

DSR JCIB Sdn. Bhd. 202301038904(1532824-D)

No.32-1, Jalan Eco Santuari 8/2A, Eco Santuari, 42500 Telok Panglima Garang, Selangor. Tel: (+603) 8683 2285

22 November 2023

Attention: To Whom It May Concern,

Invitation to Media Coverage for Launching of DSR-JCIB-SIRIM STV Origin Matters Seamless App (OMSA) – Harvesting Progress Through Smart Technology.

On behalf of the DSR Group, it is with great pleasure that we invite you to witness the beginning of something extraordinary which is the launching of the first Origin Matters Seamless App (OMSA) by DSR-JCIB-SIRIM STV.

DSR Group has capitalised on the King of Fruits from our very own orchards with the full spectrum of integrated value chain advantages, spanning from upstream to midstream with state-of-the-art facilities and downstream products.

The integration of technology, from orchard to app, the usage of MKITS (Malaysia Kualiti Integrated Tracking System), DSR Musang King Durian Standard, RFID, IOT, SMART Freezer, Online Merge Offline retail distribution platform, and cutting-edge AI Systems, showcases our commitment to authenticity and excellence. This symphony of innovation and quality is orchestrated by our own Technology Team to create a House of Authenticity called OMSA, revolutionising the global stage with our authentic products. OMSA serves as an advanced e-commerce platform and distribution application with a top-notch supply chain management system to sell and distribute authenticated products on a global scale.

Details of the official launching are as follows:

Date: Wednesday, 29th November 2023
Venue: Permai Ballroom, Kota Permai Golf & Country Club,
No.1, Jalan 31/100A, Kota Kemuning, Section 31, 40460 Shah Alam,
Selangor Darul Ehsan.

Programme:	<u>Time</u>	<u>Activity</u>
	1030	Arrival of guests and media
	1100	Welcome Remarks by Dato' Ng, CEO of DSR Group
	1115	Remarks by Tn Ajmain Kassim, CEO of SIRIM STV
	1130	Introduction of OMSA
	1215	Technical Booth Tour
	1245	Media Conference
	1300	Refreshments

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We hope to see you on this momentous occasion and witness how OMSA will elevate a whole new level for the industry.

Yours Sincerely,



Dato' Ng Lian Poh
CEO
DSR Taiko Berhad