



## **PRESS RELEASE**

For Immediate Release

### **Great Eastern Takaful Clinched Various Prestigious Awards**

*Strengthening its position in the takaful industry with excellence throughout 2023*

**4 December 2023, Kuala Lumpur** – Great Eastern Takaful Berhad (GETB) carved its milestones through various innovative products and services to provide comprehensive health and financial protection for fellow Malaysians. Staying true to its mission to help people in need, Great Eastern Takaful had won various prestigious recognitions from the Malaysian Takaful Association, Global Islamic Finance Awards (GIFA) and The BrandLaureate BestBrands Awards.

The recently held Takaful Star Awards 2023 ceremony by the Malaysian Takaful Association awarded Great Eastern Takaful with seven recognitions of excellence to its workforce and takaful advisors including the newly introduced Value-Based Intermediation for Takaful (VBIT) Award. Won by Great Eastern Takaful, it recognises the company's ongoing sustainability efforts through the GETB Upcycling Project initiative which focuses on the environmental awareness and the introduction of upcycling activity as a proactive measure in dealing with the concerning plastic pollution issues.

Chief Executive Officer of Great Eastern Takaful, Mr. Shahrul Azlan Shahrman said, "As a family takaful operator that prioritises the environmental sustainability, this recognition is truly meaningful as the efforts to heighten the awareness on plastic waste management is beyond protecting the marine lives. Indirectly, it brings along positive impact to the community in living a healthier life within in a greener environment. Through this unique initiative, we introduced the upcycling practices via the 2-in-1 recycling and upcycling machine whilst actively conducting various on-ground awareness programmes with school and university students, corporate entities and the local community."

Prior to this, Great Eastern Takaful had also won the Malaysia's Best Takaful Solution Provider Award by the Global Islamic Finance Awards (GIFA) and The Most Valuable Brand Award by The BrandLaureate BestBrands Awards primarily on its contribution to the takaful industry, especially in narrowing the protection gap amongst fellow Malaysians. Through various affordable, easy-access takaful plans and digitalised services and business operations, helping the customers in getting the protection according to their protection needs made easy.

"While prioritising health and financial protection especially in the face of unprecedented situations, we always strive to provide the best service to our customers. With more than 10 thousand takaful advisors nationwide as well as various distribution channels and

corporate business partners, we are ever ready to protect individuals, families and business entities. We aspire to continuously reach for great with all Malaysians and clearly, our achievements throughout the year is the success of everyone," he added.

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### **ABOUT GREAT EASTERN TAKAFUL BERHAD**

Great Eastern Takaful Berhad (GETB) is a joint venture company between i Great Capital Holdings Sdn Bhd (i-Great), a subsidiary of Great Eastern Holdings Limited and Koperasi Angkatan Tentera (M) Berhad. Launched in 2010, Great Eastern Takaful is committed in providing comprehensive family takaful solutions which provide health and financial protection in its effort to narrow the protection gap amongst Malaysians, including the lower income segments (B40). Adopted the Takaful for all approach, its business operations are well supported by various distribution channels, corporate and bank partners in its quest to remain its position in the industry and to fulfil customers' protection needs.

Beyond its business operations, Great Eastern Takaful has actively carried out various corporate social responsibility initiatives, focusing on education (GET-Pintar), community development (GET-Care) and environmental Protection (GET-Green) to help the community enhance their quality of life.

The aspiration of Great Eastern Takaful to reach for great with fellow Malaysians was proven through various local and international awards and recognitions. Among the latest recognition is the "Best Takaful Provider Malaysia 2022" by Global Business Outlook Awards and in 2023, Great Eastern Takaful was awarded the "Most Valuable Brand – Takaful Solutions" by The BrandLaureate BestBrands Awards, the "Best Takaful Solutions Provider" by Global Islamic Finance Awards (GIFA) and few Takaful Star Awards by the Malaysian Takaful Association. For further information, visit [www.greateasterntakaful.com](http://www.greateasterntakaful.com).

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.

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