



# MEDIA RELEASE

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## TOURISM MALAYSIA ORGANISES MALAYSIA FOOD AND CULTURAL FESTIVAL IN CROWNE PLAZA, CHENNAI

**CHENNAI, 29 August 2023** –Tourism Malaysia Chennai office is organising the Malaysia Food and Cultural Festival at the Crowne Plaza, Chennai. This event will showcase the Cultural Performance of Malaysian Artists and the Culinary expertise of renowned Chefs from Malaysia beginning from 26 August to 04 September 2023. This also supports Batik Air's inaugural flight with daily operations from Chennai to Kuala Lumpur, effective 24 August 2023.

This event officiates by the Consul General of Malaysia, His Excellency Mr. Saravana Kumar and supported by the representatives from Crowne Plaza, Batik Air, Sama-Sama Hotel, KL International Airport, Borneo Brothers Tours & Travel and VG Maju Tour & Travels. The Clients dining at The Residency, Crowne Plaza during this event and will stand a chance to win a full board package inclusive of two (2) flight tickets to Malaysia.

The Consul General of Malaysia for South India, His Excellency Saravana Kumar, in his statement, mentions, “India and Malaysia established diplomatic relations since 1957. The two countries enjoy a strong bilateral relationship and presently, India and Malaysia have established close political, economic and Socio-Cultural relations. Malaysia Food and Cultural Festival 2023 happening in The Crowne Plaza, Chennai will be showcasing the specialty of Malaysia's Culinary delights, unique and multi-cultural facets in order to entice more Indian travellers into choosing Malaysia as their preferred destination.”

Dato' Dr. Ammar Abd. Ghapar, Director-General of Tourism Malaysia, said: “With the huge demand for more flights from South India to Malaysia, we are extremely glad to inform you that Batik Air is starting their operations of daily flights from Chennai into Kuala Lumpur effective on 24 August 2023. We are extremely thankful to the partners, Crowne Plaza, Sama - Sama Hotel KL International Airport, Batik Air, Borneo Brothers Tours & Travel and VG Maju Tour & Travels for making this possible. The Malaysian Chefs from Kuala Lumpur have come all the way to Chennai to showcase the flavours of Malaysia that reflect the strong, spicy, aromatic nature of Malaysian cuisine and bring forward the different cultures to this market.”

This festival will feature classic Malaysian delicacies such as Laksa, Mee Goreng, Nasi Lemak, Char Kuey Teow, to name a few and also some specially crafted innovations and more; This Extravaganza event with a staggering selection of traditional recipes will be at The Residency - Crowne Plaza, Chennai Adyar Park from 26 August to 04 September 2023.

This year, Malaysia targets 16.1 million international tourist arrivals with RM49.3 billion in tourism receipts. India remains among the top countries contributing tourist arrivals to Malaysia. In 2022, Malaysia welcomed a total of 324,548 Indian tourists, while from January to May 2023, Malaysia received as many as 230,865 Indian tourists compared to 37,198 in the same period last year.

Currently, 158 flights with 30,032 seats are offered weekly between India and Malaysia through Malaysia Airlines, Batik Air, AirAsia and IndiGo. Indian tourists can now apply for Malaysia's eVISA Multiple Entry Visa (MEV) through [malaysiavisa.imi.gov.my/evisa](http://malaysiavisa.imi.gov.my/evisa).

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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 & Culture Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene. For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), and [TikTok](#).

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