



1 Lee (third from right) with Yap (right), Chye Yang (second from right) and Chia (fourth from right) at the launch. 2 BMS Organics outlet in Cheras Leisure Mall offers a wide range of organic products. 3 Chia checking out the organic products on display at the new outlet. Photos: SAMUEL ONG

# Organics chain celebrates growth

Local celebrities among guests at opening of company's 46th store

story by  
**JAROD LIM**



jarodlim@thestar.com.my

BMS Organics launched its 46th outlet in Malaysia at Cheras Leisure Mall, Taman Segar, Kuala Lumpur.

The opening marks the company's 18 years of history specialising in organic products.

FMC Greenland Sdn Bhd executive director Terry Lee said the company invested RM300,000 in the outlet.

"The outlet was initially outside the

mall. We moved it inside as it attracts more families.

"We wanted to promote organic products to the public, especially families," he said.

BMS Organics started when one of Lee's brothers started to adopt a healthier lifestyle by consuming only organic food.

Realising the benefits, Lee followed suit. Lee said they wanted to focus on a two-in-one concept built around an integrated cafe selling organic food.

"It's becoming more normal these days to see people shopping and enjoying a meal under one roof.

"The integrated cafe will serve nutritious organic food for diners.

"We now have about 16 two-in-one outlets and we are planning to open more outlets soon," he said.

BMS Organics outlet in Cheras Leisure Mall offers visitors a range of organic products such as personal and skincare products, food and supplements, beverages and other household items.

"Plans to expand the brand to other countries are in the pipeline.

"There are parties from China, Hong Kong, and Brunei interested in opening an outlet.

"We are also in the midst of applying for a franchise licence and we expect to get it next year," Lee said.

To mark the opening, a family day was held at the concourse of the mall with various activities for visitors.

Also present at the event were TV personality Owen Yap, local artiste Chye Yang and model Amber Chia.

**Plans to expand the brand to other countries are in the pipeline. There are parties from China, Hong Kong, and Brunei interested in opening an outlet. We are also in the midst of applying for a franchise licence.**

Terry Lee

