

About CelcomDigi

Creating A World Inspired By You

We are driven by our purpose of Advancing and Inspiring Society through technology and innovation, with a strong commitment to being an inclusive and responsible business institution.



Today, we serve more than 20 million customers across Malaysia, leveraging the combined scale, experience, and talents of two homegrown brands: Celcom and Digi. With our collective 60 years of solid market experience, along with the backing of two global telecommunications giants, Axiata Group Berhad (Axiata) and Telenor Group (Telenor), the new CelcomDigi can significantly invest in strengthening our network coverage and quality.

We are well positioned to drive 5G adoptions and 5G solutions to develop new growth opportunities for Malaysian businesses, while attracting partnerships with global technology companies to bring new innovation to drive the nation's digital aspirations.

About CelcomDigi

Our core identity is a synthesis of the unique strengths of Celcom and Digi, which is embedded in our DNA to drive and motivate every CDzen.

OUR PURPOSE
 Advancing and Inspiring Society

OUR VISION
 To Be The Nation's Top Telco-Tech Company

As the largest telco today, we are transforming ourselves beyond core connectivity to offer best-in-class customer experiences. With our wider range of offerings – now including Home & Fibre and Enterprise solutions – we are committed to leading in digitalisation and innovation, enabling an inclusive and sustainable digital society.

OUR VALUES



Customer Obsessed

We aim to provide outstanding customer journeys for more than 20 million Malaysian consumer and business customers by gaining deep insights and understanding of their needs and delivering the most relevant products and experiences for them.



Performing Relentlessly

We are building a culture of performance excellence, based on a consistent and solid track record of delivering effectively; new ways of working that drive operational efficiency; and a strong belief that as a whole, CDzens are greater than the sum of our parts.



Stronger Together

We draw from our deep and diverse talent pool a richness of perspectives, experiences, and backgrounds, as well as our ability to collaborate and mobilise as one team to drive our purpose and vision and live our brand.



Responsible and Caring

We are deeply committed to being an inclusive and inspiring company that holds to the highest standards of integrity and business conduct. We act responsibly to ensure we create positive impacts for the community and for everyone we engage with.

OUR BRAND SPIRIT

Creating A World Inspired By You

We are the #1 enabler of the digital lives of Malaysian consumers, businesses, and society.