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**PARTNERSHIP:** Kumaran (left) and Mohamed Hassan launching the advertising initiative yesterday

## Syarikat Takaful inks deal to advertise with Tesco stores

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REACHING out to more Malaysians, Syarikat Takaful Malaysia Bhd yesterday signed up to have its advertising campaign displayed prominently at 14 Tesco stores nationwide with high traffic.

This initiative, till February next year, is to highlight Takaful Malaysia's "Be rewarded with 15% cash back for no claims" of-

fer for its customers.

Group managing director Datuk Mohamed Hassan Kamil said the insurer offers an additional 5% cash back for non-motor products for certificates ending this year. "This is our most unique proposition that distinguishes us from any of our competitors.

"On top of the existing 15% cash back, our customers will be entitled with an additional 5% cash back, totalling 20% should

they make no claims during the coverage period.

"Our alliance with Tesco Stores Malaysia is timely seeing that it is part of our strategic aggressive efforts to continuously expand the visibility and benefits to the public."

Tesco store general manager S. Kumaran said Tesco customers, particularly families, are just the right target market who can benefit from the opportunities offered by Takaful Malaysia.