

Mah Sing Hosts One-Of-A-Kind Annual Dinner To Commemorate Its Silver Jubilee

Posted on 26 Apr 2020 | by IJainnoli

Share this article



Mah Sing aims to continue its journey as a sustainable Malaysian brand in the next 25 years and more.

KUALA LUMPUR: Mah Sing Group Bhd upped the ante for its annual dinner this year, in conjunction with its 25th anniversary.

Held in the Mandarin Oriental on 27 Apr, the Group celebrated its Silver Jubilee with close to 1,000 people which included employees, business partners and media friends with the theme of "Crazy Rich MSians", taking a twist of the wildly popular 2018 Hollywood romantic comedy film.

Further demonstrating its commitment to a sustainable future, Mah Sing shared several initiatives it has taken throughout the year with the audience, such as new technology and innovations, design thinking and the Code Green initiative.

According to the statement, the Group's project in Penang, The Loft@Southbay City, was awarded an impressive 83% QCLASSIC score. On the technology side, Mah Sing has embarked on several initiatives such as the My Mah Sing app, a homeownership companion guide, which bundles in a Digital Vacant Possession feature.

Design thinking is also a component that is essential towards building a sustainable brand; thus, Mah Sing has since embarked on an innovative approach towards developing its products and business strategies.

"Design Thinking is a human-centered mindset. It is a creative problem solving process which touches each and every one of us," said Mah Sing Group managing director Tan Sri Dato' Sri Leong Hoy Kum, adding that it starts with understanding the needs and hopes of real people.

Code Green is another initiative by Mah Sing to drive change towards being a sustainable brand since 2015, focussing on the environment and society. For more information on Mah Sing's sustainability initiatives, readers can download the stand-alone Sustainability Report 2018 at www.mahsing.com.my.

"It is inspiring to observe a 10% increase in staff participation, taking steps to curb their use of single-use plastics and even prepare recipes that have less of an impact on the environment," said Mah Sing Group director of group strategy and operations Jane Leong.

The celebration night saw attendees winning some 125 prizes worth RM95,000 which included smartphones, iPads, tablets, electrical appliances, smart watches, a PS4 Playstation, shopping vouchers, cash prizes, among others.

The audience was also enthralled by performances by participants of Mah Sing GOT talent competition. The culmination of the night's performance was an entertaining stand-up comedy by Malaysian comedian Harith Iskander.

"RM500,000 In Your Bank" + Refer n Reward+

In conjunction with Mah Sing's 25th Anniversary, Mah Sing promised to give great offers and incentives to their buyers, and not forgetting to echo the government's initiatives. Hence, Mah Sing launched its "RM500,000 In Your Bank" and "Refer n Reward+" during the launch of Home Ownership Campaign (HOC) in March 2019, offering affordable homes with good product specifications in strategic locations.

The National HOC by the government will end in June 2019. Mah Sing's "RM500,000 In Your Bank" programme was designed in such a way that it will offer benefits for every type of buyer and encompasses various incentives like RnR+, lucky draw, a digital Spin & Win, and free legal fees, just to name some, based on the participating projects. The RnR+ campaign rewards registered introducers up to RM60,000 upon conversion of the sale, when they refer a friend to purchase Mah Sing's participating projects.

Want to contribute articles to StarProperty.my? Email: editor@starproperty.my

Was this article helpful?

Add your reaction

