



PRESS RELEASE

For Immediate Release

Great Eastern Takaful Embraces Ramadan with Gestures of Kindness

Various Charitable Activities during Ramadan ease Aidilfitri preparations for the less fortunate.

18 April 2023, Kuala Lumpur - Family takaful operator, Great Eastern Takaful Berhad (GETB) embraces this holy month of Ramadan through the GREAT Ramadan Programme by sharing the blessings with the less fortunate. This programme focuses on donations and sponsorships for the benefit of the orphans from Pertubuhan Kebajikan Ulul Azmi and Pertubuhan Kebajikan Islam Peribadi Mulia in the form of Hari Raya attire as well as household and personal care items.

In collaboration with Mydin Mohamed Holdings Berhad (Mydin), a total of 120 orphans were taken to shop for new clothes accompanied by 30 Great Eastern Takaful employees. The programme aimed to provide happiness and joy for the unfortunate community segment as well as providing them the experience of preparing for Aidilfitri celebration in a family-like setting.

The Chief Executive Officer of Great Eastern Takaful, Encik Shahrul Azlan Shahruman said, "As an organisation that prioritises the welfare of the less fortunate, we are pleased to support the orphans especially in this holy month of Ramadan. The joy and smile on their faces contented us even more as it is aligned with our mission to help those in need. We hope that their Aidilfitri celebration this year will be more enjoyable with their brand new *raya* outfit and additional household and personal care items including cash donations for an improved living condition at their respective residence."

The residents of these selected welfare homes were also invited to join the Grand Iftar Programme with almost 1000 high-achiever takaful advisors at Masjid Wilayah Kuala Lumpur featuring guest speakers YBhg. Dato' Ustaz Mohd Kazim Elias and Chef Ammar Al Ali with their meaningful sharing in reaching for great towards a fulfilling Ramadan.

"While embracing the month of kindness, we extended our contribution to Masjid Wilayah Kuala Lumpur to provide extra comfort to the community visiting the mosque for religious activities. To sum it all, this great initiative is in line with the community development thrust which is one of Great Eastern Takaful's sustainability pillars," he added.

Additionally, the involvement of over 300 takaful advisors and selected customers through the Shopping Bonanza event amplified the charitable efforts in which they were given the opportunity to purchase basic necessity items that will directly be distributed to recipients who are in the low income community segment.

Towards the final week of Ramadan, Great Eastern Takaful invited 50 children with childhood cancer under the Kumpulan Ibu Bapa dan Sokongan Anak-anak for an iftar. This event was organised in hope to motivate and embrace the childhood cancer patients to uplift their spirit along their journey of recovery for a better quality of life.

For more information:

Great Eastern Takaful - <https://www.greateasterntakaful.com/>

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About Great Eastern Takaful Berhad

Great Eastern Takaful Berhad is a joint venture company between I Great Capital Holdings Sdn Bhd, a subsidiary of Great Eastern Holdings Limited and Koperasi AngkatanTentera (M) Berhad. Since its inception in 2010, the company has made great strides where it was named the 'Best New Islamic Institution' in 2011; 'Best New Takaful Institution' in 2012; and 'Best Takaful Operator (Asia)' in 2013 at the Islamic Business & Finance Awards in Dubai. In 2018, Great Eastern Takaful Berhad won an award for the 'Fastest Growing Takaful Company in Malaysia' by International Finance, a premium and business analysis publication in United Kingdom and Takaful Solutions Provider of the Year - South East Asia Award by Wealth & Finance International from United Kingdom. In 2019, i-Gr8 Harapan was named 'Best Takaful Product' by International Finance Awards and also clinched the 'Insurance Initiative of the Year' by Insurance Asia Awards. In 2020, Great Eastern Takaful Berhad was named the recipient of the 'Most Valuable Brand – Takaful Solutions' under the prestigious BrandLaureate Awards 2020. The company was also conferred the 'CSR Initiative of the Year' – Malaysia recognition by Insurance Asia Awards 2020. It was named joint winner of Malaysian Takaful Association's 'Corporate Social Responsibility Award' that same year. Great Eastern Takaful employees was conferred the sought after 'Young Takaful Manager' recognition two years running. In 2021, the company was awarded *Brand of the Year - Takaful Solutions* by the BrandLaureate World Halal BestBrands e-Branding Awards 2021. Most recently, Great Eastern Takaful was awarded "Best Takaful Operator Malaysia 2022" by the Global Business Outlook Awards.

The Government of Malaysia has also appointed Great Eastern Takaful as the administrator of mySalam, the national health protection scheme, under the supervision of Bank Negara Malaysia.

For media enquiries, please contact:

Mastura Abd Rahim

Assistant Vice President – Branding & Corporate Communications

Tel: +6016 209 2341 | MasturaAbdRahim@greateasterntakaful.com