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Headline	Takaful Malaysia and Bank Rakyat Expand Bancatakaful Partnership		



Syarikat Takaful Malaysia Keluarga Bhd group chief executive officer Nor Azman Zainal

KUALA LUMPUR: Takaful Malaysia Bhd will continue its bancatakaful collaboration with Bank Rakyat to promote and market Takaful Malaysia products to its customers through extensive distribution channels.

Takaful Malaysia's group chief executive officer Nor Azman Zainal said its strategic alliance with

Bank Rakyat has driven commendable and sustainable business over the years which is a testament to its aspiration to deliver value to the bank's customers.

"Together, we will continue enhancing the financial well-being of customers by offering them access to a suite of comprehensive and affordable protection products, and develop the advisory family takaful business," he said in a statement.

Their mutual dedication to customer satisfaction and financial security makes this partnership a perfect match, the statement said.

It also signifies a crucial milestone in their efforts to assist Bank Rakyat's customers to achieve their financial objectives and receiving customized protection plans.

The collaboration also represents another milestone for both Islamic financial institutions to address Bank Rakyat customers' various needs and to offer financial security.

Bank Rakyat is also committed in making sure its clients have access to the best Islamic insurance products and services as the partnership enables both Islamic financial institutions to provide inventive and customer-focused protection solutions.

"Our combined expertise creates the perfect synergy to strengthen our business portfolio in the retail segment for a comprehensive and affordable range of family takaful and savings products, complementing our foothold in the credit-related business," said Nor Azman.