15

Star SOBA

STAR OUTSTANDING BUSINESS AWARDS

BUSINESS TRAILBLAZERS HONOURED FOR EXCELLENCE SOBA 2024 CELEBRATES THE SUCCESS OF ITS WINNERS

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CGC

SOBA 2024 celebrated its launch with (from left) SMG chief content officer Datin Paduka Esther Ng, PKT Logistics group chief revenue officer Kuan Eu Jin, CGC president and CEO Datuk Mohd Zamree Mohd Ishak, SMG group chief executive officer Chan Seng Fatt, RHB Bank Bhd SME Banking head Yip How Nang, Matrade strategic planning division senior director Raja Badrulnizam Raja Kamalzaman and SMG chief business officer Lydia Wang. — SAMUEL ONG/The Star

Top entrepreneurs celebrated for achievements

2024 PROVED TO be a momentous year for the Star Outstanding Business Awards (SOBA), as it celebrates 15 years of honouring non-listed Malaysian businesses for their contributions to the economy.

Since its inception in 2009, SOBA has become a hallmark of excellence, recognising the achievements of small and medium enterprises (SMEs) and providing a platform for them to showcase their innovation, resilience, and growth.

This year, SOBA continued its mission to empower businesses with a series of impactful events and initiatives designed to foster learning, networking and sustainable progress.

The journey began on June 5 last year, with the grand launch of SOBA 2024. This event marked the official commencement of the awards programme, setting the stage for another year of celebrating outstanding Malaysian businesses.

It introduced the SOBA Ambassadors, past winners who until today continue to chart their success by upscaling their businesses while finding ways to push the sustainability agenda.

Following the launch, the first SOBA Council discussion took place last year on June 12 whereby the SOBA Ambassadors came together with esteemed business figures and experts provided a platform for in-depth discussions on the key challenges and opportunities facing Malaysian SMEs.

The council's insights and recommendations helped shape the direction of SOBA 2024 and beyond, ensuring relevance and impact on the evolving business landscape.

SOBA also hosted a forum in Sarawak on July 2, 2024 as an outreach initiative to engage with businesses there, while providing them with valuable knowledge and resources to enhance their competitiveness.

It focused on two subjects that SOBA has been championing for in recent years – the importance of environmental, social and governance (ESG) standards, and embracing emerging technology such as artificial intelligence (AI).

Recognising the importance of continuous learning and development, a SOBA LAB was held on July 17, 2024 to address the economic uncertainty that SMEs faced, while encouraging them to expand their business capacity through exports.

Then the following month, on Aug 13, SOBA Prestige brought together past SOBA winners, industry leaders and key stakeholders in a networking event. This exclusive gathering provided a platform for meaningful connections and collaborations, fostering a sense of community among successful Malaysian businesses.

SOBA Elevate, held last year on Oct 9, focused on empowering SMEs to scale and grow. It featured discussion by relevant stakeholders as well as past winners on two separate topics, one on the ESG adoption and secondly the importance of collaboration and partnerships.

To further support business growth, SOBA Accelerator was conducted on Oct 29, 2024, to encourage those entering the Star Outstanding Business Awards (SOBA) 2024 on how to excel in their submissions.

Participants had the chance to take in sound knowledge and advice from the judges, followed by a session with past winners who shared their strategies and methods that won them the competition.

In the same year, the culmination of months of hard work and dedication arrived with the SOBA Judging rounds, held from Nov 26 to 28, for Round 1 and on Dec 9 for Round 2.

A panel of esteemed judges, comprising industry experts and business leaders, meticulously evaluated the submissions, assessing each company's performance, innovation and sustainability practices. The judging process ensured that only the most deserving businesses would receive the coveted SOBA awards.

Finally, SOBA Connect took place on Jan 16 this year, providing a platform for networking and collaboration among SOBA finalists and winners.

This event fostered a sense of community and encouraged the sharing of knowledge and best practices.

As SOBA embarks on its 16th year, it remains committed to empowering Malaysian businesses to achieve their full potential.

