

AIA PUBLIC Takaful marks its 10-year milestone by giving back.

To commemorate a decade of operations, the takaful operator joins forces with the Malaysian Relief Agency to embark on a community initiative – the Kongsi Rezeki programme.

Through this initiative, 10 orphanages across the country will receive new laptops and living necessities such as bed frames and mattresses as well as other daily supplies.

The contribution worth some RM250,000 will benefit more than 500 orphans – providing them with access to better online learning experience as well as a more comfortable living arrangement.

“As an organisation that is committed to community wellbeing and enrichment, it is our shared responsibility to support orphanages in their endeavours to raise healthy and happy children,” says AIA PUBLIC Takaful chief executive officer Elmie Aman Najas.

“We sincerely hope these contributions will ease their burden during this challenging period and at the same time help the children feel encouraged and motivated in their studies.”

AIA PUBLIC Takaful has been ensuring the financial protection of local families for a decade and through the years has evolved beyond the traditional role of a takaful operator.

While it has always been there for its customers for a “just in case” or that “one fateful day” scenario, it now partners customers through their protection journey with its end-to-end shariah-compliant solutions.

Elmie shares that the company has come a long way since its establishment in 2011.

“This 10-year legacy would not have been built without the support and trust from our customers

A DECADE OF PROTECTING MALAYSIANS

AIA PUBLIC Takaful marks milestone by contributing laptops and beds to 10 orphanages



AIA PUBLIC Takaful joins hands with the Malaysian Relief Agency to give orphans a better online learning experience.

who have been at the centre and heart of everything that we do.

“Our focus has always been to look for new and innovative ways to enhance our service offerings, not only in terms of products but also through the value-added services we provide that can make a difference in their lives,” says Elmie.

He finds that demand for personalised health and wellness propositions coupled with trusted and professional advice has never been greater.

“As a result of the pandemic, we’ve seen a surge in awareness and interest for takaful protection.

“We’re glad that together with AIA Malaysia’s 20,000 strong life planner force, we have been able to serve that demand remotely,

ensuring the safety of our customers and people.

“To date, we’re providing Malaysians with RM61bil worth of comprehensive protection in times of need.

“Takaful is a scheme that’s based on the concept of brotherhood, solidarity and mutual assistance among participants.

“Therefore, together with our takaful participants, we’ve extended RM1.3bil in financial support to more than 170,000 families in the country,” he says.

Elmie believes that because of the pandemic, more people are showing interest in being a takaful life planner (agent) as a career of choice.

Through its recruitment programme called AIA Elite Academy,



Orphans from Rumah Anak Yatim dan Miskin PEYAKIN in Negeri Sembilan received laptops under the Kongsi Rezeki programme.

AIA PUBLIC Takaful provided opportunities for individuals to rebuild their career and income, and find success as a takaful entrepreneur.

While traditionally takaful companies tend to focus on protecting their customers, AIA PUBLIC Takaful challenged itself to go beyond that, by offering its total health and wealth solution, AIA Vitality health programme and differentiated healthcare services supported by various partnerships.

“From our range of affordable coverage comprising plans under Perlindungan Tenang catered to the low-income group, to legacy planning solutions that offer customers opportunities to contribute back to the community, our takaful benefits don’t just address our customers’ evolving financial and protection needs but also enable them to perform ongoing charity even when they are no longer around,” says Elmie.

AIA PUBLIC Takaful board chair-

person Mahani Binti Amat concurs: “It’s truly gratifying to celebrate this milestone together with those who have played such a significant role in our 10-year journey.

“We are honoured to have such dedicated people along with great partners, who work every day to serve our customers and help advance our efforts in the takaful industry.”

AIA PUBLIC Takaful has launched the #10TahunBersamaAnda campaign in appreciation of the long-standing support from its customers.

A series of social media challenges and contests including an interactive trivia game is currently running till Oct 31, 2021, for the public to take part in and stand a chance to win Shopee and Touch ‘n Go e-vouchers.

For more information on AIA PUBLIC Takaful’s 10th anniversary and various campaign initiatives, visit www.aia.com.my/APTB10Tahun