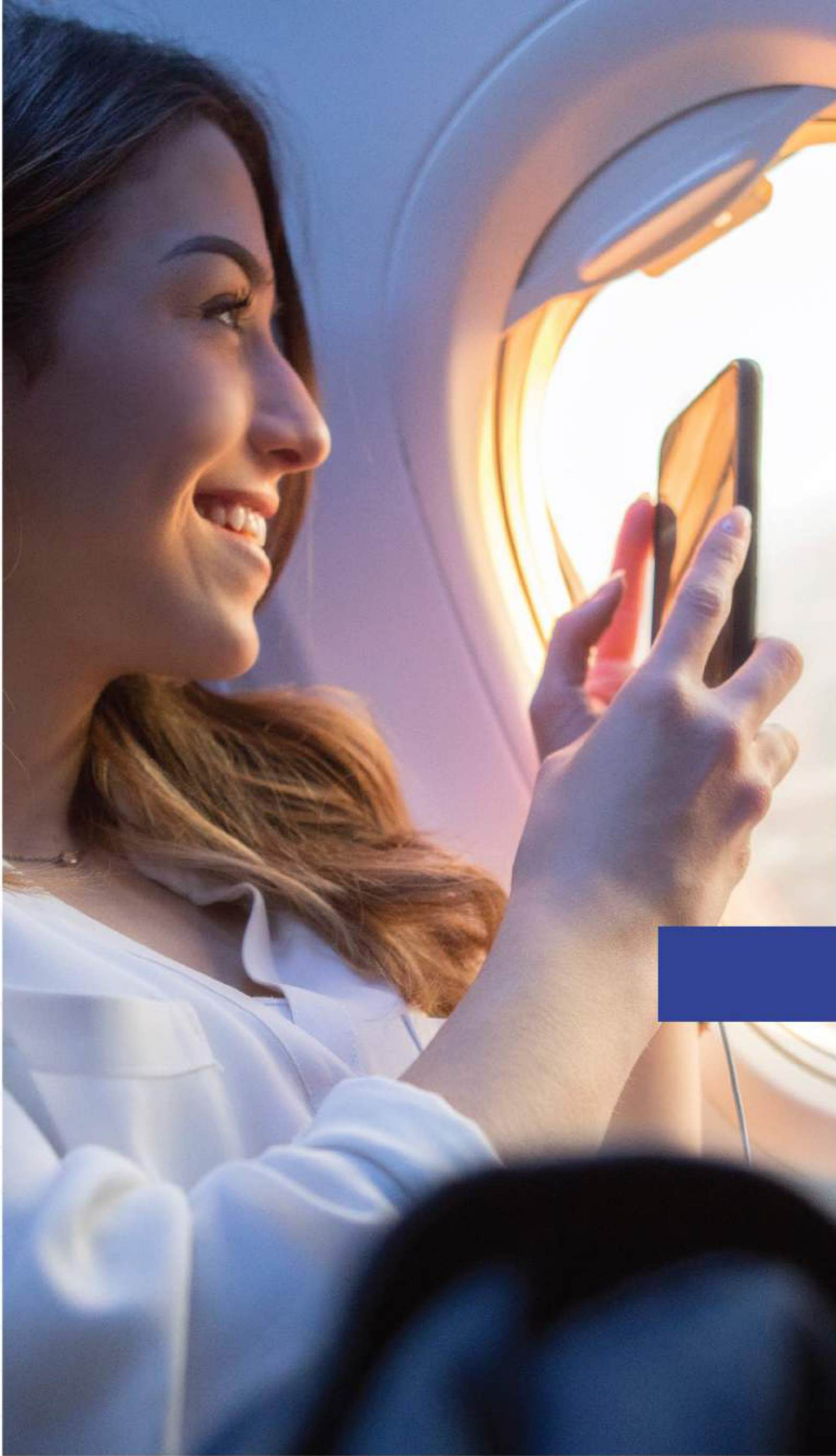




COMPANY PROFILE

ABOUT US

With only 3 staff, our founder, **Mr. Gurbak Singh Pannu**, established the business in Kota Bahru with a focus on selling airline tickets for group travel. We expanded our business in 2004 and since then evolved into a reputable travel agency that offers affordable travel services and goods for a number of reputable airlines. Our tour guides have an important part in offering our customers with the greatest travel and tour experience at Amar Travel & Tours. Each of our tour guides must possess a tour guide licence issued by the Malaysian Ministry of Tourism and Culture (MOTAC), which attributes to their extensive training, training, and experience. Also, we are a travel agency with IATA accreditation.