Through a comprehensive programme of events, workshops and networking opportunities, the award aims to continue inspiring innovation, promote sustainable growth and celebrate the outstanding achievements of Malaysian entrepreneurs.

SOBA 2024 Council was held to discuss key challenges and opportunities facing SMEs in Malaysia today. —AZMAN GHANI/The Star

SMG events business unit general manager Joachim Soon; RHB Bank group retail distribution, regional SME business development manager Sim Fen Nee; CGC Kuching Division branch manager Alex Chin; Taka Patisserie managing director Leong Kia Chun; DCCI supreme council member Stephen Mau Matahary; and DCCI Business Forum organising chairman Dr Carolina Sandra Giang during the DCCI Business Forum 2024 in Kuching, Sarawak. — ZULAZHAR SHEBLEE / The Star

The first SOBA LAB was conducted in Bahasa Malaysia with (from left) Duricious Sdn Bhd founder and director Leron Yee; Credit Guarantee Corp Malaysia Bhd (CGC) Bumiputera development and products senior vice president Mohamed Azman Mohamed Taufik; and RHB Bank Bhd group retail distribution, SME/chapter lead and regional sales head Ahmad Fauzi Ramli. — SAMUEL ONG/The Star

(From left) SMG events business unit general manager Joachim Soon SOBA 2024 with chief judges Associated Chinese Chambers of Commerce and Industry of Malaysia treasurer general Datuk Koong Lin Loong, Branding Association of Malaysia (BAM) president Datin Winnie Loo, vice-president Datuk Jennifer Ong, Malaysia Retail Chain Association vice-president Datuk Vincent Choo and Malaysia Entrepreneurs' Development Association president Datuk Teh Tai Yong. —SAMUEL ONG/The Star

A session in SOBA Accelerator that features (from left) Koong, Raja Badrulnizam and Ong that is being moderated by Teh. — AZLINA ABDULLAH/The Star

Push to combat payment fraud

The DuitNow QR (DNQR) Sound Box with keypad used by RHB Bank is designed for seamless transactions, reducing human error and enhancing operational efficiency.

RHB aims to empower businesses and consumers in the digital economy evolution

RHB Banking Group (RHB), in collaboration with Payments Network Malaysia (PayNet), launched the DuitNow QR (DNQR) Sound Box with Keypad, which features Dynamic QR, which marked a significant advancement in the group's efforts to combat financial fraud.

The DNQR Sound Box with Keypad is an innovative device supporting both static and dynamic QR payments, designed for seamless transactions, reducing human error and enhancing operational efficiency.

Equipped with an integrated calculator function, it accelerates payment processing, making it particularly beneficial for high-volume transaction environments such as food and beverage outlets and retail stores.

The DNQR Sound Box with Keypad, which features Dynamic QR, exemplifies the bank's commitment to safeguarding merchants and consumers in an increasingly digital landscape.

Real-time voice and visual alerts provide reassurance and security, effectively mitigating risks associated with cashless transactions.

> **"By supporting the cashless agenda, we aim to drive greater adoption of digital payments, empowering businesses, and consumers alike to engage in safer, more efficient transactions."**
>
> Azrul Fakhzan Mainor

Introduced in December 2023, RHB pioneered the DNQR Sound Box to safeguard transactions by way of voice and display notifications upon payment receipt while also combating fraud.

As of Dec 31 last year, RHB has successfully deployed to 8,064 DNQR merchants, of which 11,058 touch points were equipped with a DNQR Sound Box.

This initiative has seen a substantial uptick, with over 2,967 new-to-bank Sound Box merchants onboarded.

Sound Box has contributed to the overall DNQR merchant performance, where its total transactions grow 219.8% year-on-year from over 5.44 million to 17.39 million, and transaction values rising from RM395mil to RM719mil for the past 12 months.

RHB had also unveil the enhanced DNQR Sound Box with Keypad, a testament to its commitment to advancing financial innovation.

The device embodies the bank's vision aimed at fostering inclusive growth across Malaysia by significantly expand its DNQR network, empowering businesses and consumers alike in the digital economy revolution.

