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STRENGTHEN FAMILY BONDING THROUGH **SERI-AJI KAMPUNG STYLE FRIED RICE**

The advertisement features four packages of Seri-Aji Fried Rice Seasoning. The largest package on the left is 'Perisa Ayam' (Chicken Flavored Fried Rice Seasoning) with 'RASA SEIMBANG' (Balanced Taste) and 'RAMUAN LENGKAP' (Complete Ingredients). To its right are three smaller packages: 'Cina Muslim' (Muslim Chinese Fried Rice Seasoning), 'Ikan Bilis' (Fried Rice Seasoning with Anchovy), and 'Kampung' (Kampung Fried Rice Seasoning) with 'SEDAP KAW' (Delicious Fried Rice) and 'PERASA DENGAN RAMUAN' (Flavor with Ingredients). A yellow banner on the 'Kampung' package says 'RESIPI BARU' (New Recipe). All packages include a Halal logo and a serving suggestion of 4-5 people.

HAVING meals together with family members are crucial though everyday life is hectic. With unconditional motherly love, working mothers are willing to stress out themselves to prepare healthy and well-balanced home-cooked food for their loved ones. Now, they are able to spend more time with their family members through smart cooking method using Seri-Aji Kampung Style Fried Rice seasoning that provides delicious "KAW" (rich) taste.

Fried rice is perceived a convenient and balanced meal with complete ingredients of rice, meat and vegetables. To prepare a delicious Kampung style fried rice, it requires many ingredients and additional effort, like pounding process to give it extra flavourful taste.

With the newly improved recipes of Seri-Aji Kampung Style Fried Rice seasoning, it satisfies consumers' taste buds in three simple steps. The enhancement of chili padi, anchovy and shrimp paste enable consumers to enjoy the rich ("KAW") and delicious fried rice.

Moreover, the Seri-Aji Kampung Style Fried Rice has been transformed inside out, with a new packaging and catchy logo. It provides a brand new image for consumers to experience the "KAW" taste and attractive look.

It is available in hypermarkets, supermarkets and retail shops. Grab it now to experience smart cooking process together with family members. With Seri-Aji Fried Rice range (Kampung, Cina, Ayam and Ikan Bilis), bonding among family members will be strengthened through the enjoyment of great taste and simple well-balanced meal.