



**AmBank Group**

**Your Bank. Malaysia's Bank. AmBank.™**

**Press Release**

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**Colours, tastes and sounds of AmBank Group's Deepavali celebration foster closer ties amongst Malaysians**

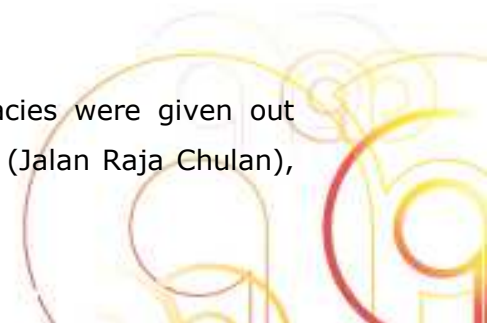
Deepavali, or the "festival of lights" symbolises the triumph of good over evil in Hindu belief, and, reflecting the values of the Malaysian people as a whole, is also a time for reaffirmation of hope and a renewed commitment to friendship and goodwill. AmBank Group, through its Sports Club, Kelab AmBank Group (KAG), brings to life these same ideals in this festive celebration that demonstrates the spirit of sharing, camaraderie and harmony amongst Malaysians.

AmBank Group's Deepavali celebration, held yesterday at the foyer of Menara AmBank, Jalan Yap Kwan Seng in Kuala Lumpur, enveloped all present in a myriad of colours, sounds and tastes.

A distribution of traditional and mixed *muruku*, as well as sweet ghee balls began at 12.00 noon, with recipients including AmBank Group customers and AmBank employees present in eager anticipation. The joy with which Malaysians embrace the diversity of culture and variety of customs was apparent from the smiling faces of the recipients.

The delightful and tasty snacks were prepared by the Pusat Jagaan Rumah Kebajikan Rita, managed by Madam Ritanamala Rajagopal, a charity home caring for the mentally challenged, the disabled, orphans, old folks and abused children.

Concurrently, a total of 7,000 packs of the Indian delicacies were given out across the Group's buildings i.e. Bangunan AmBank Group (Jalan Raja Chulan),





Menara AmBank (Jalan Yap Kwan Seng), Menara AmMetLife (Jalan Lumut), Menara Kurnia (Petaling Jaya), Tropicana Fairway 3, Menara MBf and Menara Dion (both in Jalan Sultan Ismail) and Wisma AmBank (Jalan Pudu).

Organised by Kelab AmBank Group (KAG), the Group's sports club, the event saw Syed Anuar Syed Ali, Senior Vice President/Head, Group Corporate Communications and Marketing, AmBank Group who is also KAG President present to distribute the Indian treats to the customers, staff and visitors to AmBank Group.

A kaleidoscope of colour greeted all present in the dazzling grains making up a *kolam*, or traditional Indian decoration, spread out in a circular design on the foyer Menara AmBank, with brilliant rainbow hues forming flame-like motifs and other geometric designs. A lighted lamp accented the centre of the design while coloured light provided an atmospheric "backlighting" effect. Originally used to decorate courtyards, floors and entrances to buildings, the *kolam* was also used to welcome Hindu deities and to bring luck.

Further high points awaited the crowd. Performances in the form of Indian classical dances and Indian classical instrumental music served up a visual and sonic feast that alternated between powerful and alluring but always remaining captivating. The group of instrumentalists on flute, tabla and sitar, as well as the classical Indian dancers, resplendent in traditional costume, were in top form, weaving strands of sound and agile movement to create living art. The fleet-footed dancers' presentation featured the *Peacock Dance* and *Bharatanatyam Dance*.

Tan Sri Azman Hashim, Chairman, AmBank Group, said, "I am pleased that AmBank Group is continuing our thematic celebration of the festivals and cultures of Malaysia – this time with Deepavali. Our distribution of delicacies and bringing Indian art form to everyone in this event represents our belief that we must continue to preserve the spirit of unity and the openness with which we embrace all cultures, all of which are truly Malaysian traits. With this belief too, our celebration helps us live our brand promise of being 'Your Bank. Malaysia's Bank. AmBank.'"





## **About AmBank Group**

AmBank Group is one of Malaysia's premier financial solutions Groups with nearly 40 years of legacy in understanding Malaysian customers and provides a wide range of both conventional and Islamic financial products and services, including retail banking, wholesale banking, as well as the underwriting of general insurance, life assurance and family takaful.

The Group's mission of "Connecting, Growing and Outperforming" accentuates our commitment in connecting with customers, people as well as stakeholders and the Group's continuous initiatives in growing to further cement our position in the industry as we aspire to exceed expectations by consistently outperforming. This mission underpins the Group's vision as Malaysia's preferred diversified, internationally connected financial solutions group. The recent repositioning of our brand – "Your Bank. Malaysia's Bank. AmBank." portrays us as a modern Malaysian diversified financial solutions partner that understands and meets the diverse needs of modern Malaysians.

The Group receives strong support from the Australia and New Zealand Banking Group ("ANZ") (one of Australia's leading banks) particularly in Board and senior management representations, risk and financial governance, products offering and new business development. In the general insurance business, the Group has partnered with Insurance Australia Group Ltd ("IAG"). In the life assurance and family takaful businesses, the Group has on 30 April 2014 sealed a strategic partnership with MetLife International Holdings Inc. ("MetLife"). The Group continues to benefit in terms of expertise transfer from IAG and MetLife.

AMMB Holdings Berhad is a public listed company on the Main Market of Bursa Malaysia.

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