



MOITTRY INFINITY SDN. BHD.

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

2025

COMPANY PROFILE

COMPANY OVERVIEW

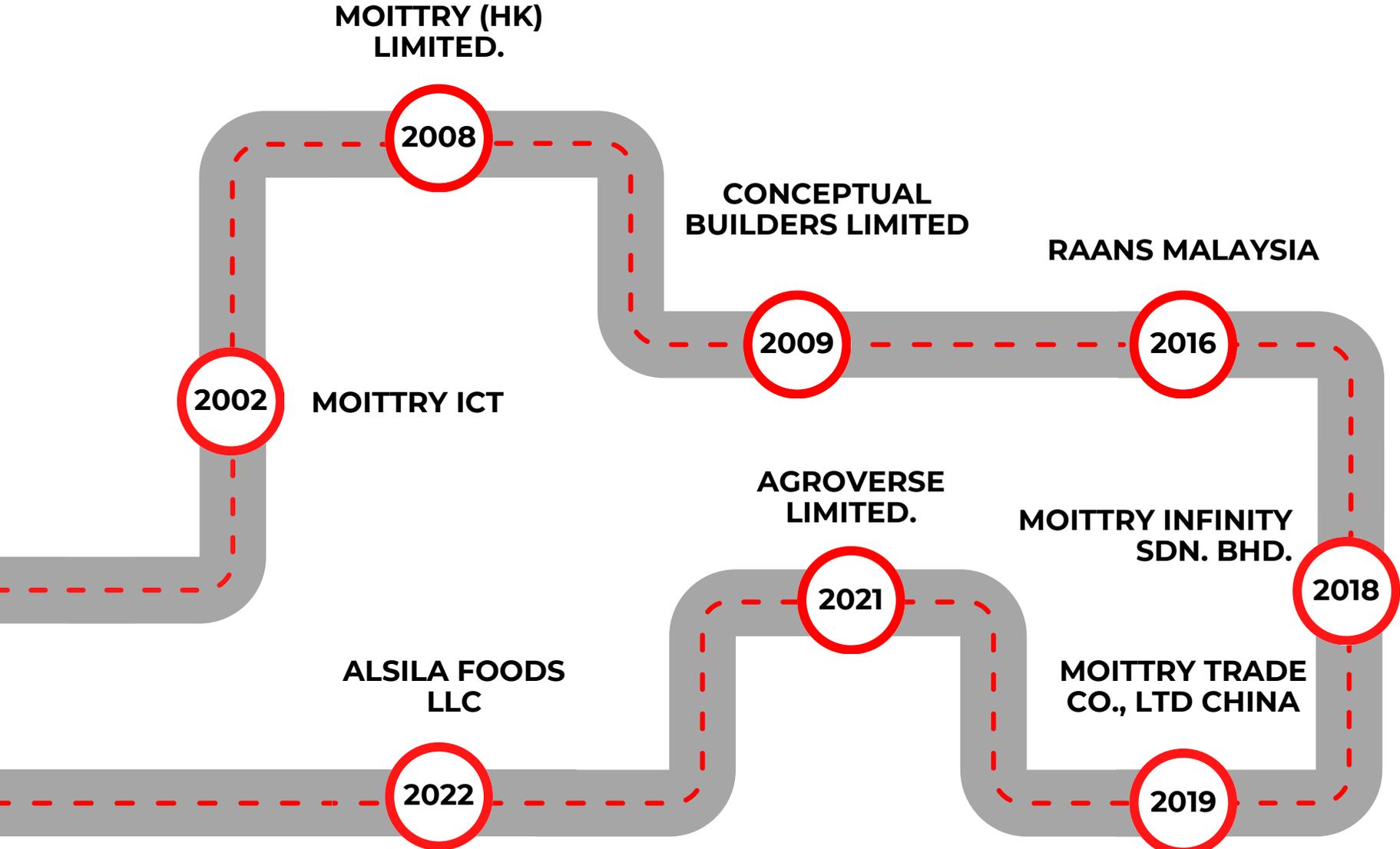
We are MOITTRY INFINITY SDN. BHD., a sister concern of MOITTRY GROUP, and one of the fastest-growing Manufacturing, Marketing, and Distribution companies in Malaysia. We started our journey in Malaysia as a marketing & distribution company in 2016. We own four brands MOITTRY, RICHINA, FULL DOSE, and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

