

Manulife granted naming rights for Semantan MRT station

Kuala Lumpur – Manulife Holdings Bhd has been granted the naming rights to the Manulife Semantan Mass Rapid Transit (MRT) station.

The station, which is located five minutes' walk from Menara Manulife, connects various high density areas in Kuala Lumpur.

The five year contract includes the station name and the name on all route maps. The interior of two MRT trains that run along the line will also be Manulife branded.

Group chief executive officer Mark O'Dell said the elevated brand presence in the MRT is a visual reminder of how it can help to protect and improve their customers' financial futures.

“In the future, we will also be activating initiatives with our co-partners in the vicinity to educate the public and make it easier for people to access our products - while on their daily journey,” he said.

The Sungai Buloh-Kajang line is 51km long with 31 stations and connects areas such as the Kuala Lumpur city centre, Damansara and Cheras with Sungai Buloh and Kajang.

MRT Corp Sdn Bhd director of commercial and land management Datuk Haris Fadzilah Hassan said licensees from the Station Naming Rights Program would benefit from the high volume of commuters as well as high visibility of the MRT stations.

“The MRT Sungai Buloh-Kajang Line covers a corridor with a population of 1.2 million people. The expected ridership of 400,000 passengers daily will elevate the exposure of the brands participating in this program.”

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