

Headline	TNB named as Malaysia's most trusted corporate entity		
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TNB named as Malaysia's most trusted corporate entity

KUALA LUMPUR: Tenaga Nasional Bhd (TNB) has been named the most trusted entity in Malaysia, beating more than 100 brands covered in a survey by market research firm Ipsos Sdn Bhd (Ipsos Malaysia).

The seven-month Trust Track study, which began in April 2023, found that it was also the most trusted brand in the utility industry, showcasing the company's success in building

a strong relationship with Malaysians, TNB said in a statement.

Ipsos Malaysia, in its Jan 23, 2024 statement titled "Ipsos Trust Track 2023: The Most Trusted Corporations and Institutions in Malaysia", announced the names of the top five companies with TNB securing first place, followed by Keretapi Tanah Melayu Bhd, Shell, Employees Provident Fund and Petron.

TNB president and CEO Datuk Seri Baharin Din expressed gratitude for the recognition as the company undertakes an energy transition towards net zero carbon emissions by 2050.

"This trust and confidence cannot be bought. It comes from the community's confidence and their stance towards TNB's work practices and culture," he said. – Bernama