

Manulife “Owns” Semantan Station

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

The renamed Manulife Semantan station, a five-minute walk from Menara Manulife, connects various high-density areas in Kuala Lumpur.

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

Manulife group chief executive officer Mark O'Dell said the elevated brand presence in the station was a visual reminder of how the company could help protect and improve customers' financial futures.

"In the future, we will also be activating initiatives with our copartners in the vicinity to educate the public and make it easier for people to access our products while on their daily commute."

The 51km-long MRT Sungai Buloh-Kajang line has 31 stations and connects the Kuala Lumpur city centre, Damansara and Cheras with Sungai Buloh and Kajang.

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

"The MRT Sungai Buloh-Kajang Line covers a corridor with a population of 1.2 million people. The expected ridership of 400,000 daily passengers will elevate their exposure."

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