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## BRANDLAUREATE BESTBRANDS AWARDS

# BAT Malaysia bags best employer title

**KUALA LUMPUR:** British American Tobacco Malaysia (BAT Malaysia) has won the Best Employer Brand Leadership Award at the BrandLaureate Best Brands Awards 2017-2018.

The award is conferred to companies that recognise the importance of human capital management in building a successful brand and take great efforts in ensuring that their philosophy, values, policies and initiatives are geared towards attracting the best talents as well as growing, nurturing and empowering them to become future leaders.

"It is not an overstatement when we say that our people are the heart of the organisation, driving BAT Malaysia as well as our brands to the leadership position in the industry," said managing director Erik Stoel.

"BAT Malaysia strives to be a step ahead in creating the kind of workplace where talented and passionate people can thrive.

"We are proud that we continue to attract people who are ambitious, courageous, resilient and agile, ready to take on the challenge of transforming our busi-



*British American Tobacco Malaysia human resources director Samanmali Chandrasiri (second from right) with the the Best Employer Brand Leadership Award trophy received from The BrandLaureate Awards chairman Tan Sri Rainer Althoff (second from left).*

ness, and we invest in providing them with the right development, learning opportunities and support required for their career growth in an exciting and rewarding environment," he said.

The Best Employer Brand Leadership title is one of the

many accolades awarded to BAT Malaysia as an employer of choice in Malaysia.

Last year, the company was certified as a "Top Employer" for 2018 in Malaysia in an international certification process undertaken by globally accredited

Top Employers Institute, which recognises leading employers around the world who provide excellent employee conditions, nurture and develop talent throughout all levels of the organisation and strive to optimise employment practices.