In alignment with Bank Negara Malaysia's fraud prevention initiatives, RHB Bank continues to innovate to meet evolving customer needs.

Its focus is on empowering businesses, especially micro, small and medium enterprises (MSMEs), with tools to safeguard against financial fraud.

Starting with suburban MSMEs and expanding to high-volume transaction businesses, the bank intends to drive greater cashless payment adoption and contribute to Malaysia's digital economy.

Combating fraud yields broad economic benefits, enhancing stability, operational efficiency, and public trust while reducing financial losses.

The collaboration with PayNet underscores a shared commitment to bolster payment security and foster an inclusive financial ecosystem.

PayNet commercial division senior director Azrul Fakhzan Mainor stated, "At PayNet, we believe that innovation and security go hand in hand.

"Our collaboration on the DNQR Sound Box with Keypad with RHB underscores our dedication to creating a secure, efficient, and inclusive digital payment landscape.

"By supporting the cashless agenda, we aim to drive greater adoption of digital payments, empowering businesses, and consumers alike to engage in safer, more efficient transactions.

"Together, we are committed to protecting consumers and merchants while advancing the nation's digital economy."

■ *For more information about the RHB DNQR Sound Box with Keypad, scan here:*

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Nourishing M'sia over two decades

FOR 21 years, Fitline (M) Sdn Bhd (Fitline Malaysia), the Malaysian subsidiary of German direct-selling company PM-International AG, has been a prominent force in the nation's health and wellness landscape.

Under the leadership of chief executive officer Paul Yung, Fitline Malaysia has carved a remarkable success story, driven by its dedication to quality, innovation and empowering its distributors.

Fitline Malaysia chief executive officer Yung (centre) with his team.

A formula for success

Fitline's success hinges on its premium range of products, bearing the prestigious "Made in Germany" label and developed by PM-International's very own research team.

Formulated with the holding company's exclusive Nutrient Transport Concept, this innovative technology ensures that nutrients are delivered precisely when and where they are needed, down to the cellular level.

The company's commitment to scientific quality and innovation is highlighted by over 70 patents and rigorous independent testing in ELAB Analytik GmbH, ensuring the best results and highest quality safety standards.

The FitLine nutritional supplement lineup also features on the Cologne List – a doping prevention initiative that identifies food supplements tested for banned substances – making them safe to use for upcoming and professional athletes.

This has led FitLine nutritional supplements to become a trusted product by over 1,000 top athletes from over 85 disciplines and 40 nations.

To date, the company has sold over 940 million products worldwide, through more than 45 subsidiaries globally. This resulted in PM-International rising from its eighth ranking to sixth among the world's top-selling companies in the health, fitness and beauty industry in terms of revenue.

Since its debut in the Direct Selling News (DSN) Global 100 list in 2010, the company has consistently moved up the ranks to its current position.

Locally, Fitline Malaysia stands among the Top 30 companies in Malaysia's Direct Selling Association, boasting 149 sponsored distributor cars and numerous accolades including the Super Golden Bull award at Golden Bull Award 2024.

Additionally, under Yung's guidance, the company's local customer base has grown from 1,650 to 30,000, placing it firmly within the Top 10 performing countries under PM-International across the globe.

This growth is reflected in a 6.5-fold expansion in just seven years, exemplified by an average annual growth rate of 32%, with the company generating an impressive RM400mil in accumulated revenue since 2017.

Building a healthier future

Beyond its product excellence, Fitline Malaysia fosters a family-oriented culture, providing unique and equal opportunities for distributors to pursue self-employment, with no risk, while ensuring a fun and rewarding experience that supports sustainable income for generations.

It offers the flexibility to choose working hours and locations, as well as numerous additional benefits including a company car programme, travel incentives, training programmes and a pension programme.

In Malaysia, the company also demonstrates a strong commitment to social responsibility, donating RM2.2mil to six local charities over the past seven years, reflecting its dedication to giving back to the community.

