



PRESS RELEASE

13 March 2026

AmBank Group and Siti Khadijah celebrate Ramadan through meaningful Community Outreach with Program Sulaman Kasih

In the true spirit of Ramadan and ushering the upcoming Syawal celebrations, AmBank Group has partnered with Siti Khadijah to host a community outreach initiative that brings hope, dignity and joy to asnaf beneficiaries.

The collaboration reflects a shared commitment to uplifting underserved communities through sustainable and purpose-driven initiatives. Beyond breaking fast together, the programme embodies the values of compassion, empowerment and inclusivity, ensuring that the blessings of Ramadan are shared with those who need it most.

A key highlight of the initiative is the "Sulaman Kasih" concept — from asnaf to asnaf, where garments tailored by asnaf artisans who are under the employment of Siti Khadijah, were then presented to asnaf beneficiaries. This approach not only provides festive clothing for underprivileged children but also creates income opportunities and skills empowerment for vulnerable women artisans.

Through this initiative, beneficiaries are not merely recipients of aid, but active participants within a supportive economic ecosystem; reinforcing dignity, self-reliance and long-term sustainability.

For Internal Use

Issued by Media Relations Unit, Group Corporate Communications & Marketing, AmBank Group
Level 40, Menara AmBank, 8, Jalan Yap Kwan Seng, 50450 Kuala Lumpur

 ambankgroup.com  AmBank  [ambankmy](https://www.instagram.com/ambankmy)  AmBankMY

Customer Care:  03-2178 8888  customercare@ambankgroup.com



AmBank Group

ENDA GROUP

NURTURING PURPOSEFUL LIFESTYLE

PRESS RELEASE

“At AmBank, our commitment to community goes beyond financial contributions. We believe in building ecosystems that empower lives sustainably. Through this collaboration with Siti Khadijah, we are not only sharing the blessings of Ramadan but also enabling a cycle of opportunity, where asnaf artisans craft with dignity, and asnaf children receive with joy. This is the essence of responsible banking in creating meaningful impact that uplifts communities in a holistic and lasting way,” said **Shazman Shahid, Head of Group Corporate Communications & Marketing, AmBank Group.**

He added that initiatives such as these reflect AmBank’s broader ESG commitment, where community outreach, employee volunteerism and strategic partnerships converge to deliver measurable social impact.

According to **Mohammad Munzir Aminuddin, Group Chief Executive Officer of Enda Group**, “Ramadan is a time for reflection, gratitude and giving. At Siti Khadijah, we believe that every child deserves to celebrate Aidilfitri with dignity and joy. Through ‘Sulaman Kasih’, we are proud to empower asnaf tailors with sustainable income while ensuring that the children we support receive garments made with care and love. Our collaboration with AmBank demonstrates how corporate and social enterprises can work hand-in-hand to create meaningful, lasting change.”

The iftar session provided an opportunity for our leaders, volunteers and beneficiaries to connect in a warm and inclusive setting, reinforcing the shared values of empathy, unity and community solidarity.



AmBank Group

ENDA GROUP

NURTURING PURPOSEFUL LIFESTYLE

PRESS RELEASE

As Ramadan reminds us of the importance of compassion and generosity, AmBank Group remains committed in its mission to drive purposeful impact in today's communities and building a more inclusive tomorrow.

About AmBank Group

AmBank Group is a leading financial services group with over 50 years of expertise in supporting the economic development of Malaysia. We have over three million customers and employ over 8,000 people.

The Group was listed on the Main Market of Bursa Malaysia in 1988. It is the sixth-largest banking group by assets in Malaysia, with a market capitalisation of more than RM18 billion as at 31 March 2025.

AmBank Group serves over three million individual and corporate customers. It provides services in wholesale banking, retail banking, business banking, investment banking and related financial services which include Islamic banking, underwriting of general insurance, life insurance, family takaful, stock and share broking, futures broking, investment advisory and management services in assets, real estate investment trust and unit trusts.

For more information, please visit www.ambankgroup.com

For further information, please contact Ridzuan Zulkifli, Senior Vice President, Group Corporate Communications and Marketing, AmBank Group at ridzuan.zulkifli@ambankgroup.com and the Media Relations team at media.relations@ambankgroup.com

About Enda Group

Enda Group Sdn. Bhd., formerly known as Siti Khadijah Holding Sdn. Bhd., is a lifestyle company dedicated to enriching lives through purposeful brands. Established in 2009 with the founding of the Siti Khadijah brand, the group has since expanded to include Hegira, an innovative hijab brand launched in 2018, and Anbot, an outdoor lifestyle brand introduced in 2022.

Guided by its mission to create meaningful lifestyle solutions, Enda Group upholds the values of innovation, quality, and trust. Its flagship brand, Siti Khadijah, has grown from a leading women's prayerwear brand into a global family lifestyle brand. Hegira empowers women through its range of innovative hijabs, while Anbot provides trusted outdoor gear for adventure and nature enthusiasts.

Rooted in the values established by Puan Hajah Padzilah Enda Sulaiman and inspired by the legacy of Enda, the group remains dedicated to fostering meaningful lifestyles for communities around the world.

The Siti Khadijah Visitor Gallery is now open to the public daily. To reserve a slot, please visit <https://sitikhadijah.com/products/visitor-center-admission> or contact +6013-365 0145.

Enda Group – Elevating lives through a continuous commitment to nurturing purposeful lifestyles.

For further information, please contact Wan Nur Hidayah Mohammed Akhir,



AmBank Group

ENDA GROUP

NURTURING PURPOSEFUL LIFESTYLE

PRESS RELEASE

Senior Executive, Corporate Communications at hidayah.akhir@sitikhadijah.com and the Corporate Communications Department at corporate@sitikhadijah.com
