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Headline	Takaful Malaysia 'Bites' Into TFP's Customer Base To Offer Motor Insurance				

Takaful Malaysia 'bites' into TFP's customer base to offer motor insurance

KUALA LUMPUR: Syarikat Takaful Malaysia Keluarga Bhd (Takaful Malaysia) has collaborated with The Food Purveyor Sdn Bhd (TFP), Malaysia's leading premium grocery chain, to reach new customer segments by pushing insurance products to grocery shoppers.

Takaful Malaysia group chief executive officer Datuk Seri

Mohamed Hassan Kamil said by leveraging on Bites app, wherein Bites members can conveniently access and benefit from, the online motor product offering through the collaboration is the way forward and timely for both companies.

"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 and take advantage of digital technologies to explore new business opportunities.

"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 the current phased lockdowns and growing concerns about the outbreak conditions," he said.