



A subsidiary of
Star Medik Group of Companies

Company Profile 2023



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seraimalaya.com

Serai MalayaTM

A LEMONGRASS PRODUCT



Certifications



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Company Information

Company Name

Serai Malaya Sdn. Bhd.

SSM Registration No.

202201008244 (1453941-W)

SSM Registration Date

7 March 2022

Contact

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Address

Headquarters :

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Factory :

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Visit our website:
seraimalaya.com

Our Story

Serai Malaya Sdn Bhd is a wholly-owned subsidiary of Star Medik Sdn Bhd under the auspicious Star Medik Group. Star Medik Group is a diversified company prominently known in the medical industries, especially Ventilators Distribution, Medical Devices Manufacturing, and Export. Star Medik is The Exclusive Distributor of Switzerland Based Hamilton Ventilator, which includes clinical, technical support, and training to all Hospitals and Health Care Centres in Malaysia and Brunei. Star Medik is also a global manufacturer of Prefilled Bubble Humidifiers, currently exporting to over 20 countries worldwide.

Serai Malaya Sdn Bhd was formed to focus on agro-based production and manufacturing of Serai (Lemongrass). This diversification into Food & Beverages (F&B) Industry, centering on Lemongrass, was inspired by the lacked of supplies, especially in Lemongrass downstream products globally. The active ingredient in Lemongrass is also widely used in many applications, not only in F&B but also in healthcare and personal care, including cosmetics, perfumes, and pharmaceuticals.

Serai Malaya also plays a big part in Star Medik Group Corporate Social Responsibilities (CSR) initiatives. Planted abundantly in hot tropical weather, the lemongrass growers are mainly dominated by rural low-income villagers. Serai Malaya introduces a contract farming program and continuous economic and technical support under Inclusive Business (IB) Program, which in the long run, helps improvise and alleviate villagers' economic status.



A LEMONGRASS PRODUCT

Our Vision

To be one of the global market leaders in the **Medical, Healthcare and Supply Chain** industries.

Our Mission

To provide **Systematic, Trusted, Advanced and Reliable** products, businesses and services to customers and suppliers.

Our Core Values



Truthful
in Actions

“Siddiq”



Responsible
in Commitments

“Amanah”



Utmost
in Results

“Tabligh”



Smart
in Behaviour

“Fatanah”



Board of **Directors**



Datuk Hj Tajuddin Abdul Latif
Group Executive Chairman

He is the key and central figure behind Star Medik Group, including operations, acquisition, product development, and research and development (R&D) activities.



Tn Hj Johari Abu Kasim
Group Managing Director

He has extensive experience managing corporate finances for local and international companies, quoted and unquoted, and has participated in various turning around exercises, mergers, acquisitions, etc.



Mahalia Abdullah
Group Deputy Chief Executive Officer

She has a broad and deep understanding and experience in intensive care ventilators and is the key person in sales & marketing, government tender, and product development.



Noor Syazwani Mohamad Samirun
Director

She graduated from the Melaka Islamic College University and is a diploma holder in Syariah and Law. She joined Star Medik Group in 2013 and rose to become the Head of Operation. She handles day-to-day operations and in-charge of the export division.

Senior **Management**



Noor Izra Jamaludin
Head of Operation

She graduated from University Malaysia Kelantan with Honors and a Bachelor of Entrepreneurship (Commerce). She joined Star Medik Group in 2022 as the Head Of Operation to oversee day-to-day operation and management at Serai Malaya in Masjid Tanah, Melaka.

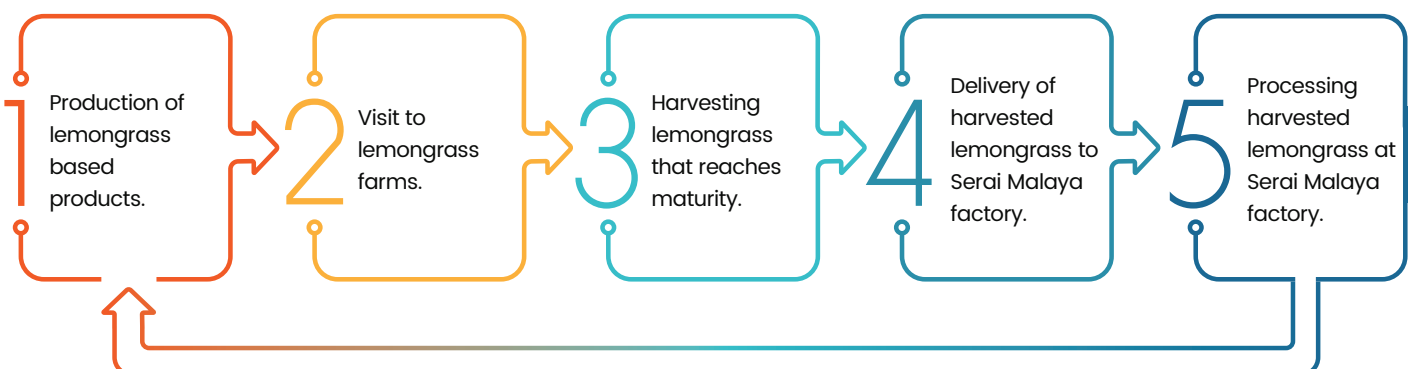


Inclusive Business Model



In collaboration with SME Corp Malaysia for the Rintis Inisiatif Pembangunan Rantai Nilai Perniagaan Inklusif (IB-VCDI) project.

The Serai Malaya has been the catalyst for the local economy that provides employment opportunities to the locals and creates economic opportunities for suppliers and villagers. Serai Malaya identified the main components in the Inclusive Business framework, starting from identifying and selecting dedicated participants, visiting and inspecting farms, advisory, and training, cultivation and harvesting, until the end process of product delivery and payment.



Our Products

Serai Malaya offers high-quality lemongrass products using advanced encapsulation technology and standards.



Lemongrass Dried Slices

Used in cooking & other downstream products.



Lemongrass Tea

Relaxing, soothing and offers amazing health benefits.



Lemongrass Cube

Infuse the flavours of meals & recipes with the delightness of lemongrass.



Lemongrass Fine Powder

Used as cooking ingredient, seasoning for BBQ and more.

Facilities



Serai MalayaTM

A LEMONGRASS PRODUCT

STAR MEDIK GROUP OF COMPANIES



Star Medik Sdn Bhd (200501005964) | Star Medik Industries Sdn Bhd (201201003510) | Serai Malaya Sdn Bhd (202201008244)
Yayasan Sayang Masyarakat (202201014116) | Klinik Sayang Masyarakat PLT (202104003567)



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Serai Malaya



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DISCLAIMER : All information is accurate as of 1st April 2023.
Since we are dynamically improving our group, some information may vary from time to time.

