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## Takaful M'sia: Ad campaign will help increase customers

**KUALA LUMPUR:** Syarikat Takaful Malaysia Bhd aims to increase its customer base by 20% to 30% next year through the *Be Rewarded With 15% Cash Back For No Claims* advertising campaign.

Currently, the insurance company has 1.2 million customers.

Group managing director Datuk Mohamed Hassan Kamil said the company was optimistic

of achieving the target, as it was the first and sole takaful operator to offer its customers a 15% cash back scheme if there were no claims during the one-year coverage period.

"Our market share this year is 30% to 40%, while to date, our gross premium collection is RM1.3bil.

"We believe this campaign would attract more customers to put their trust in us and

join us," he told reporters after launching the campaign.

Takaful Malaysia is collaborating with Tesco Stores Malaysia, which will display the advertisements at 14 of its high-traffic outlets.

"Tesco has a strong foothold in the market and is trusted by local consumers, and we strongly believe this campaign would further enhance our brand presence among custom-

ers and ultimately be the preferred choice for insurance," he said.

The collaboration was part of Takaful Malaysia's strategic aggressive efforts to continuously expand the visibility and benefits of its brand to the public, he added.

The campaign will run in two cycles beginning November this year until February 2014.  
— Bernama