At **Amar Travel & Tours**, we believe that traveling is not just about visiting new places but also about creating unforgettable memories. Our team of experienced and knowledgeable staffs are committed to providing you with personalized services that exceed your expectations. Besides selling Umrah and Hajj packages, we also offer a range of travel services, including flight bookings, hotel reservations, tour packages, variety of vehicle choices, and travel insurance for all packages and destinations under our inbound tour services.

We at **Amar Travel & Tours** are dedicated to giving you outstanding assistance and service. We take pride in our ability to create lifelong relationships with our clients, and we are always willing to assist you with any concerns or queries you may have. Overall, **Amar Travel & Tours'** growth and success can be credited to its dedication to providing high-quality services to clients, its strong emphasis on client happiness, and its strategic partnerships with prominent airlines and companies in the tourism and travel industry.

Travel. Explore. Discover



VISION

To become Asian's leading travel and tour company that provides quality services and memorable experiences for our clients



MISSION

To attract new customers and make them into satisfied, loyal clients by offering a range of services that adhere to high standards and by enabling real-time booking, secure payment, and travel documentation both within Malaysia as well as internationally.





CORE VALUES



CUSTOMER SATISFACTION

We are committed to providing exceptional customer service and support that exceeds our clients' expectations and we believe that our clients' satisfaction is the key to our success.



INTEGRITY

We, at Amar Travel & Tours operate with honesty, transparency, and ethical standards in all our dealings with clients, suppliers, and partners.



QUALITY

We strive to deliver the highest quality travel services that meet, exceed our clients' expectations, believing that excellence is the hallmark of our success.



PROFESSIONALISM

We are dedicated to maintaining the highest standards of professionalism in all our interactions with clients, suppliers, and partners as professionalism is the foundation of our credibility and success.



TEAMWORK

We believe that teamwork is essential to achieving our goals and delivering exceptional services. We foster a collaborative and supportive work environment that promotes mutual respect, trust, and cooperation.

"EXPERIENCE LIFE
BEYOND
THE HORIZON."



