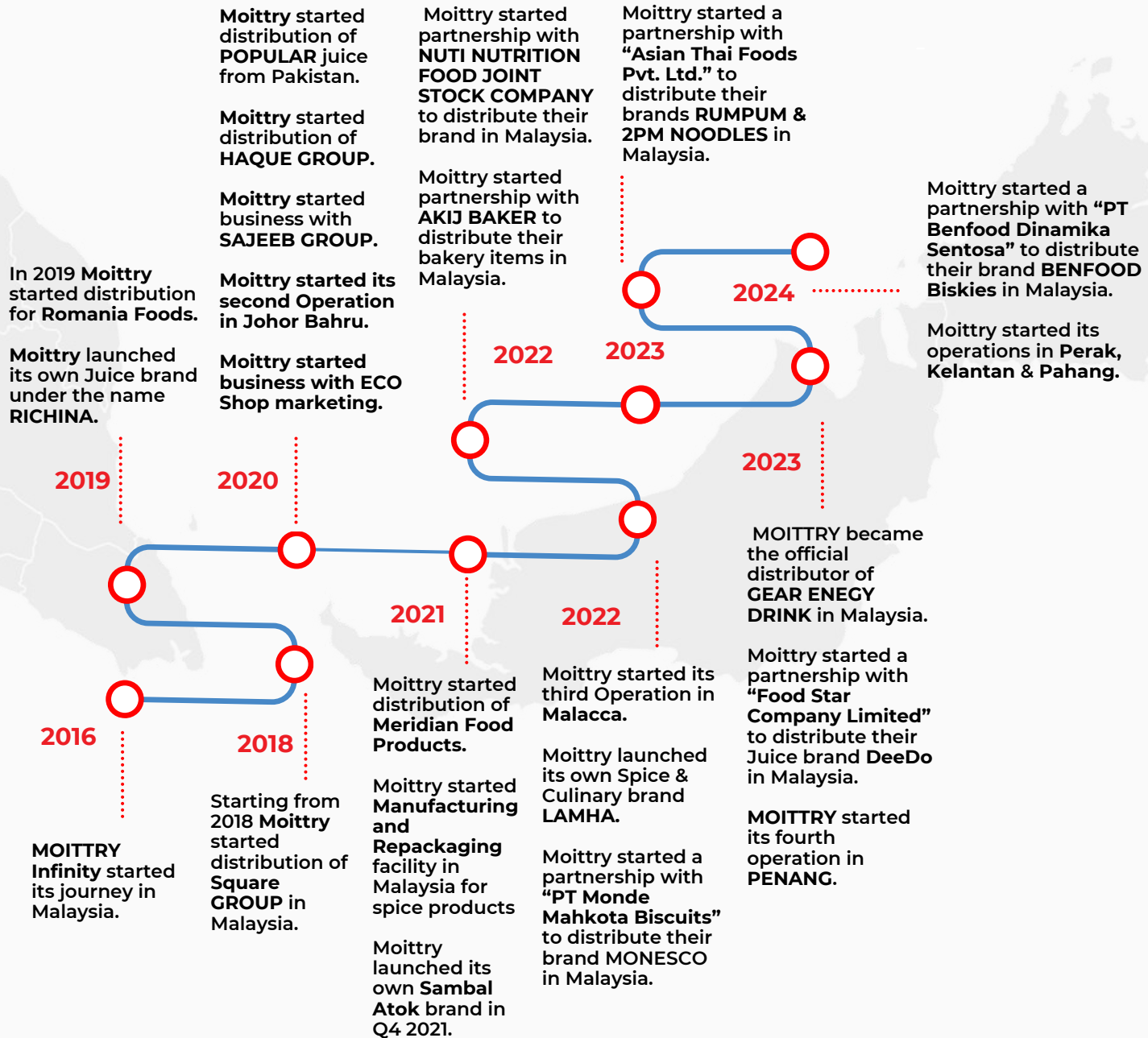


Currently, we cover all states of West Malaysia including over 6000 outlets through our General Trade Department. We have also partnered with many leading Supermarkets, Mini Markets, and Hypermarkets in Malaysia and covering more than 1000 outlets through our Modern Trade Department. Furthermore, we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

HQ/ Main Warehouse: LOT 2770-C, Jalan Industri 12, Kg. Baru Sg. Buloh, 47000, Selangor, Malaysia.

New Warehouse: Lot 37145-A2, Jalan Industri 12, Kampung Baru Sungai Buloh, Sek. U4, 40150 Shah Alam, 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

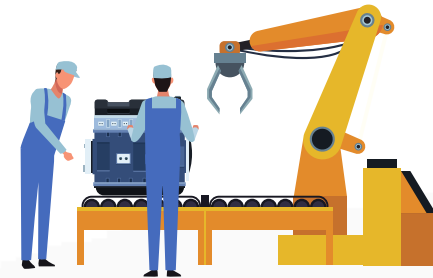
Currently, we are providing the following services to our respected partners.



SALES



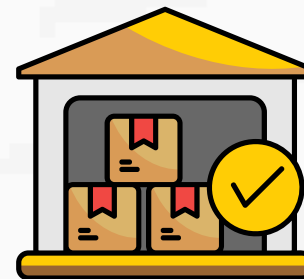
MARKETING



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



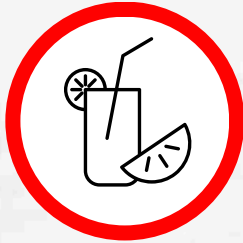
Lamha

Richina

PARTNER BRANDS



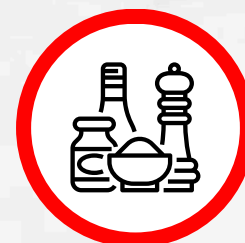
PRODUCT CATEGORIES



**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
JIMAT

KK
BUKA 24 JAM

24
XPRESS

bilabila
MART

123
Express
Mart

2GO
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



Different Promotional Offers in KK SUPER MART, E MART 24, STAR GROCER, ST ROSYAM & 123 EXPRESS 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



**12th 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

14TH - 16TH JULY 2022

KUALA LUMPUR CONVENTION CENTRE (KLCC) HALL 3,4,5	14th : 10am - 6pm 15th : 10am - 8pm 16th : 10am - 8pm
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**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 - 05
SEP - OCT**

11.00am - 9.30pm

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
10TH - 12TH MARCH 2023 (FRIDAY - SUNDAY)
10.00 AM - 6.00 PM
TUN RAZAK 4,
WORLD TRADE CENTRE KUALA LUMPUR

A Programme by: 
 Organized 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


MALAYSIA HALAL EXPO
MINES INTERNATIONAL EXHIBITION AND CONVENTION CENTRE (MIECC)
28 - 30 JUNE 2024 (10AM-10PM)

JOIN US
 HALL NO: C
 BOOTH NO: C15


AGROVERSE LIMITED
 in partnership with

MOITTRY INFINITY SDN. BHD.

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

19th MIHAS
 Malaysia International Halal Showcase
 12 - 15 Sept 2023 | MITEC, KL

JOIN US
 HALL NO: 07
 BOOTH NO: 7405


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 in partnership with

MOITTRY INFINITY SDN. BHD.

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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