

We Are CelcomDigi

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 the nation, leveraging the combined scale, experience, and talents of two homegrown brands: Celcom and Digi. We are full-speed ahead on network integration and modernisation efforts to deliver the widest and fastest 4G and 5G-ready network in the country.

CelcomDigi aspires to be a new innovation icon for Malaysia, and a company that has the scale and resources to be the nation's digital growth engine, to nurture local talents, to develop the local digital ecosystem, to bring the best solutions, offers, and experiences to our customers, and to be a brand that customers can trust and rely on in the age of 'digital-everything'.

We are also well-positioned to drive 5G adoption and solutions, and to leverage the power of artificial intelligence (AI) to develop new growth opportunities for Malaysian businesses, while attracting partnerships with global technology companies to bring new digital innovation to drive the nation's economic growth.



We Are CelcomDigi

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 wide range of product and service offerings, we are committed to leading in digitalisation and innovation, enabling an inclusive and sustainable digital society.

Our Brand Spirit

Creating A World Inspired By You

We are the #1 enabler of the digital lives of Malaysian consumers, businesses, and society. Expressed through our striking new logomark, our brand embodies three fundamental principles - dynamism, passion for customers, and excellence - key drivers in our mission to find innovative ways to help Malaysians achieve everything they aspire to and are inspired by.

Our Values



Customer Obsessed

We aim to provide outstanding customer experience for more than 20 million Malaysian consumers 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 through new ways of working that drive operational efficiency, and a strong belief that together, CDzens are greater than the sum of our parts.



Stronger Together

We draw a richness of perspectives, experiences, and backgrounds from our deep and diverse talent pool, 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 impact for the community and for everyone we engage with.