OUR SERVICES



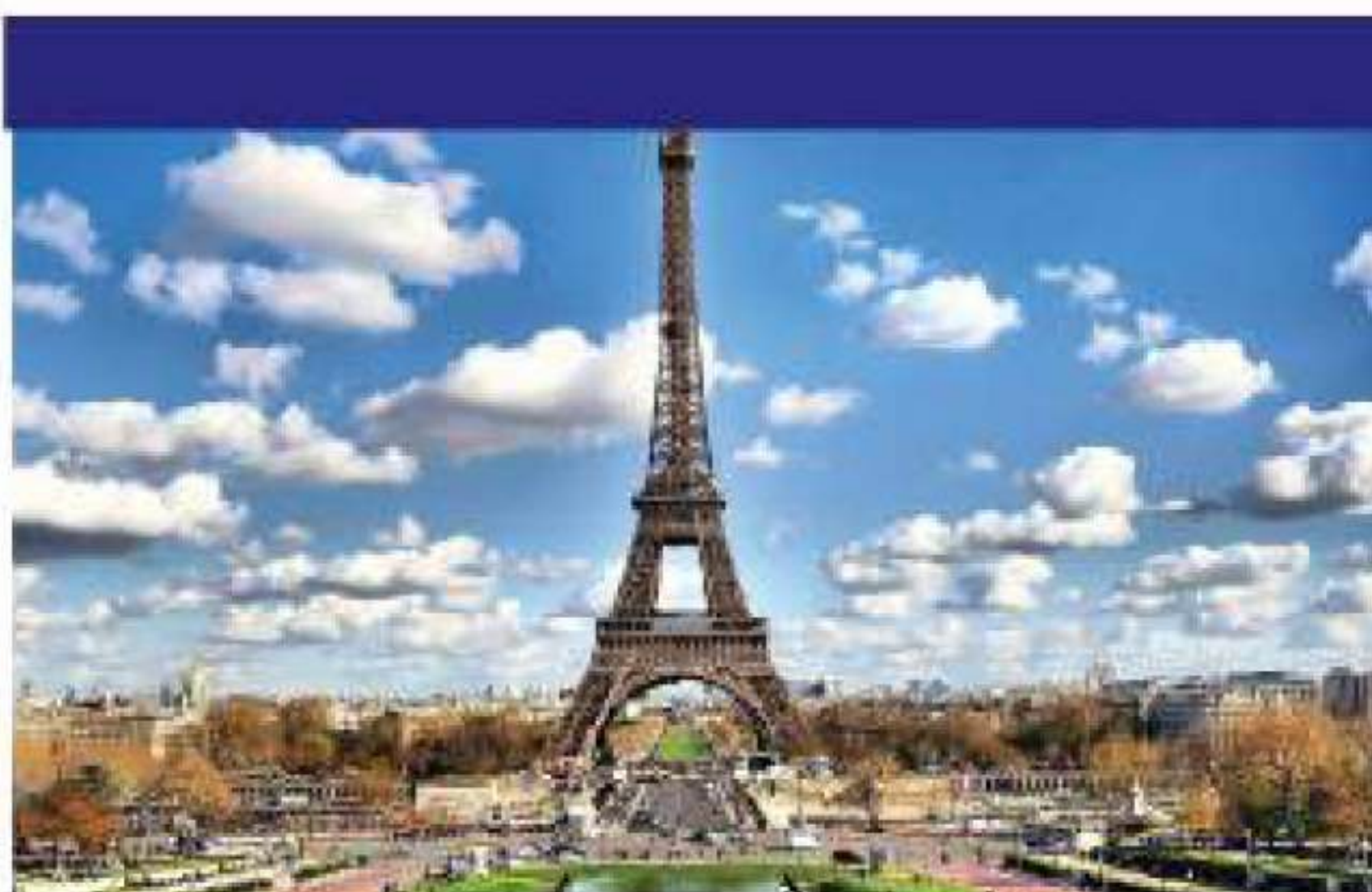
OUTBOUND TOUR

Our outbound tour operation services offer meticulously planned and curated travel experiences to a variety of international destinations. We pride ourselves on providing personalized itineraries, well-selected accommodations, and unparalleled customer support to ensure your journey is both memorable and enjoyable.



MICE

We excel in organizing and managing Meetings, Incentives, Conferences, and Exhibitions (MICE) for corporate clients. We handle all aspects of event planning, from venue selection and logistics to catering and entertainment, ensuring your event is a resounding success.



GOLF TOURS

We excel in organizing and managing Meetings, Incentives, Conferences, and Exhibitions (MICE) for corporate clients. We handle all aspects of event planning, from venue selection and logistics to catering and entertainment, ensuring your event is a resounding success.

TICKETING

We provide efficient and reliable ticketing services for wholesalers, corporate clients, and individual travelers, catering to all major airlines. Our dedicated team works tirelessly to secure the best possible fares and routes to suit your travel preferences and budget. Trust us to deliver a hassle-free experience, whether you need a single ticket or a bulk purchase for your organization.



INBOUND TOUR

We specialize in crafting unforgettable inbound tour experiences that showcase the diverse culture, history, and natural beauty of our home country. Our knowledgeable guides are dedicated to delivering authentic and immersive travel encounters for both domestic and international visitors, tailored to suit individual interests and preferences.



LUXURY PACKAGES

We also provide reliable and efficient cargo services, offering seamless transportation solutions for businesses and individuals. Our extensive network and experienced team ensure the safe and timely delivery of your cargo, while our customer support team is always available to address any concerns or provide updates on shipment status.

CRUISE

Discover luxury and adventure with our Cruise services, offering a variety of captivating itineraries. Partnering with top cruise lines, we ensure exceptional service, accommodations, and on-board entertainment for a memorable voyage tailored to your preferences.





