

Headline	TNB is most trusted corporate entity in Malaysia		
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TNB is most trusted corporate entity in Malaysia

KUCHING: Tenaga Nasional Berhad (TNB) was crowned as the most corporate organization/institution believed in Malaysia in 2023 based on the latest study by market research Ipsos Sdn Bhd (Ipsos).

This latest study saw TNB occupying the top ranking as the entity with the most trusted in Malaysia surpassing more than 100 brands in a seven-month survey from April 2023.

In addition, TNB is also recognised as the most trusted brand in utility industry, showcasing TNB's success in building strong relationships with Malaysian citizen.

Ipsos Malaysia in a release titled Ipsos Trust Track 2023: The Most Trusted Corporations and Institutions in Malaysia, announced the names of five the top company with TNB in first place, closely followed by Keretapi Tanah Melayu Berhad and then Shell, the Employees' Provident Fund (EPF) and Petron at fifth place.

While congratulating and thanking TNB employees for the achievement, president and chief executive officer of TNB, Datuk Seri Baharin Din expressed his gratitude for the great and very meaningful recognition of the company's active service leading the energy transition towards net zero emissions by 2050.

"This trust and confidence



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cannot be bought. It comes from community confidence and their stance on TNB's work practices and culture. The handle is usually comfortable deal with trusted and trusted organisations.

"This is a great recognition of its meaning and hopefully this belief will translate challenges to new business opportunities for TNB, for us to excel sustainable energy solutions for customers and the people," he said referring to the Ipsos statement.

Ipsos in its statement mentioned that this strong belief reflects the organization's ability to maintain strong relationships with their customers, even in the face of various challenges.

The survey covered more than 100 companies and institutions in Malaysia by interviewing more 7,000 respondents who gave feedback that most companies are able maintaining the trust and confidence of customers in their respective industries.

TNB was once listed among the five most trusted companies at its inaugural entry in an Ipsos survey in 2021.

Elaborating on the achievement of 2023, Baharin said, "Since the National Electricity Board was established more than 74 years ago, TNB continued to devote itself to supplying electricity to the country.

"When more than 99 per cent



Datuk Seri Baharin Din

of the people already have electricity, our role remains focused ensure reliable supply in order to bring a prosperous life. Better, Brighter to the people of Malaysia."

According to him, the experience of leading the electricity industry for more than seven decades, enabling TNB to be trusted to lead the three main projects of the Energy Transition Roadmap State (NETR), driving Renewable Energy (Renewable Energy) on a large scale and technology initiative clean in line with Malaysia's goal of becoming a carbon neutral country by 2050.

Thus, he said, TNB became the main driver of responsible energy transition not only care about the environment but also open the door to various opportunities while fostering technological innovation, a relentless dedication to shaping future energy landscape in Malaysia.