

Corporate Company Profile

BestGen Telecommunication Sdn. Bhd.

CelcomDigi Strategic Partner supporting telecommunications distribution, dealer network operations, stock fulfilment, sales execution and regional operations across Northern Malaysia.

Established distribution roots	1998
Incorporated as Best DG Distributors Sdn. Bhd.	2005
Transitioned into BestGen Telecommunication Sdn. Bhd.	2024

1. Company Overview

BestGen Telecommunication Sdn. Bhd., formerly known as **Best DG Distributors Sdn. Bhd.**, is a telecommunications distribution and regional operations company headquartered in Butterworth, Penang, Malaysia. The business traces its distribution roots to 1998 and was incorporated in 2005. Over the years, the company has supported dealer network management, stock fulfilment, sales execution, merchandising, regional coordination and field operations across Northern Malaysia.

In 2024, the company transitioned into BestGen Telecommunication Sdn. Bhd. and continues to function as a CelcomDigi Strategic Partner, supporting telecommunications distribution and operational execution across Penang, Perak, Kedah and Perlis.

Legal Name	BestGen Telecommunication Sdn. Bhd.
Former Name	Best DG Distributors Sdn. Bhd.
Headquarters	7103, 1st Floor, Jalan Bagan Ajam, 13000 Butterworth, Penang, Malaysia
Business Scope	Telecommunications distribution, dealer support, stock fulfilment, sales execution and regional operations
Regional Coverage	Penang, Perak, Kedah and Perlis
Official Website	https://www.bestgen-tele.com/

2. Corporate Timeline

1998

Telecommunications distribution roots in Penang.

2005

Incorporated as Best DG Distributors Sdn. Bhd.

2008-2012

Recognised for sales revenue contribution and distribution support.

2015

Recognised by Jabatan Perangkaan Malaysia, Negeri Pulau Pinang for cooperation in providing official data.

2024-2026

Transitioned into BestGen Telecommunication Sdn. Bhd. and functions as a CelcomDigi Strategic Partner.

3. Management and Key Personnel

The company is managed with a practical operating structure covering management direction, human resources, operations, administration, finance, accounts, logistics and field execution. The following personnel list reflects the company information provided for corporate profile and verification purposes.

Name	Position	Key Responsibilities
Ooi Bee Hoon	Managing Director	Overall business direction, corporate continuity and strategic oversight.
Low Jin Herng	Managing Director cum Head of Human Resources	Human resources, staff coordination, recruitment, training, performance review and management support.
Tan Chai Sian	Operations Manager	Operations coordination, logistics, stock movement, dealer support and regional field execution.
Lena Ng Phaik Mei	Head of Administration	Office administration, internal records, documentation and business correspondence.
Moy Su Venn	Head of Finance & Accounts	Finance, budgeting, accounts control, payment verification and reporting.
Ooi Wei Fern	Payroll & Accounts Executive	Payroll, claims, accounts documentation and payment coordination.

4. Core Operating Functions

Dealer Network Management	Dealer coordination, onboarding support, sales communication, KPI follow-up and outlet-level issue resolution.
Stock Fulfilment and Logistics	Stock ordering, warehouse coordination, route planning, fulfilment and delivery support across the region.
Sales Execution and Merchandising	Retail execution, point-of-sale support, merchandising, promotional coordination and market activity.
Regional Operations	Coordination across Penang, Perak, Kedah and Perlis, including field execution and operational reporting.

5. Regional Presence

BestGen Telecommunication supports telecommunications distribution and operations across Northern Malaysia, with operational coverage in the following areas.

State / Area	Operational Coverage
Penang	Butterworth, George Town and surrounding dealer network areas
Perak	Ipoh, Taiping, Teluk Intan and surrounding dealer network areas
Kedah	Alor Setar and surrounding dealer network areas
Perlis	Northern regional support and market execution coverage

6. Credentials and Recognition

The company has received recognition over the years for its contribution to telecommunications distribution, sales performance, dealer support, regional operations and official business cooperation.

Recognition	Description
CelcomDigi Cluster Development Partner Recognition - 2024	Recognition for the successful bid for the Northern Region as CelcomDigi Cluster Development Partner.
Digi Sales Revenue Recognition - 2008	Recognised for contribution towards Digi sales revenue achievement for year 2008.
Digi Sales Revenue Recognition - 2010	Recognised for contribution towards Digi sales revenue achievement for year 2010.
Digi Sales Revenue Recognition - 2011	Recognised for sales revenue contribution and distribution support.
Digi Sales Revenue Recognition - 2012	Recognised for contribution towards Digi sales revenue achievement for year 2012.
Government Data Cooperation Recognition - 2015	Recognised by Jabatan Perangkaan Malaysia, Negeri Pulau Pinang, for cooperation in providing official data.

7. Certificate Gallery

 CelcomDigi Cluster Development Partner Recognition - 2024	 Digi Distributor Own Record Achievement - 2008
 Digi Sales Revenue Recognition - 2008	 Digi Sales Revenue Recognition - 2010



Digi Sales Revenue Recognition - 2011



Digi Sales Revenue Recognition - 2012



Government Data Cooperation Recognition - 2015

8. Contact Information

For official enquiries, business correspondence and verification purposes, please contact BestGen Telecommunication Sdn. Bhd. through the details below.

Headquarters	BestGen Telecommunication Sdn. Bhd. 7103, 1st Floor, Jalan Bagan Ajam 13000 Butterworth, Penang, Malaysia
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Website	https://www.bestgen-tele.com/

Document Note: This company profile has been prepared based on company information, website content and certificate materials provided by BestGen Telecommunication Sdn. Bhd. It is intended for official review, business correspondence and verification purposes.