
MSM secures RM290mil Coca-Cola deal

PETALING JAYA: MSM Malaysia Holdings Bhd (MSM), through its wholly-owned subsidiary, MSM Prai Bhd (MSM Prai) has secured a RM290mil refined sugar supply contract with The Coca-Cola Company (Coca-Cola) for both domestic and international production.

In a statement, MSM group chief executive officer Syed Feizal Syed Mohammad said the opportunity to be part of Coca-Cola supply chain, the world's most valuable soft drink brand, was part of MSM's export blueprint as a top eight global integrated sugar refiner.

"This accomplishment is an added boost to MSM Group having achieved a turnaround in 2021 and accelerating MSM's expansion to wider markets across the region.

"Foremost, as we have been echoing our step-up commitment towards environmental, social and governance (ESG) framework, MSM will provide sourced sustainable raw sugar supply for Coca-Cola domestic market to begin with," Syed Feizal said.

MSM has been serving Coca-Cola domestically for more than 10 years.

Media: The Star

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