Looking forward, Fitline Malaysia has a bold vision to empower one million Malaysians to achieve better health, fitness, beauty and financial freedom by 2035.

It is committed to sustainable business practices, prioritising long-term growth and stability to ensure lasting opportunities for its distributors and a thriving future for generations to come.

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A regional marketing force in the making

ADS ON Marketing Sdn Bhd is emerging as a rising force in Malaysia's marketing and advertising industry.

With three strategically located branches in Central Malaysia, the company is now expanding its presence to neighbouring Singapore, solidifying its position as a regional leader.

Over the past 15 years, ADS ON has earned a reputation for delivering impactful and results-driven campaigns, enabling clients to thrive in a highly competitive market.

Guided by its motto, "Always One Step Ahead with ADS ON", the company aims to deliver innovative strategies tailored to the diverse needs of its clients, providing a range of services, from traditional advertising to digital marketing solutions, ensuring brands effectively reach their target audience across multiple platforms.

Its mission is to be the ultimate marketing partner for clients, helping them stay one step ahead in their respective industries through innovative and effective strategies.

ADS ON's vision, meanwhile, is to become South-East Asia's leading marketing agency and preferred partner for businesses across the region. With its expansion into new markets like Singapore, it aims to serve 2,000 clients across South-East Asia.

Over the past 15 years, ADS ON has earned a reputation for delivering impactful and results-driven campaigns, enabling clients to thrive in a highly competitive market.

Ads On Marketing chief executive officer Ong Kar Fatt welcomed the Chinese New Year with a traditional lion dance performance at the company's headquarters in Cheras, Kuala Lumpur.

Comprehensive solutions

ADS ON offers a diverse portfolio of services designed to elevate brand visibility and engagement.

The company covers every touchpoint from outdoor media advertising, such as billboards, bus wrapping and MRT campaigns, to digital strategies including social media content, programmatic ads and influencer marketing.

Its expertise also extends to organising event roadshows, enabling brands to connect directly with their audiences and foster lasting connections.

What sets the company apart is its ability to seamlessly blend traditional and digital advertising strategies, ensuring maximum reach and impact for clients, whether they aim to dominate local markets or expand their presence regionally.

Data-driven approach

Fundamental to ADS ON's strategies lies a data-driven approach to facilitate the success of its campaigns.

Every project is backed by robust analytics to track performance, measure return on investment (ROI) and optimise strategies in real-time.

By leveraging advanced tools and insights, the company ensures clients receive maximum value for their investment. In addition, transparency is also a cornerstone of ADS ON's approach, with clients kept informed at every stage through detailed reports and actionable recommendations to enhance campaign effectiveness.

A culture of excellence

At the heart of ADS ON's success is its team of dedicated marketing professionals, who bring creativity, expertise and passion to every project.

The company fosters a culture of collaboration, innovation and continuous learning, enabling it to adapt to shifting market trends and consistently deliver campaigns that resonate with today's consumers.

As the company embarks on its expansion into Singapore, it remains committed to delivering exceptional results for its clients.

By leveraging traditional advertising channels, digital platforms and on-the-ground activations, ADS ON strives to push boundaries and set new standards in the marketing and advertising industry, so that its clients will always stay one step ahead.

KIDS FRIENDLY HEALTHY FOOD BRAND

zoey's® homemade with Passion & Love

HIGH QUALITY NO ADDED MSG ASSURANCE · NO ADDED PRESERVATIVES · NO ADDED ARTIFICIAL ADDITIVES · NO ADDED ARTIFICIAL COLOURING

OUR STORY

Zoey's Homemade was founded in 2017 by Jamie Lim, who named the company after her daughter, Zoey. The company focuses on providing healthy food for children and babies, committed to its *[3 NO's] Promises* - NO Added MSG, NO Added Artificial Additives, NO Added Preservatives.

From a humble home kitchen to a food manufacturing factory, Zoey's Homemade collaborates with a team of dedicated "*Mommy Chefs*" to produce convenient, nutritious, and time-saving meal solutions for parents. The company continuously upgrades and innovates to become the top choice for children's healthy food in Malaysia. It strives to make mealtime easier and healthier, ensuring parents have access to trusted and high-quality food options for their little ones.

