

Hypermarket with a caring heart



Quality buy: Olivier-Deplanck (left) briefing Basaruddin on their products during the launch of Giant hypermarket in Falim, Ipoh.

Giant gives RM50,000 to MyKasih Foundation

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IPOH: Giant hypermarket has again showed its caring side with a RM50,000 contribution to the MyKasih Foundation.

The cheque, which was handed over during the launch of its newest store in Falim here, will be used to sustain The Food Aid project.

GCH Retail (M) Sdn Bhd chief executive officer Pierre Olivier-Deplanck said the amount would be used to support and improve the lives of 50 underprivileged families living in the vicinity for about a year.

"The recipients will get monthly grocery shopping allowances at our hypermarket," he said during the launching ceremony by Domestic Trade, Co-operatives and Consumerism Ministry deputy secretary-general Datuk Basaruddin Sadali yesterday.

Olivier-Deplanck said since opening its doors last week, the local community had extended

overwhelming support.

He said the Farlim hypermarket was Giant's fifth branch here, adding that there were some 60,000 households living nearby.

"We have created 400 jobs for the local community, and are committed to supporting small and medium-scale companies in Perak," he said, adding that the store was located about 4km from the city centre.

It also has over 1,000 parking bays for cars and motorcycles.

"Our local vegetable suppliers are located in Kinta Valley, Jalong and Menglembu while we source fish supplies from Hutan Melintang," Olivier-Deplanck added.

To mark the launch, Giant also signed an MoU with e-commerce platform amaxMall to place its products at Giant hypermarkets.

AmxMall Sdn Bhd chief executive officer Datin Dr Nik Sarina Hashim said selected products were being sold in the Falim outlet and more would be offered at various hypermarkets in the Federal Territories and Selangor.