

ISLAMIC INSURANCE

AIA PUBLIC TAKAFUL EYES TOP POSITION

Insurer aims to be comprehensive addition to healthier life

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AIA Public Takaful Bhd views itself not just as another syariah-compliant insurance provider but also a comprehensive addition to a healthier life, both physically and financially.

Chief executive officer Elmie Aman Najas said AIA Public Takaful is on a clear path to become one of the top takaful players in the country, thanks to the creation of AIA Elite Academy.

"AIA Malaysia has been serving the country for more than 70 years, while AIA Takaful was only founded eight years ago. However, we already have a respectable number of policy holders," he said.

Elmie declined to share the figures, but said as at the end of last year AIA Malaysia was serving some 3.5 million customers nationwide.

"AIA Malaysia has RM51 billion worth of assets and we do see it expanding every year... This is mostly through the help of our

very 14,000 hardworking and dedicated life planners," he said.

"Unlike other life planners in the industry, AIA Malaysia is equipped with the best in class in terms of training and technology through the AIA Elite Academy, and this will help drive our penetration up."



Elmie Aman Najas

Officially launched earlier this year, AIA Elite Academy helps nurture up-and-coming life planners with the necessary skillsets and knowledge to excel in their profession.

It offers an 18-month long onboarding programme that focuses on financial knowledge and social media marketing while providing new life planners with individual coaching and mentoring.

"The academy is a great foundation for those who are aspiring to become a life planner. People used to view selling insurance as a part-time job, but we at AIA would like to tell you otherwise," he said.

Other attractive factors of the

AIA brand, besides its comprehensive insurance and takaful offerings, is the AIA Vitality Program, which already has 90,000 individual members.

AIA Vitality is a comprehensive health programme that provides knowledge, ways and motivations to create positive behaviour.

AIA Public Takaful also offers syariah-compliant medical plans such as the A-Plus Health-i, which was adapted from conventional versions and A-Plus Health, which protects and leads the people in line with the company's brand promise.

"These offerings feature a health wallet that has never been offered by any takaful or health firms in the industry. For every year customers did not make any claim from A-Plus Health-i, a total amount will be credited into the health wallet, up to 10 times.

"Customers can use the amount to undergo a medical examination, get a vaccine injection and others related to healthcare that is not covered by the plan," said Elmie, adding that this is the first medical plan in the market that offers complete health protection and supports for customers at various levels of health.