

Publication	New Straits Times	Section / Page	28	Date	23 July 2021
Headline	Insurance Made Easy by Takaful Malaysia				

SYARIKAT Takaful Malaysia Keluarga Berhad ("Takaful Malaysia"), the FIRST Islamic insurance company in Malaysia has stepped up to the plate in reaching out to new customer segments and meeting their insurance needs through collaboration with The Food Purveyor ("TFP"), Malaysia's leading premium grocery chain.

This collaboration is part of Takaful Malaysia's strategic move in taking its marketing initiative to a new level by offering members of TFP's digital loyalty programme known as Bites, a secure and seamless online experience to renew or purchase motor insurance via the Bites application and be rewarded with Bites points upon successful transaction.

Group Chief Executive Officer of Takaful Malaysia, Datuk Seri Mohamed Hassan Kamil said: "We have been operating in a challenging market environment due to the impact of the Covid-19 pandemic, which has driven us to adapt to the new normal



Check out the latest collaboration via the Bites app and be protected with Takaful Malaysia.



TAKAFULmalaysia



bites
the food purveyor

Insurance Made Easy By **Takaful Malaysia**

and take advantage of digital technologies to explore new business opportunities. By leveraging on the Bites app, which Bites members can conveniently access and benefit from, the online motor product offering through our collaboration is the way forward and timely for both Takaful Malaysia and TFP businesses. Rest assured that insurance is now made easy with just a few clicks through the Bites app to ensure the safety and health of Bites members, especially during current phased lockdowns and growing concerns about the outbreak conditions."

The Food Purveyor's Chief Executive Officer, Geoff King explained: "Since the inception of the Bites app in 2018, we have brought various rewards and partnerships to the smartphones of over 250,000 Bites members. We are delighted to achieve another great milestone through our partnership with Takaful Malaysia by offering a solution and an alternative for Bites members to renew or purchase motor insurance. Best of all, they will not only get the protection they need, but also enjoy the points they earn by redeeming the Bites points with a variety of

reward options offered under the Bites loyalty programme."

"For now, we are offering our motor insurance product via the Bites app and more online insurance products will be available for enrolment through the Bites app in the near future. Through our collaboration, Bites members can enjoy a 10 per cent discount when they purchase or renew their car insurance via the Bites app. Alternatively, Bites members and other customers can visit our Click for Cover Online Sales Portal to enrol in other online insurance

products such as personal accident and medical coverage to meet their diverse needs," said Hassan in conclusion.

Bites by The Food Purveyor is a digital loyalty and reward programme that offers a range of members-only privileges, including Bites points whenever its members shop at Village Grocer, Ben's Independent Grocer (B.I.G.) and BSC Fine Foods stores.