

Hong Leong MSIG Takaful Berhad has appointed Borhanudin Samsudin as its new CEO



Kuala Lumpur, Malaysia Nov 5, 2025 ([Issuewire.com](https://www.issuewire.com)) - Hong Leong MSIG Takaful Berhad is proud to announce the appointment of Encik Borhanudin Samsudin as its new Chief Executive Officer (CEO), effective 27 October 2025.

With over 28 years of distinguished leadership and experience in both the telecommunications and takaful industry, Encik Borhanudin brings extensive expertise from key roles at Maxis Communications Berhad, VADS Berhad, Prudential BSN Takaful Berhad, Zurich Takaful Malaysia Berhad, and Great Eastern Takaful Berhad. In his previous role as a Chief Distribution Officer with Great Eastern Takaful, he was responsible to steer and develop both agency business and partnership distribution which was backed by his vast experience in sales, customer service and business operations.

Encik Borhanudin possesses a Master of Business Administration (MBA) and certified as a Chartered Professional in Islamic Finance and Shariah RFP Affiliate. Additionally, Borhanudin is recognized as a certified Six Sigma Blue Belt member and holds a certification in NLP applied to business.

This leadership transition comes at a pivotal moment for Hong Leong MSIG Takaful, following the achievement of covering over 3.5 million lives—a testament to our resilience and commitment to sustainable growth. We are confident that Encik Borhanudin's vision and expertise will propel the company's continued success and strengthen our position as the Preferred Takaful Provider in Malaysia and beyond.

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Source : Hong Leong MSIG Takaful Berhad

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