

# TDM on strong footing through recent rebranding exercise



Terengganu Menteri Besar, Dato' Seri Dr Ahmad Samsuri bin Mokhtar signing the plaque for inauguration of its new building, Wisma TDM along with the launch of TDM's new logo.

KUALA TERENGGANU: TDM Berhad (TDM) made history recently with its grand rebranding through the inauguration of its new building, Wisma TDM along with the launch of TDM's new logo. The change in the appearance of the TDM brand is aimed at raising the standard and strengthening the brand which at the same time proves TDM's openness in adapting to the current pattern of change.

The ceremony which took place at Wisma TDM was officiated by the Terengganu Menteri Besar, Dato' Seri Dr. Ahmad Samsuri bin Mokhtar, accompanied by Speaker of the Terengganu State Legislative Assembly, Dato' Haji Yahaya Ali and TDM Executive Director, Haji Najman Kamaruddin.

TDM is a subsidiary of the Terengganu State government established in 1965 and is one of the Shariah Compliant securities listed on the main market of Bursa Malaysia with core business in oil palm plantations and healthcare. This indicates that TDM has been overcoming numerous challenges for 58 years to get to where it is today.

"Well done, and congratulations to TDM. I often follow the development of TDM from time to time, and I am very proud to

see a Terengganu subsidiary company able to reach this level. I was excited when I knew about TDM's initiative to renew the face of TDM because I believe that it is such a great endeavour in ensuring that the position of a company is always renewed and in line with the current business trends and the demand of consumers", said the Dr Ahmad Samsuri.

As a proud subsidiary of the state of Terengganu, TDM's new logo incorporates aspects that are present in the state of Terengganu. Logos play an important part in conveying a company's image and identity. The most significant is the presence of the Jawi writing system, which symbolises the Islamic characteristics and culture of the state of Terengganu.

It is a skill passed down from generation to generation by the people of Terengganu as a symbol of respect for the preservation of the authenticity of the Malay writing legacy, which is represented by the Jawi writing "ta," which also serves as the initial letter for Terengganu. No matter how prosperous or unsuccessful, TDM believes that it should always go back to where it began, its origin.

Likewise with the letter 'M,'

which symbolises the shape of the Terengganu drawbridge, which is the first in Southeast Asia, an iconic landmark, and the pride of the Terengganu community. Apart from that, the long line connecting 'T' and 'D,' which looks like cursive, is also adapted from Jawi writing and at the same time gives a touch of 'batik,' drawn using lines. In



Wisma TDM proudly emblazoned with the TDM logo

terms of colour, the main colour featured in the logo, which is turquoise, depicts harmony, wisdom, wholeness, and growth in TDM.

Haji Najman said, "The new logo reflects the uniformity and unity between TDM and the subsidiaries under its umbrella with the use of the colour turquoise. The rebranding of TDM is not an easy step, but we came forward with confidence and courage with for a better change. Along with the age of the company, which is now close to six decades, and our business pattern, which is starting to change with all the improvements, this

rebranding is a symbol of our development and maturity as a company. It also gives an image of the new TDM brand with its business strategy, which is now more focused on sustainable growth and a culture of high integrity."

This rebranding serves as one example of TDM's ability to uphold its relevance in the business world while also demonstrating its capacity to meet stakeholders' high expectations. TDM hopes that with this rebranding, it will be able to place TDM at a higher level in the eyes of competitors, consumers, and society as a whole. - TDM/HFR

» From page 29

## "We left everything behind" – the Nakba at 75



Suleiman Hamdan remembers clearly how his family ended up in a refugee camp in Gaza.

after the war, all those who were displaced were unable to do so. Our properties were lost. It was the water well that my father missed the most."

Don't give up your traditions and history. That is what Suleiman tells young people now.

"You should always cling to your origins," he said. "They are your past; they make your future."

Yasmin Abusayma is a freelance writer and translator from Gaza.