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Syarikat Takaful Malaysia to continue digital agenda

PETALING JAYA: Syarikat Takaful Malaysia Keluarga Bhd is on a digital drive to boost its business and command a stronger presence amid the Covid-19 pandemic.

Group CEO Datuk Seri Mohamed Hassan Kamil said the company would continue with its digital agenda.

He said this would be done by the introduction of innovative online protection solutions, increased distribution capabilities, strategic collaborations with leading Islamic financial institu-

tions, implementation of investor relations programmes and advanced marketing strategies to strengthen our brand-building efforts.

Hassan Kamil said the company's focus would also be on maintaining lower costs, a better balance sheet supervision, and robust management of our business growth, profitability as well as financial position.

"Takaful Malaysia will execute business penetration and retention strategy as a professional and leading Employee Benefits takaful solution

provider in managing medical costs with across-the-board value-added services, while adopting a long term approach to further elevate our general takaful business growth and increase in market penetration for our motor and non-motor product portfolios.

"We are cautiously optimistic that the worst is behind us. The company believes the Covid-19 vaccine prospects are likely to make 2021 a year of global economic recovery," he said in the company's 2020 annual report.