

NEWS CLIPPING

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From left: Malaysian Institute of Management CEO Sivanganam Rajaretnam, Lee and Malaysian Institute of Human Resource president Aresandiran J. Naidu

Roaring success

7-ELEVEN Malaysia was recently named one of "Malaysia's Best Brands" at the 5th Malaysian Edition of the Golden Globe Tiger Awards.

The Golden Globe Tiger Awards touts itself as being "multi-functional, multi-discipline and industry focused" and gives recognition to "tigers" in marketing, branding, corporate social responsibility (CSR) and social innovation.

An intense research process is carried out by a research cell prior to shortlisting of individuals and organisations and the track record of the achievements of the nominees are also considered.

CMO Asia was this year's research partner while this year's jury comprises senior professionals across the globe.

"It is indeed an honour to be

recognised with this prestigious award; and it serves as a further validation of our achievements over the years that has been recognised with numerous other awards such as the Putra Brand among others," said 7-Eleven Malaysia general manager Ronan Lee.

Lee commented that he was grateful to the public for their support - 7-Eleven's efforts and its business. "All of us at 7-Eleven Malaysia have been further motivated by this achievement and we will continuously strive to fulfil the needs of consumers better by providing true convenience."

7-Eleven Malaysia operates nationwide and boasts 2,230 24-hour convenience stores. Log on to www.7eleven.com.my for more information.