WE CAN OFFER...

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Empowering M'sians to save lives

SINCE 2013, CERT Academy has been a driving force in first aid and emergency response training (ERT) in Malaysia, equipping individuals and organisations with the skills and knowledge to respond effectively in critical situations.

Led by Master Trainer Chiew Oon Leong, the academy has trained over 400,000 individuals and 6,000 corporate organisations, transforming first aid education into an engaging, interactive and impactful experience.

Pioneering first aid and ERT

CERT Academy's commitment extends beyond traditional first aid and cardiopulmonary resuscitation (CPR) training by incorporating realistic mock drills with special effects makeup to create immersive scenarios and interactive activities with team-building elements such as active leadership, effective communication and collaboration.

The academy offers a comprehensive range of workplace safety programmes including OSH-Coordinator Training for occupational safety and health management, Firefighting and Emergency Response Training to prepare individuals for fire and other emergencies, Safety Team Building Training that enhances teamwork and safety awareness through interactive activities, and other various industry-specific safety training programmes.

This breadth of offerings positions CERT Academy as a one-stop solution for organisations seeking to cultivate a safe and prepared work environment. Recognising the crucial role of automated external defibrillators (AEDs) in saving lives, the academy is also a trusted AED supplier.

Providing these life-saving devices to homes, workplaces and public spaces, contributes to better emergency preparedness nationwide. Its slogan "1 Home, 1 First Aider, 1 AED", reflects the aspiration to make life-saving tools and training accessible to everyone.

The vital role of CPR and AEDs

As sudden cardiac arrest (SCA) remains a leading cause of unexpected deaths in the country, the need for CPR and AED training is more urgent than ever.

The stark reality is that every minute without CPR reduces the chance of survival by 10%, and without intervention, most victims do not survive beyond 10 minutes.

CERT Academy understands these statistics and is dedicated to changing them, believing that proper CPR and AED training can save thousands of lives each year, which is why the academy works tirelessly to empower individuals and communities with these essential skills.

The power of CPR and AEDs lies in their ability to restore vital functions as CPR maintains blood circulation, ensuring oxygen continues to reach the brain and organs, while an AED delivers an electric shock to restore a normal heart rhythm.

When used together within the first three to five minutes, CPR and AEDs can dramatically increase survival rates up to 75%

CERT Academy's Basic Occupational First Aid, CPR and AED Training (BOFA) programme provides both public and corporate participants with these critical life-saving skills. The first aid training module used by CERT Academy complies with local authority regulations and is also internationally recognized for its guidelines and principles.

For corporate clients, the training is claimable with Human Resource Development Corporation (HRD Corp) and fully compliant with local safety guidelines and regulations.

Learn today, make a difference tomorrow

CERT Academy envisions being Malaysia's number one first aid training academy and the first choice for clients and employees. Their mission is to provide an exceptional standard of first aid training, empowering everyone to save lives through their high-quality training programmes, AED solutions and continued dedication to raising awareness.

As the academy actively builds a safer and more prepared Malaysia, it understands that in an emergency, every second counts, and is empowering individuals and communities to be ready to make a difference. The academy's commitment to accessibility is evident in its free three-hour online CPR and AED awareness training.

This initiative provides a valuable opportunity for individuals to learn step-by-step CPR techniques, gain confidence in using an AED and understand emergency response best practices.

This free training underscores the belief that life-saving knowledge should be available to everyone.

To register and be ready to save a life, visit www.certacademy.com.my/freecpr-training.

Building a leading preschool brand

NEARLY four decades ago, Simon Tee Wee Siong and Amanda Tan Saw Hong embarked on a journey born from love and a deep sense of responsibility.

Having seen countless families struggle to find a nurturing, high-quality preschool, they understood the need for better early childhood education options.

Recognising this, they took a leap of faith and established two preschools in Klang, Selangor, with immense hope and purpose.