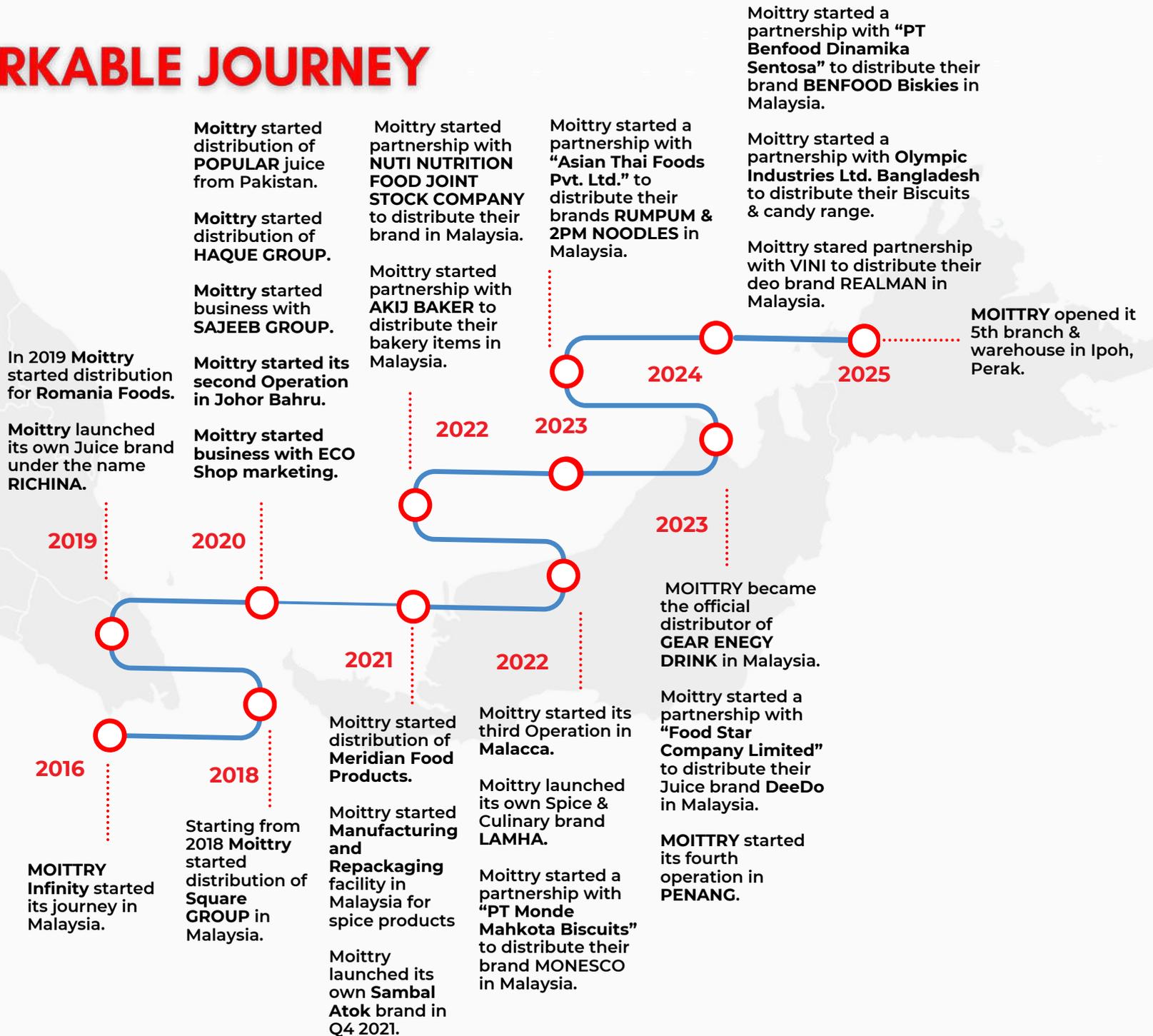


Currently, we cover all states of West Malaysia including over 14000 outlets through our General Trade Department. We have also partnered with many leading Supermarkets, Mini Markets, and Hypermarkets in Malaysia and covering more than 1500 outlets through our Modern Trade Department. Furthermore, we 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 37112-A, Jalan Industri 4, Kampung Baru Sungai Buloh, Sungai Buloh, 47000, Selangor.

Warehouse 2: 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, Zon Industri Ayer Keroh Baru, Hang
Tuah Jaya, 75450 Ayer Keroh, Malacca.



BRANCH OFFICE (PENANG)

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



BRANCH OFFICE (PERAK)

1, Persiaran Industri Rapat 2, Kawasan Perindustrian
Ringan Sri Rapat, 31350 Ipoh, Perak.

OUR SERVICES

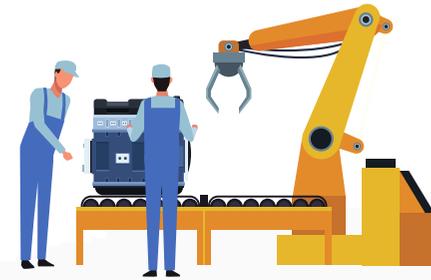
Currently, we are providing the following services to our respected partners.



SALES



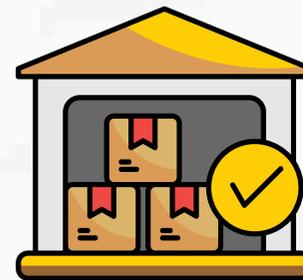
MARKETING



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, 12 Zonal Sales Managers, 100 plus 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 35 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 14,000 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



SQUARE
Food & Beverage Ltd.

POPULAR
We Believe in Quality

Monesco

ASIAN

Sajeeb

ABL

Vini

GEAR

da Deedo

BENFOOD

CENTURY
Spices and Snacks

Meridian
Foods

Olympic

ISPAHANI

Hamdard

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



NOODLES



CHAKKI ATTA

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



宜康省

RETAIL PARTNERS



SUPERMART



RETAIL PARTNERS



RM 2 SHOP & MINI MARTS

emart24

eco mart

ZON
5 SEN
JIMAT

KKI
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



MOITTRY
6TH ANIVERSARY
MEGA PARTNER OFFER
7TH JUNE - 7TH 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:

 2 Samsung A13 Target: RM 20,000	 1 Asus Vivobook Go 14 Target: RM 30,000	 3 Vivo Y20 Target: RM 10,000
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MOITTRY
6TH 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

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 RETAIL & FRANCHISE EXHIBITION



5th 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

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

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

A Programs by: 
Organised by: 
Managed by: 
In Partnership with: 
Name Partner: 


AGROVERSE LIMITED
 in association with


FOOD & DRINKS MALAYSIA
DRIVING INNOVATION FOR ASIA'S H&B
 by **SIAT**

 **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.

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 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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