



**PHOTO STORY
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CELCOM CELEBRATES JOYOUS RAMADAN WITH RMP'S TRAFFIC INVESTIGATION AND ENFORCEMENT DEPARTMENT

KUALA LUMPUR, 21 JUNE 2017 – The true spirit of Ramadan was rekindled once again as senior management team from Celcom and Royal Malaysia Police's Traffic Investigation and Enforcement Department teamed up yesterday to usher in the upcoming Aidilfitri festivity through their collaborated corporate and social responsibility program.

Appreciative of the diligence of the traffic police personnel on call during peak traffic hours, goodie bags comprising Bubur Lambuk, dates, and bottled drinks were handed out just before the breaking of fast. The food was prepared by the employees of Celcom, together with the traffic police personnel, earlier that day.

The excitement was extended to crowd scaling along the stretch of Jalan Esfahan and Jalan Tuanku Abdul Rahman as they also received food packs handed out by the entourage led by the honourable Deputy Inspector General of Police.

The distribution parade comprising of senior officials from PDRM were accompanied by the senior management team from Celcom namely Azwan Khan Osman Khan, Deputy Chief Executive Officer, Business Operations, Zuraida Jamaluddin, Chief Corporate Officer, Dave Morrow, Chief Digital Officer, and Surinderdeep Singh, Head of Enterprise Business & Solutions.

Representatives from the Royal Malaysia Police were **Tan Sri Dato' Sri Noor Rashid Bin Ibrahim Deputy Inspector General, Royal Malaysian Police, Dato' Mazlan Bin Lazim, Kuala Lumpur Deputy Chief Police, Senior Assistant Commissioner Shahrul Othman Bin Mansor, Director of Traffic Investigation and Enforcement Department, Assistant Commissioner Mohd. Nadzri Bin Hussain, Chief of Traffic Investigation and Enforcement Kuala Lumpur, and Assistant Commissioner of Police, Zulkifli Jonit, Deputy Director, Enforcement/Traffic Control/Summons Management of the Traffic Police Department of Investigation and Enforcement.**

This year marks the 13th year collaboration between Celcom and RMP's Traffic Investigation and Enforcement Department, as a part of Celcom's corporate social responsibility and honouring the dedication and commitment shown by traffic personnel, especially during the challenging month of Ramadhan.

The day ended on a high note when the group later adjourned to a *majlis berbuka puasa* and dinner at the Traffic Police Station on Jalan Tun H.S. Lee. Senior officials from PDRM along with Management of Celcom later handed out hampers to 10 orphaned and special needs children of the traffic contingent.

As an ancillary activity which ends on the eve of Aidilfitri, members of the traffic contingent are also provided with complimentary *buka puasa* packs prepared by the station's canteen operator, funded by Celcom, for 2 weeks since the 11th of June 2017.

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About Celcom Axiata Berhad

Celcom is Malaysia's leading data network provider, with more than 10 million customers. Established in 1988, it boasts the widest national 2G, 3G and 4G LTE networks, covering over 98% of the population. Currently the largest mobile broadband and corporate services provider, Celcom is now moving towards integrated multi-access and multimedia services, in line with evolving technologies and consumer behaviour in Malaysia. A culture that places the customer FIRST™ is reflected in our award-winning customer service, products, and other corporate accolades at a regional level. Celcom is part of the Axiata Group of Companies, one of the world's largest telecommunications companies, with close to 300 million customers across 10 Asian markets. For more information on Celcom, log on to <http://www.celcom.com.my>

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