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Takaful Malaysia, Tesco in joint ad campaign

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SYARIKAT Takaful Malaysia Bhd is collaborating with Tesco Stores (M) Sdn Bhd to embark on an advertising campaign to expand the visibility of its brand to the public.

The "Be Rewarded With 15% Cash Back For No Claims" campaign will see Takaful Malaysia's advertisements strategically placed at 40% of Tesco's trolleys concurrently at 14 Tesco outlets in the country.

"Our alliance with Tesco is timely seeing that it is part of our strategic aggressive efforts to continually expand the visibility and benefits of Takaful Malaysia brand to the public," said Takaful Malaysia Group MD Datuk Mohamed Hassan Kamil at the launch in Petaling Jaya yesterday.

Mohamed Hassan said the



Tesco Stores Malaysia store GM S Kumaran (left) with Mohamed Hassan at the launch of the 'Be Rewarded With 15% Cash Back For No Claims' campaign in Petaling Jaya yesterday

15% cash back is Takaful Malaysia's most unique proposition that distinguished the company from any competitors, either takaful or conventional insurance providers.

Mohamed Hassan said with

Tesco's strong foothold in the market, the advertising campaign will further enhance Takaful Malaysia's brand presence among consumers which hopefully would translate into them choosing the company as

the preferred choice of insurer.

Bernama reported Mohamed Hassan as saying that the company with 1.2 million customers hopes to expand its customer base by 20% to 30% with the campaign.

Takaful Malaysia claims to be the second-largest takaful player among the 12 takaful operators and claims the lead position in the group family takaful category with a 40% share, and 20% share of the combined family and general takaful business.

The company has consistently registered double-digit annual growth of 25% with a 30% profit growth year-on-year since 2007.

Takaful Malaysia will an-

nounce its third-quarter (3Q) results next week, and without divulging details Mohamed Hassan said the result will be targeted as per the company's key performance indicators.

Takaful Malaysia hopes to gain most of its revenue in the 4Q where most agents will be pushing sales in order to meet yearly quota.

"On the basis of 25% of annual revenue per quarter, we hope to achieve 35% of revenue in the 4Q," Mohamed Hassan told *The Malaysian Reserve*.

Takaful Malaysia profit after tax and zakat for financial year ended Dec 31, 2012, rose by 31% to RM100.1 million from RM76.4 million in the previous financial year, backed by operating revenue which grew by 19% to RM1.61 billion and total asset size that increased by 9% to RM6.4 billion.