What began as a personal mission soon blossomed into something much greater, laying the foundation for what would later become Eduwis.

Tee and Tan believe that every child deserves the best start in life, which is why they crafted a holistic and structured programme that nurtures academic growth and instils strong values and character.

The Eduwis programme was carefully designed by integrating the philosophies of eight renowned educationists, ensuring a balanced and well-rounded approach to learning.

Tee (fifth from left) and Tan (fourth from left), along with the top management team, are committed to providing Malaysian families with high-quality early childhood education.

Turning obstacles into opportunities

In the early years, Tee and Tan faced numerous challenges ranging from scarce resources to operational struggles, and a lack of awareness about structured early childhood education.

In 2008, they took a bold step forward, rebranding as Eduwis Sdn Bhd, a name that would become synonymous with excellent early childhood education.

The launch of the licensing programme in 2009 was a turning point, empowering passionate educators to bring the Eduwis approach to children across the country, reaching far beyond its initial home in Klang.

Five years later, in 2014, Eduwis was officially recognised as a franchisor under the Domestic Trade, Consumerism and Cooperatives Ministry.

Resilient expansion

As parents continued to seek the best education for their children, Eduwis grew beyond Klang Valley, reaching communities in Perak, Kedah and Melaka.

By 2016, the preschool provider established 32 centres, each reflecting Tee and Tan's vision to provide every child with the best start in life. A year later, they introduced Eduwis Islamic Programme, to provide quality early education for all.

Then, in 2019, Eduwis expanded to 52 centres across six states, including Johor and Negri Sembilan.

That same year, the brand took another leap forward, introducing new business models and opening its first mall-based centre at The Gardens Mall in Kuala Lumpur.

Standing strong through uncertain times

When the Covid-19 pandemic hit, it proved to be one of the greatest challenges for Tee and Tan as preschools struggled under the weight of prolonged lockdowns and financial uncertainty.

Instead of standing by, Eduwis introduced the CPR100 (Covid-19 Preschool Revival Programme), an initiative that provided equity funding of up to RM100,000 per preschool, helping centres weather the storm.

Eduwis' support went beyond financial aid, as it continuously refined its programme and ensured teachers were equipped with the best training.

Now, with over 90 centres across the country, it has become a trusted choice for families seeking stability and quality education for their children.

Vision for the future

Eduwis' journey is a testament to the power of perseverance and passion in education.

Tee's strategic vision has been a driving force behind the brand's expansion, showcasing sustainable growth without compromising on quality. Tan, as chief curriculum officer, has poured her heart into shaping an early education programme that prepares children not just for school, but for life in general.

Together, they have built more than just a brand – they have created a legacy that continues to shape young minds, empower educators and transform communities.

Their dedication has inspired a new generation to carry the torch forward, with their daughters and other young, passionate individuals joining the Eduwis family with fresh perspectives and strong leadership.

These capable young leaders bring innovation, energy and expertise, ensuring that the Eduwis mission and values continue to thrive for generations to come.

Powering the nation's vehicles

A RELIABLE car battery is no longer a luxury, but a necessity in today's fast-paced world.

For Malaysians seeking peace of mind and dependable performance, BateriHub has emerged as the nation's leading direct-owned car battery retailer, powering vehicles and driving customer satisfaction across the peninsula.

Established in 2011, the company's journey is marked by strategic expansion, a commitment to customer service and a strong focus on sustainability, showcasing a compelling example of how companies can thrive in a competitive landscape.

Simplifying battery solutions

BateriHub's story is one of recognising a need and filling it with excellence, as the company understood that purchasing and maintaining a car battery could be a frustrating experience, often involving navigating the complexities of car workshops and inconsistent pricing.

BateriHub simplified this process, offering a one-stop solution for battery sales, installation and after-sales service.

A key differentiator is its direct-owned model, which ensures consistent pricing, high service standards and product availability across its 100 branches spanning from the Klang Valley to Kedah, Penang, Perak, Kelantan, Terengganu, Melaka, Negri Sembilan, Johor and Pahang (Kuantan).

