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PETALING JAYA: Malaysia's first Takaful operator, Takaful Malaysia Keluarga Bhd, paid a visit to Media Prima Bhd (MPB) here at Sri Pentas.

MPB group chairman Datuk Seri Syed Hussian Aljunid played host and welcomed the five-member delegation from Takaful Keluarga Malaysia led by its group chief executive officer Nor Azman Zainal.

MPB's top management present during the visit were Media Prima group managing editor Mustapha Kamil Mohd Janor, Media Prima Audio chief executive officer Nazri Noran, Media Prima Audio chief operating officer (sales direct) Mohd Efendi Omar and Media Prima Omnia group general manager Azlan Abdul Aziz.

Present from Takaful Keluarga Malaysia were its deputy chief executive officer Leem Why Chong, Takaful Malaysia Keluarga chief executive officer Mohamed Sabri Ramli, Takaful Malaysia Am chief marketing officer Siti Hajar Mohd Rizlan, and Corporate Finance and Strategy Takaful Malaysia Keluarga general manager Juliana Lo Beng Liew.

Speaking to reporters later, Nor Azman said their visit today to Malaysia's largest media and entertainment conglomerate was to collaborate with MPB in maximising its exposure in the media and to have a more substantial brand presence.

"I hope that Takaful Malaysia and Media Prima can work even closer together to figure out how to penetrate the Malaysian market, especially for the takaful sector, which is under-represented.

“There are several aspects that I hope can be realised. First is the awareness among the public regarding insurance (takaful).

“The second is regarding family takaful and general takaful where the latter lacks understanding from the public, he said.

Nor Azman also revealed that public awareness of general takaful was still limited to “motor insurance” despite the company having other insurance coverage products such as “Takaful myHome Content” to protect household items during floods.

He added that for the family takaful products, the awareness of insurance involving critical illnesses and education savings were among many areas that need to be addressed to enlighten the people.

“If we compare our nation to other countries, we are still under-served, so the awareness is still lacking.

“In terms of statistics (for the penetration) of takaful, it is less than 20 per cent. If we look at only the Bumiputera segment for life insurance, it is about 55 per cent.

On Takaful Keluarga Malaysia’s wish in the 2023 Budget, Nor Azman hoped there would be easy access to the insurance sector and he would also like to see the “Perlindungan Tenang Voucher Programme” be continued in order to provide social coverage to the B40 and even the M40 demographic groups affected by the economic crisis.