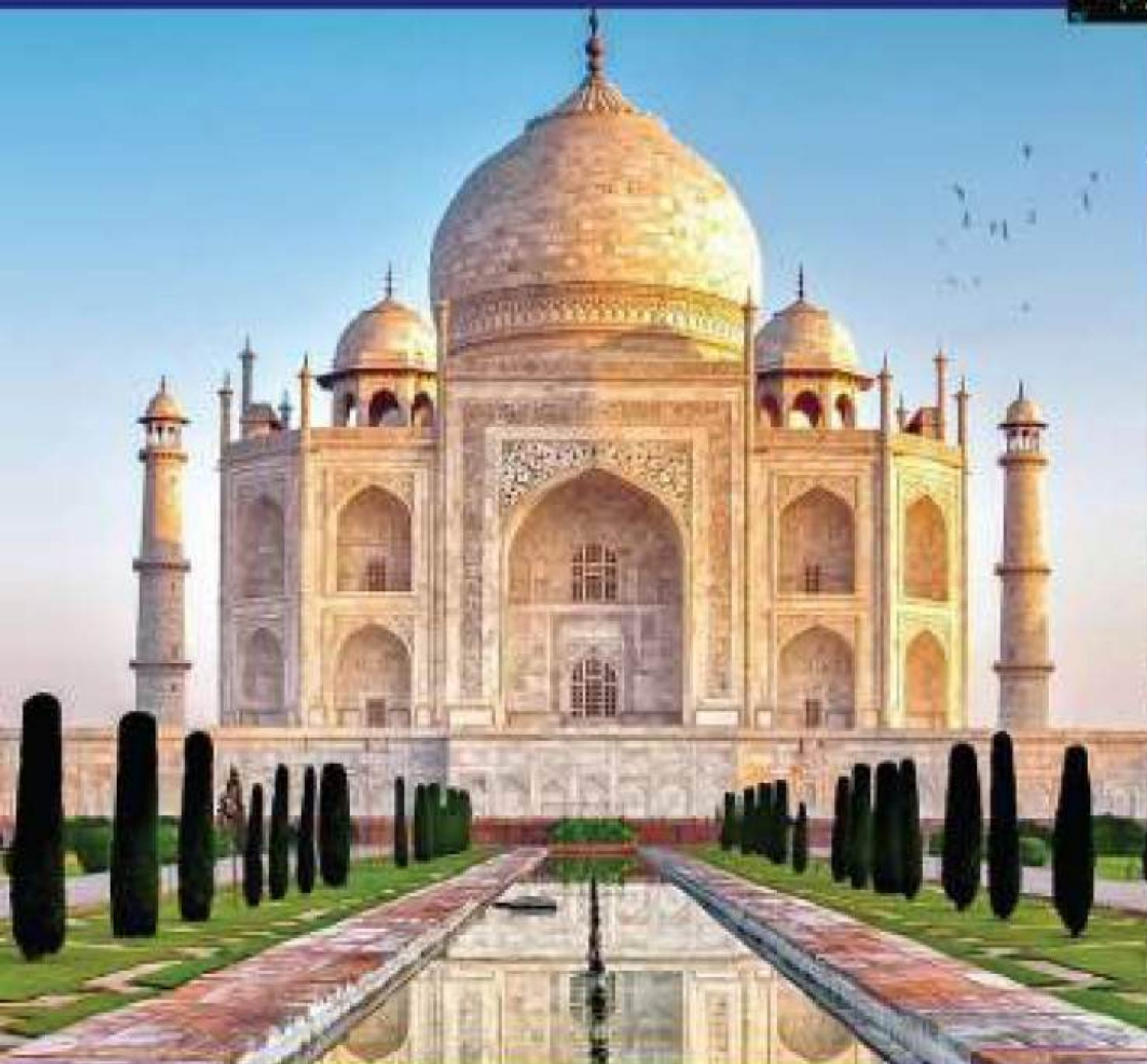
■ CORPORATE PROFILE



"MAKING TRAVEL
Dreams
A REALITY"



"EXPERIENCE
LIFE BEYOND
THE HORIZON."





"BUILDING ON A 55-YEARS LEGACY"

OUR HIGHLIGHTS AND MILESTONES



MORE CLIENTS
HAVE TRUSTED US FOR
THEIR BUSINESS



■ **Established in 1968**, Amar Travel & Tours has been a thriving two-generation business for over 50 years, evolving and rebranding itself to cater to modern travelers' needs.

■ **In 2012**, we established our special purpose vehicle (SPV) company, AS World Vacation Sdn. Bhd., which expertly manages all GSA, PSA, and Cargo agency business ventures.

■ **Our group of companies** boasts a combined paid-up capital of RM1,000,000, reflecting our financial stability and commitment to growth.

■ Demonstrating our success, our annual group turnover **exceeds RM40 million**.

■ We are **fully licensed by the Ministry of Tourism**, ensuring compliance with all legal requirements and regulations.

■ As an **IATA-appointed agent**, we maintain a stock of tickets from various airlines, reflecting our strong partnerships and industry connections.

■ Our **highly experienced and dedicated team** of travel professionals possesses extensive industry knowledge, enabling them to craft unforgettable experiences for our clients.

■ We **maintain strong partnerships** with reputable hotels, airlines, and other service providers, ensuring seamless and high-quality travel arrangements.

