



DISCOVER
THE MAGICAL
AGRICULTURAL
PLANTATION



KIAN HENG LEE
Group of companies



COMPANY BACKGROUND PROFILE

KHL was incorporated in 1988 to supply ready-to-market produce to consumers. In the beginning, it cultivated fruits and vegetables for local consumption before expanding its focus into food production.

Over the years, KHL consolidated its focus on cash crops and in the late 90s, diversifies its market interest by focusing on sweet corn kernel production, franchising and distribution.

During its humble beginnings, KHL started with just over 8500 sq foot of factory space. This was increased to over 18,000 sq foot as demand for sweet corn products started to grow.

In early 2009, KHL centralized its office operations in Simpang Renggam with a new office and production building in excess of 40,000 sq foot. It still maintains three of its older factories and in total has over 66,500 sq foot of built up factory space.

As one of the main food suppliers in Southern Johor, KHL has established ample cold room facilities with a capacity of over 120,000 dimetric foot in total.



MISSION & VISION

When it comes to food production, KHL believes first and foremost in providing quality food products that meets international standards. This focus in quality has allowed the company to grow at a steady rate.

In 2009, KHL upgraded its operation headquarters with a new processing plant located in Simpang Renggam Industrial Estate to serve its expanding focus.

With this new set up, KHL's mission remains focused on being one of the leading suppliers of "non-cut" sweet corn kernels in Malaysia. We also export these kernels to over 20 countries around the world.

To meet all export demands, KHL has obtained ISO 22000 & HACCP as well as Malaysia's HALAL certification to meet export requirements.



RESEARCH

BETTER QUALITY THROUGH R&D

Globally, the demand for sweet corn as a food source is increasing rapidly and to meet these challenges, we have invested heavily in R&D to ensure you only get the best fresh corn kernels.

To meet quality demands, we have commissioned reputable R&D centres around the world to improve yields and production on hybrid non-GMO crops best suited to tropical environments.

In Malaysia, we have also set up a dedicated food science laboratory at our new operational headquarters in Johor to ensure all stringent quality requirements are met.



PLANTING FARMING AND HARVESTING

Sweet corn, sugar corn, pole corn, or simply corn, are varieties of corn with high sugar content. Often, these varieties are referred to as Vegetable or Fruit corn (as it is eaten like a vegetable or fruit instead of processing them into other food products).

Sweet corn is cultivated and harvested regularly all year round on over 1500 acres of farmland. It rows best in well-drained soil that have good water holding characteristics.

Malaysia's tropical climate is very conducive to growing sweet corn on a large scale, thanks in part to the ample availability of rain and water sources.



PLANTING

PROCESS & GROWING

01 BEFORE CULTIVATION



Cleaning and add on organic fertilizer

02 PLOW & WEEDS ERADICATION



03 CULTIVATION *(Organic Fertilizer)*



Hole punching

Growth seeds

04 PLANTING & GROWING



Week 1

Week 2

Week 3

Week 4

Week 5

05 FLOWERING



06 HARVEST



OUR BRAND & PRODUCT

As one of the leading suppliers in Malaysia, we have dedicated our focus on three main sweet corn products.

Our main product is fresh corn kernels for use in cup corn or food products. To maintain the sweetness and crunchiness of our fresh corn, all our whole sweet corn kernels are removed manually by hand at our farms.

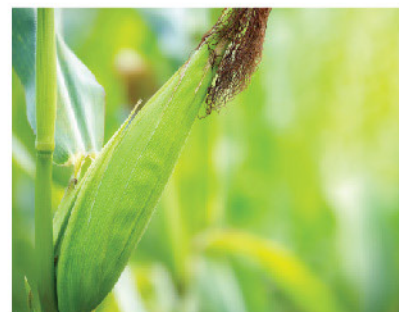
We also produce young corn and Sweet Corn on cob targeted for local consumption. Young corn is used in cooking in restaurants whereas sweet corn on cob production caters to local wet market demands in Malaysia.

BENEFITS OF SWEET CORN



VITAMIN

Rich in
Vitamin B1, B5, C



FIBRE

Helps to keep the
intestinal tract running
smoothly

Maintain a healthy
digestive system



FOLATE

Prevent neural-tube
birth defects

Helps to reduce the
risk of heart disease
and stroke



FERULIC ACID

Helps to increase
antioxidant activity.



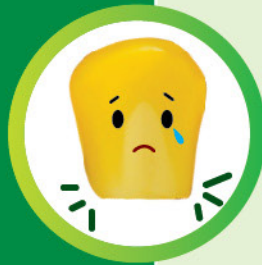
WHAT IS WHOLE KERNEL SWEET CORN?

KHL is focused on producing the best quality corn kernels for consumption and we specialize in the “non-cut” whole kernel variety. (Preserve the Germ)



KHL'S SWEET CORN KERNEL

- Non-cut Whole Kernel
- Manual Extraction
- High Nutritional Value
- Taste Crispy
- Processing to cooling about 4-6 hours (Absolutely Fresh)



COMMON SWEET CORN KERNEL

- Mechanical Removal
- Low Nutritional Value
- Taste Bad
- Germ Free (Loss of nutrition)



All the maize will be delivered to the KHL's factories after harvest on the same day in order to maintain the freshness of corn kernel. The distance between the maize field and factories is less than 100KM.

HARVEST DELIVERY

Deliver to Factories After Harvest
(About 2-3 hours)



PROCESSING FREEZING

The corn kernels will be extracted manually and sifted carefully by workers, followed by freezing to maintain its freshness.

(About 4-5 hours)

The extraction of our sweet corn kernels is a labour-intensive process to maintain its sweetness and crispy taste!





MARKETING & FRANCHISING

The consumption of sweet corn has grown tremendously over the last few years - driven largely by health conscious and discerning consumers. To meet these consumption requirements, KHL is actively involved in building its franchise network around the globe.

In Malaysia, KHL has established an umbrella marketing body to franchise the Mr Magic Corn F&B stalls and outlets.

The franchise concept is marketed as a complete package, with accompanying equipment, ingredients, packaging, utensils, displays, and menu. What's more, you do not require any previous experience or background in the food business to operate as many of our most popular items can be prepared and be ready to serve in three simple steps.

"I DO" is another brand developed by KHL is used mainly in the supply of frozen sweet corn to local and overseas markets.



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|--|--|--|---|
|  USA |  Oman |  U.A.E |  Nigeria |
|  Philippines |  Poland |  Czech Republic |  Pakistan |
|  Bahrain |  South Africa |  Saudi Arabia |  South Korea |
|  Canada |  Taiwan |  Sudan |  Turki |
|  Egypt |  United Kingdom |  Malaysia |  Russia |
|  Jordan |  Qatar |  Mauritius |  Singapore |



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