



MEDIA STATEMENT

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KAUSAR GROUP STRENGTHENS ITS POSITION AS MALAYSIA'S NO.1 ISLAMIC INHERITANCE AGENCY THROUGH BRAND REFRESH INITIATIVE

KLANG, 9 February 2026 — Kausar Group, a professional Islamic Inheritance planning ecosystem with 11 years of operational experience, today launched its '**Kausar Brand Refresh**' initiative as a strategic move to further strengthen its position as **Malaysia's No.1 Islamic Inheritance Agency**.

As part of this Brand Refresh initiative, Kausar Group introduced a new **Brand Positioning**, placing emphasis on its role as "**The Legacy Guardian**" in providing structured, Shariah-compliant Islamic Inheritance planning solutions anchored in family harmony.

According to Kausar Group, the refreshed brand is driven by a clear purpose to establish a consistent tone and narrative—one that not only addresses the technical aspects of Islamic inheritance planning, but also acknowledges and resolves the emotional complexities often associated with wealth transfer and inheritance.

From a market positioning perspective, Kausar Group affirms its standing as **Malaysia's No.1 Islamic Inheritance Planning Agency**, as well as Wasiyyah's most awarded Strategic Partner.

Kausar Group has also received recognition within the Islamic Inheritance planning industry at both local and international levels, driven by its ability to deliver comprehensive solutions that integrate hibah, wasiat, and pusaka into a single, coordinated system.

Industry Recognition and Awards

Kausar Group's commitment to professionalism and service excellence has been recognised through numerous prestigious awards, including:

- **Wasiyyah Shoppe Berhad – Highest Achievement Agency Award**, received consistently for **10 consecutive years**, and recognised as the **Most Awarded Agency**
- **Extraordinary Business Recognition Award 2022** by Perintis Usahawan Malaysia (PUMAS)
- **BrandLaureate SME Best Brand Award 2024** – Islamic Inheritance Planning and Wealth Distribution Solutions
- **International Financial Award 2024 (Dubai)** – *Most Innovative Islamic Inheritance Planning Corporate Agency in Malaysia*

- **BrandLaureate – Most Preferred Brand Award 2025 – Islamic Inheritance & Legacy Advisory**

These recognitions further reinforce Kausar Group's position as an Islamic Inheritance planning agency with consistent high performance and strong international credibility.

Vision and National Impact Targets

Aligned with its long-term aspirations, Kausar Group aims to develop **20 Head Agency Consultants**, representing **5,000 Islamic Inheritance planning consultants**, assisting at least **100,000 Muslims**, and systematically planning Inheritances valued at **RM100 billion**.

This vision reflects Kausar Group's role as a key national driver in delivering comprehensive and impactful Islamic Inheritance planning solutions across Malaysia.

Brand Positioning: Preserved Legacy, Harmonious Families

In line with its refreshed Brand Positioning, Kausar Group introduces a narrative centred on legacy assurance and family harmony, aligned with its core message, "**Preserved Legacy, Harmonious Relationships.**"

This approach underscores the Group's commitment to ensuring that wealth transfer processes are orderly, seamless, and effective—significantly reducing the risk of disputes and family conflicts after inheritance.

Through the narrative of "**The Legacy Guardian**," Kausar Group positions itself as a trusted guardian that brings disciplined, Shariah-compliant structure to the management of hibah, wasiat, and pusaka. This role becomes especially critical during emotionally vulnerable periods following the loss of a loved one, when clarity, order, and professional guidance are most needed.

A Principled, Compassionate and Empathetic Voice

Kausar Group's communication approach reflects a voice that is firm, authoritative, and knowledgeable, while remaining empathetic, supportive, and non-judgmental. Each interaction is crafted with clarity and precision, grounded in Shariah principles and a deep understanding of family realities.

The Group's primary focus is to ensure that every Islamic inheritance planning process is not only legally valid and well-structured, but also provides peace of mind—preserving family harmony and ensuring intergenerational legacy continuity.

What Sets Kausar Group Apart

In addition to strong governance and advisory structures, Kausar Group places significant emphasis on the professional development of its Islamic inheritance consultants. Every Kausar consultant undergoes intensive and structured training covering Shariah principles, legal understanding, professional advisory skills, leadership development, and entrepreneurship. This is reinforced through a consistent mentoring and coaching framework designed to develop consultants who are not only technically competent, but also ethical, empathetic, and capable of guiding clients through sensitive and high-impact inheritance decisions. Through continuous and structured human capital development, Kausar ensures consistent service quality and upholds high professional standards across its advisory ecosystem.

Kausar Logo and Visual Identity Refresh

From a visual identity perspective, Kausar Group's refreshed logo design and colour palette are built around the concept of **calm, structured wealth transfer**, symbolising clarity, continuity, and governance.

- **Amanah Blue** represents trust and responsibility
- **Kausar Yellow** symbolises preserved value and realised legacy
- **Barakah Green** reflects the Shariah core—principled, lawful, and consistent

According to Kausar Group, the overall Brand Refresh is not merely cosmetic, but reflects a long-term commitment to protecting family institutions, ensuring orderly documentation, and providing a single, clear source of truth in Islamic Inheritance planning.

Kausar Group's Track Record

Since its establishment, Kausar Group has assisted more than **8,000 clients** in planning Islamic Inheritance matters with an estimated value exceeding **RM8 billion**, through advisory services that are Shariah-compliant, legally valid, and practically implementable.

Over its 11 years of operations, Kausar Group has also played a pivotal role in developing Malaysia's Islamic Inheritance planning ecosystem by producing **more than 2,500 professional consultants**, setting new benchmarks within the industry.

According to Kausar Group, the Brand Refresh initiative reflects its strengthened long-term commitment to addressing the growing challenges of frozen Inheritances and family disputes within the Muslim community.

"Frozen Inheritances and family disputes represent a silent crisis with a far-reaching impact on the well-being of the ummah. This initiative reflects our commitment to ensuring Islamic Inheritance planning is conducted professionally, structurally, and effectively—protecting family harmony and preserving legacy across generations," Kausar Group said.

Experienced Leadership Driving Strategic Direction

Kausar Group is led by a highly experienced and credible leadership team, headed by co-founders **Khamarul Azhar bin Hashim** and **Suzana binti Abu Bakar**, supported by **Umi Khism binti Yusof**, **Mohd Usayri bin Mohd Zin**, and **Intan Yusliyana binti Mohd Yasin**.

This leadership team plays a critical role in shaping Kausar Group's strategic direction as a professional institution focused on comprehensive solutions for Islamic Inheritance planning in Malaysia.

Focus on High-Value and Professional Clients

Kausar Group focuses on property owners, family business owners, and Muslim professionals who require structured, high-impact, and integrity-driven Islamic Inheritance planning advisory services.

According to the Group, Inheritance planning is not merely about documentation—it is a strategic advisory process requiring deep understanding of Shariah, legal, and financial aspects to ensure that solutions are not only valid on paper, but truly executable in practice.

Career and Entrepreneurial Development Opportunities

In line with growing public awareness of Islamic Inheritance planning, Kausar Group also offers opportunities for takaful consultants, unit trust agents, real Inheritance professionals, and other professionals to enter the Islamic Inheritance planning industry through comprehensive and structured entrepreneurial training programmes.

For Further Information

For more information on Kausar Group, please visit www.kausarwealth.com,
Facebook: **Kausar Wealth Management**, or
LinkedIn: **Kausar Wealth Management Sdn Bhd**.