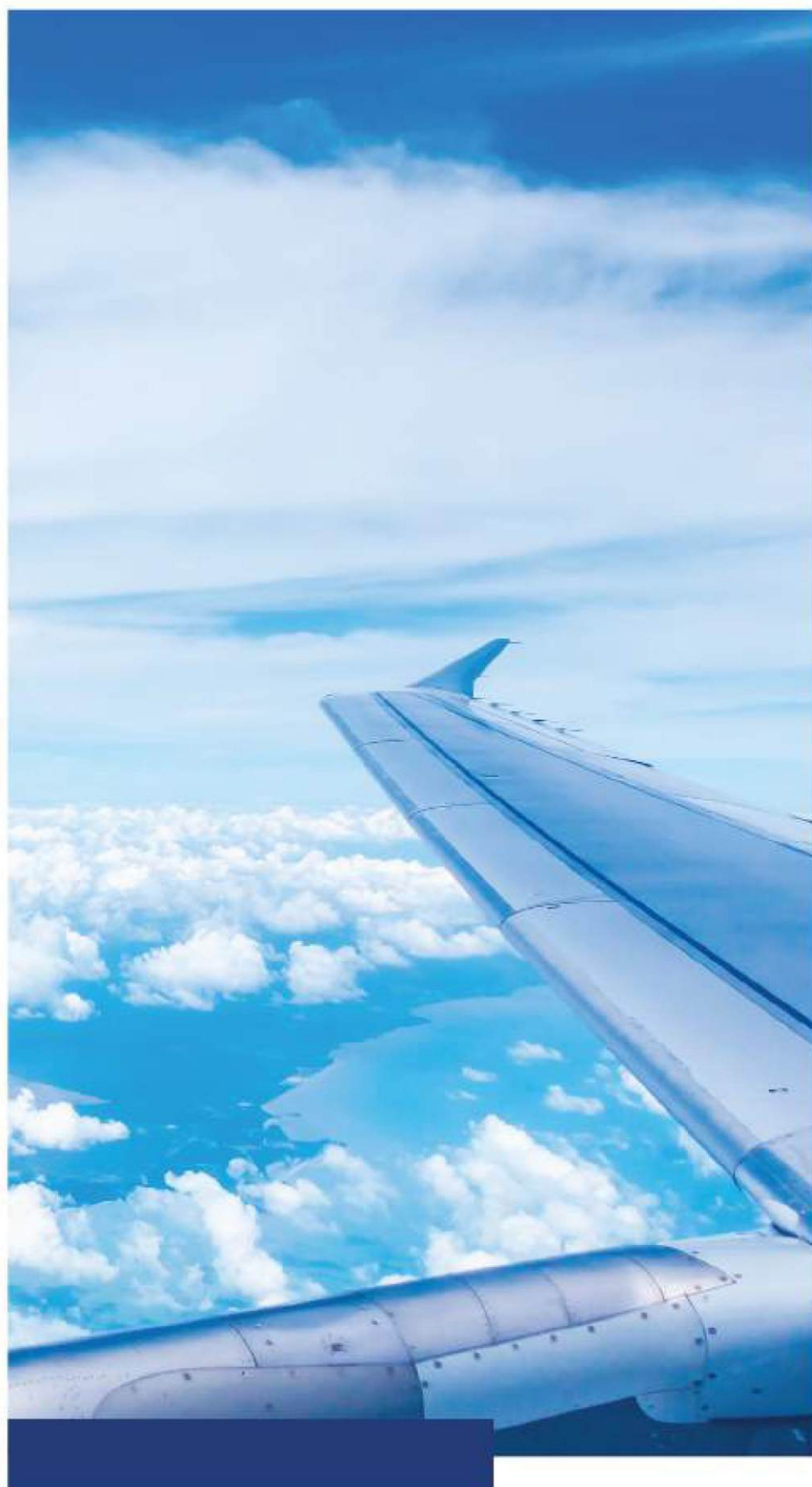
■ **Amar Travel & Tours** offers a diverse range of travel packages and services, catering to various interests, preferences, and budgets.

■ We are **committed to sustainable and responsible** tourism, promoting eco-friendly practices and supporting local communities in the destinations we serve.

■ Our **continuous investment** in technology and innovation enhances customer service and streamlines the travel booking process.

■ We take pride in our long history of **satisfied customers**, with many returning clients and word-of-mouth referrals.

■ As an **active member of various travel associations** and organizations, we ensure adherence to industry standards and best practices



OUR KEY AIRLINES

LEGACY CARRIERS

- Malaysian Airline
- Singapore Airlines
- Emirates
- Saudi Arabian Airline
- Oman Air
- Etihad Airways
- Qatar Airways
- Turkish Airlines
- Kuwait Airways
- Cathay Pacific
- Korean Airlines
- Japan Airlines
- China Airlines
- China Eastern Airlines
- China Southern Airlines
- Royal Brunei Airlines
- Sri Lankan Airlines
- Thai Airways
- Vietnam Airlines
- Air Mauritius
- Batik Air

LOW COST CARRIERS

- AirAsia
- Fly Scoot
- Air Arabia
- Indigo
- Jetstar
- Cebu Pacific
- FireFly

LEGACY CARRIERS



LOW COST CARRIERS



"EXPLORE THE
World WITH US."



HQ

2nd Floor, No, 21, Jalan Kamunting,
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