This extensive network has provided Malaysian drivers with enhanced accessibility and convenience to manage their car battery needs.

Navigating a competitive landscape

Just like any success story, BateriHub's growth over the years wasn't achieved without overcoming significant hurdles.

Similar to many SMEs, the company faces the challenges of rising operational costs and supply chain disruptions, which require meticulous planning and cost-effective strategies to manage logistics and ensure service quality across a growing number of branches.

The competitive landscape – particularly the established relationships between car owners and their trusted workshops – presents another challenge, as educating consumers about the benefits of specialised battery retail and building trust takes time and effort.

Furthermore, evolving customer expectations, especially regarding sustainability and innovation, demand continuous adaptation and investment.

BateriHub addresses these challenges head-on, differentiating itself through a competitive uniform pricing model and holistic commitment to customer experience, exemplified by its roadside assistance services which emphasise convenience and reliability.

BateriHub offers a wide variety of car battery choices, as well as complimentary car battery delivery and installation services within the branch coverage areas across Peninsular Malaysia.

Unlike franchise models, the centralised management of its branches ensures a high standard of service delivery, setting BateriHub apart for its quality and availability.

The direct-owned model enables swift responses to customers addressing concerns, streamlined decision-making and a hassle-free experience.

Recognising the importance of digital engagement, the company also actively utilises social media platforms to connect with customers and offer real-time assistance, while enhancing its brand visibility.

Driving the future

In today's environmentally conscious world, sustainability is no longer a choice, but a necessity, and BateriHub embraces this principle through its Battery Trade-In Programme.

This initiative encourages customers to return used batteries, ensuring responsible refurbishment or recycling. Reusable batteries undergo a rigorous reconditioning process, extending their lifespan and minimising waste.

Batteries beyond repair are sent to Department of Environment-licensed smelters for safe disposal.

This programme not only contributes to a greener future but also offers customers a discount on new battery purchases, making sustainable choices rewarding.

BateriHub also recognises the importance of staying ahead in a dynamic industry as the company constantly monitors market trends and technological advancements, embracing innovation to enhance its services and customer experience.

Proactive customer engagement is key, which is why BateriHub offers free battery health checks at corporate offices, community events and various locations, bringing their services directly to customers and providing peace of mind through preventive maintenance.

Listening to customer feedback is also crucial – the company integrates customer insights into service improvements, continuously refining its offerings to exceed expectations.

By focusing on convenience, reliability and sustainability, the company has not only become Malaysia's leading car battery retailer but also set a new standard for service excellence in the automotive battery industry.

As BateriHub continues to innovate and expand, it is poised to power Malaysia's drives for years to come.

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Loyal customers,
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from the bottom of our hearts!

From Humble Beginnings to Market Leader

Founded in 1965 in Penang as Keat Radio and Electrical Co., Pensonic Holdings Berhad has grown from a small workshop into Malaysia's leading local brand. In 1988, it became the first Malaysian-owned company to manufacture Electrical Home Appliances, paving the way for expansion into Original Design Manufacturing (ODM) and a multi-brand strategy that now includes Lebensstil Kollektion, Cornell, Toush, and exclusive distribution rights for Morphy Richards in Malaysia.

Decades of dedicated brand-building, competitive pricing, and a commitment to quality have solidified Pensonic's market-leading position locally.

The company has earned numerous accolades, including the SOBA 'Gold Award for Best Brand' in 2022 and 2023, the Putra Brand Awards, the National Creativity & Innovation Award, the Malaysia Good Design Mark, and the Energy Efficient Product Awards. With ISO 14001 and ISO 9001:2015 certifications, as well as product approvals from Suruhanjaya Tenaga and SIRIM certifications, Pensonic is well-prepared for global expansion.

Under the visionary leadership of Founder Y.Bhg Dato' Seri Chew, who believes that limitations are barriers we impose on ourselves, Pensonic continues to push boundaries and deliver innovative products to meet the evolving needs of its customers.

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