

MEDIA RELEASE

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SUN PHARMA STAR CLUB AWARDS 2026 STRENGTHENS MALAYSIA'S POSITION AS A LEADING MICE DESTINATION FOR INDIA

KUALA LUMPUR — Malaysia continues to strengthen its position as a preferred destination for Meetings, Incentives, Conferences and Exhibitions (MICE) from India by hosting the Sun Pharma Star Club Awards 2026, bringing together approximately 6,200 participants from across India. The programme, which runs from 31 August to 9 September 2026, combines corporate recognition, incentive travel, and destination experiences across Kuala Lumpur, Port Dickson, Genting Highlands, and Putrajaya.

A key highlight, the Star Club Awards 2026, was held today at the Malaysia International Trade and Exhibition Centre (MITEC), featuring an awards presentation and entertainment programme to celebrate the achievements of Sun Pharma's Star Club members.

The programme also included a high-level meeting between Tourism Malaysia, Malaysia Convention & Exhibition Bureau (MyCEB), and Sun Pharmaceutical Industries Limited, underscoring the importance of strengthening Malaysia-India tourism relations and exploring opportunities to attract more high-value corporate and MICE groups to Malaysia.

In attendance were Datuk Manoharan Periasamy, Chairman of Tourism Malaysia; Mr Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia; Mr Mohd Akbal Setia, Deputy Director General (Promotions) of Tourism Malaysia; Ms Tan Mei Phing, Chief Executive Officer of MyCEB; Mr Dilip Shanghvi, Executive Chairman of Sun Pharmaceutical Industries Limited; and Mr Kirti Ganorkar, Managing Director of Sun Pharmaceutical Industries Limited.

Mr Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia, noted that Tourism Malaysia greatly appreciated Sun Pharmaceutical Industries Limited's confidence in selecting Malaysia to celebrate the achievements of its Star Club members.

"The participation of approximately 6,200 delegates from across India provides an excellent opportunity to showcase Malaysia not only as a leisure destination, but also as a preferred destination for MICE and business events," said Mr Mohd Amirul Rizal Abdul Rahim.

Throughout the programme, delegates will experience Malaysia's diverse tourism offerings, including city tours, resort activities, KL Tower, Genting SkyWorlds Theme Park, the Genting Cable Car, shopping, and other destination experiences. The event is also expected to generate positive economic benefits across the tourism ecosystem, including



accommodation, transportation, food and beverage, attractions, shopping, and event-related services.

The hosting of the Sun Pharma Star Club Awards 2026 supports Tourism Malaysia's efforts to further reinforce business events as part of Malaysia's tourism appeal and strengthen the MICE segment while leveraging the momentum of Visit Malaysia 2026–2027 to attract more high-value visitors and international business events from India.

From January to June 2026, Malaysia recorded 738,709 visitor arrivals from India. This reflects the confidence and interest of Indian travellers, particularly business travellers, in Malaysia's holistic travel experiences, including vibrant cultural heritage, immersive culinary offerings, warm hospitality, world-class business functions, and nature-based getaways.

For further details, kindly refer to media kit :

https://drive.google.com/drive/folders/1GpgRRg1wlgARUV6lZeLx87D_fMEiU9Ff?usp=drive_link

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About Tourism Malaysia

Malaysia Tourism Promotion Board, also known as Tourism Malaysia, is an agency under the Ministry of Tourism, Arts and Culture Malaysia (MOTAC). It focuses on promoting Malaysia as a preferred tourism destination and has, since its establishment, played a significant role in strengthening the country's presence and competitiveness in the global tourism landscape.

Visit Malaysia 2026–2027 (VM2026–2027) underscores Malaysia's commitment to sustainable tourism development, in line with the United Nations Sustainable Development Goals (UNSDGs). The campaign aims to showcase the nation's diverse natural attractions, rich cultural heritage, and vibrant tourism offerings, while driving inclusive growth and long-term value for local communities and industry stakeholders.

For more information, visit Tourism Malaysia's website www.tourism.gov.my and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

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