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Headline	Takaful Malaysia, Affin Islamic Ink Bancatakaful Deal		



From left: Affin Islamic Bank Bhd chairman Tuan Haji Musa Abdul Malek, Datuk Paduka Syed Mashafuddin, Nor Azman Zainal, Takaful Malaysia Am chairman Ismail Mahbob and CEO Mohamed Sabri Ramli giving the thumbs up at the bancatakaful partnership ceremony.

Takaful Malaysia, Affin Islamic ink bancatakaful deal

PETALING JAYA: Syarikat Takaful Malaysia Keluarga Bhd and its wholly owned subsidiary Syarikat Takaful Malaysia Am Bhd have entered into a bancatakaful service agreement with Affin Islamic Bank Bhd, a wholly owned subsidiary of Affin Bank Bhd to market family and general takaful products offered by Takaful Malaysia for five years from Jan 1 – with an option for Affin Islamic to continue the partnership for another five years.

The alliance provides Takaful Malaysia access to Affin Islamic's customer base, branch network and sales force as well as enabling the bank to expand its product offerings.

Takaful Malaysia group CEO Nor Azman

Zainal said that there are opportunities for future growth in the bancatakaful business and the alliance would benefit customers of Affin Islamic.

"The bancatakaful partnership echoes our commitment to providing Affin Islamic customers access to a suite of takaful products to meet their growing protection needs and develop the advisory family takaful business," he said.

Nor Azman added that the synergy with Affin Islamic would strengthen its business portfolio in the retail segment for family takaful and savings products complementing its core businesses in the credit-related business.

"The partnership demonstrates our commitment to putting the well-being of customers at the heart of what we do and is a testament to our plan to penetrate the untapped market," he said.

Affin Islamic Bank Bhd CEO Datuk Paduka Syed Mashafuddin Syed Badarudin said the partnership will allow its customers to be provided with access to the range of Takaful products and solutions.

"Our partnership with Takaful Malaysia will also enhance the overall customer experience. We are confident that all these efforts will contribute towards transforming Affin into a more progressive and modern bank," he concluded.