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Sasbadi eyes growth via new curriculum tenders

PETALING JAYA: Sasbadi Holdings Bhd aims to strengthen its position in the print publishing segment, particularly in the area of syllabus-based publishing.

Chairman Datuk Dr Amin Senin and group managing director Law King Hui said the group is actively participating in textbook tenders announced in October 2025 by the Education Ministry for the new 2027 school curriculum.

“These tenders cover all subjects for Primary 1 and Secondary 1, signalling the beginning of a new cycle where textbook tenders are expected to be announced yearly over the next six years for primary schools and five years for secondary schools.

“The implementation of the new 2027

school curriculum represents a significant growth opportunity for the group,” they said in a joint statement in their annual report, released yesterday.

Besides participating in the textbook tenders, Amin and Law said Sasbadi will also allocate substantial resources and place strategic focus towards publishing many new products to meet the needs created by the new curriculum.

“Beyond that, the group will continue to leverage its four decades of publishing expertise to innovate across both academic and non-academic print titles, ensuring continued relevance and competitiveness amid the increasing adoption of artificial intelligence (AI) tools in the education sector.”

In digital education, Amin and Law said

the group will further accelerate the development and enhancement of its AI-driven solutions.

“Key among these initiatives is the development of the proprietary education-focused Large Language Model (LLM) in collaboration with Agmo Capital Sdn Bhd.

“The group believes that this LLM will serve as a strategic differentiator, positioning Sasbadi at the forefront of AI-powered education solutions by supporting teachers and students in their daily teaching and learning activities.”

Looking ahead, Amin and Law said financial year 2026 may be a pivotal year in the group’s new growth phase, marked by both structural opportunities and strategic inflection points.