

media release

Dutch Lady Milk Industries Berhad contributes over 100,000 packs of milk to nourish Covid-19 Frontline Heroes

PETALING JAYA, 6 April 2020: Dutch Lady Milk Industries Berhad (DLMI) has contributed more than 100,000 packets of Dutch Lady milk to Malaysia's dedicated and tireless medical frontline personnel treating Covid-19 patients at three hospitals; Sungai Buloh Hospital (SBH), University Malaya Medical Centre (UMMC) and Hospital Kuala Lumpur (HKL).

Approximately 9,900 1-liter boxes of its best-selling product, Dutch Lady +Protein milk were delivered to the dedicated medical frontline personnel at Sungai Buloh Hospital, the medical epicenter fighting day and night to save victims of Covid-19. This is only the first delivery out of the total 29,700 1-litre boxes (2,475 cartons) that have been allocated for the hospital with several others planned in the coming weeks.

DLMI also contributed 24,672 200ml packets of Dutch Lady Juicy Milk Orange (360 cartons), Dutch Lady Juicy Milk Strawberry (360 cartons) and 225ml bottles of Milky Chocolate (308 cartons) to University Malaya Medical Centre (UMMC) to bring some cheer to the Frontline Heroes working around the clock as the nation grapples with a tsunami-like wave of Covid-19 infections.

Further to this, 46,980 packets of Dutch Lady +Protein UHT 1Litre (1,350 cartons), Dutch Lady Purefarm UHT Strawberry Flavoured Milk 1 Litre (1,125 cartons), Dutch Lady Juicy Milk Orange 200ml (360 cartons), Dutch Lady Juicy Milk Strawberry 200ml (360 cartons) were also contributed to Hospital Kuala Lumpur last week.





“DLMI applauds and salutes the staff of Sungai Buloh Hospital, University Malaya Medical Centre and Hospital Kuala Lumpur for their dedication and sacrifice. We are all concerned about the COVID-19 pandemic. I hope our contribution of our Dutch Lady +Protein and our other nutritious milk product varieties will help keep our frontline heroes strong as they go about their daily professional lives,” said DLMI Managing Director, Tarang Gupta.

DLMI has been serving Malaysians with nutritious milk and dairy products for 57 years with steadfast commitment to nourish the nation and support the Government’s National Health Agenda.

Tarang added that during these trying times it is of utmost importance that we stay healthy and safe. Pairing milk with your meals will help ensure that you have a healthy balanced diet, as milk in general contains protein, calcium, and essential nutrients such as vitamin B2, Vitamin B12, Vitamin A and Vitamin D and more to keep your body healthy and resilient. It is suitable for our medical frontline heroes who are working so hard to keep us safe.

“As a responsible corporate citizen, we are just as concerned as other Malaysians about the Covid-19 pandemic. In this small way, we hope to do our part to support our medical Frontline Heroes, who are working without sleep and even forgoing food to save lives. This helps us continue our purpose of nourishing Malaysians with quality dairy nutrition,” he concluded.

About Dutch Lady Milk Industries Berhad

Incorporated in 1963, Dutch Lady Milk Industries Berhad (DLMI) is a leading dairy company in Malaysia. It is owned by one of the largest dairy cooperative companies in the world, Royal FrieslandCampina NV, a Dutch multinational dairy company. DLMI was the first milk company to be listed on Bursa Malaysia in 1968, and the first to introduce Formulated Milk Powder for Children in Malaysia in 1988.

DLMI, awarded as the Company of the Year 2014 by The Edge Billion Ringgit Club, manufactures and sells a wide range of quality dairy products for the home and export market, with all products enjoying a strong following in brands like Dutch Lady and Friso Gold. Through a unique collaboration between FrieslandCampina and four international research teams/universities, we initiated the South East Asian Nutrition Surveys (SEANUTS) study in 2009, involving four countries – Malaysia, Indonesia, Vietnam and Thailand. SEANUTS is the largest and most extensive nutrition and health study ever done in South-East Asia, wherein 16,744 children up to 12 years old were surveyed over a four-year period. More information can be found at www.dutchlady.com.my.





About Royal FrieslandCampina

Every day, Royal FrieslandCampina provides millions of consumers all over the world with food that is rich in valuable nutrients. With annual revenue of 11.3 billion euros, Royal FrieslandCampina is one of the world's five largest dairy companies, supplying consumer and professional products, as well as ingredients and half-finished products to the food industry and the pharmaceutical sector around the world. Royal FrieslandCampina has offices in 36 countries and 23,816 employees, and its products are available in more than 100 countries. The Company is fully owned by Zuivelcoöperatie FrieslandCampina U.A, with 17,413 member dairy farmers in the Netherlands, Germany and Belgium—making it one of the world's largest dairy cooperatives. For more information, please visit: www.frieslandcampina.com.

