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Headline	Takaful Malaysia Introduces Direct-Term Plan as Affordable Protection				

## Takaful Malaysia introduces direct-term plan as affordable protection

KUALA LUMPUR: Takaful Malaysia has introduced an affordable direct-term plan, Takaful myTerm that provides financial protection against unforeseen events with flexible coverage term to suit the financial circumstances and needs of individual customers.

This is in support of the industry's move that aims at creating publicity and activities to promote and raise awareness of takaful among Malaysians via the Malaysian Takaful Association's (MTA) Race for Cover campaign.

Syarikat Takaful Malaysia Keluarga Bhd (formerly known as Syarikat Takaful Malaysia Bhd) group chief executive officer Datuk Seri Mohamed Hassan Kamil said the direct term plan is in line with Bank Negara Malaysia's (BNM) initiative to

provide affordable protection to the public and provide coverage up to RM500,000 in the event of death or Total Permanent Disability during the coverage period.

He said the product would enhance the accessibility and affordability of takaful solutions among consumers, in tandem with Takaful Malaysia's product innovation strategy of providing a wider portfolio of product mix to stay relevant in the competitive market.