



PRESS RELEASE

For Immediate Release

Great Eastern Takaful Bagged the Kincentric Best Employers Award 2023

Committed in engaging employees of all levels in unleashing work synergy.

2 April 2024, Kuala Lumpur - Great Eastern Takaful Berhad (GETB), a family takaful operator sets a year-opening milestone when being awarded the Kincentric Best Employers Award which the award presentation ceremony took place at its head office, Menara Great Eastern. Staying true to its business proposition to help people in need, Great Eastern Takaful had also shown its capability not only by providing a conducive workplace but also to listen, engage and meet the evolving needs of its employees, resulting in increased talent retention and business performance.

Chief Executive Officer of Great Eastern Takaful, Mr. Shahrul Azlan Shahrman said, “As a family takaful operator that strives to reach for great whilst embracing the inclusiveness and multi-talented workforce, we are honoured to be named among the Kincentric Best Employees Award for the year 2023. This recognition reflects our steadfast dedication to nurturing our people, fostering a culture of collaboration, and driving sustainable growth.”

The Kincentric Best Employers Award is a testament to the dedication and hard work of the entire team in creating an inclusive, supportive, and empowering workplace environment. Through various initiatives driven by the Human Capital department, continuous learning opportunities, as well as people-centric leadership approach, Great Eastern Takaful strives to ensure all employees are valued, motivated, and highly engaged throughout all working levels.

Furthermore, the flexibility of agile working style serves as an added value in enhancing employee’s adaptability towards the environment and facilities rather quickly and easily, improving their professionalism and boosting productivity. Employees are given the option to work from home, demonstrating the commitment of the company to effectively provide a healthier work-life balance.

“Knowing that an excellent work culture is the key to our optimal performance and productivity, the Management places employee engagement as their utmost priority. Apart from championing the employee engagement activities such as the company-wide Away Day, festive celebrations, and Townhalls, the senior management team members actively connect with their line-ups through various discussions and casual get-together sessions. Additionally, as a values-driven institution, we believe that values drive corporate culture and corporate culture drives performance. Hence, we do our best to ensure that all employees remain guided by our i-GREAT values; integrity, groovy, respect, empathy, action oriented and teamwork,” he added.

With that being said, Great Eastern Takaful extends its sincere appreciation to all dedicated employees whose hard work, passion and dedication have been instrumental in achieving this milestone.

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ABOUT GREAT EASTERN TAKAFUL BERHAD

Great Eastern Takaful Berhad (GETB) is a joint venture company between i Great Capital Holdings Sdn Bhd (i-Great), a subsidiary of Great Eastern Holdings Limited and Koperasi Angkatan Tentera (M) Berhad. Launched in 2010, Great Eastern Takaful is committed in providing comprehensive family takaful solutions which provide health and financial protection in its effort to narrow the protection gap amongst Malaysians, including the lower income segments (B40). Adopted the Takaful for all approach, its business operations are well supported by various distribution channels, corporate and bank partners in its quest to remain its position in the industry and to fulfil customers' protection needs.

Beyond its business operations, Great Eastern Takaful has actively carried out various corporate social responsibility initiatives, focusing on education (GET-Pintar), community development (GET-Care) and environmental Protection (GET-Green) to help the community enhance their quality of life.

The aspiration of Great Eastern Takaful to reach for great with fellow Malaysians was proven through various local and international awards and recognitions. Among the latest recognition is the “Best Takaful Provider Malaysia 2022” by Global Business Outlook Awards and in 2023, Great Eastern Takaful was awarded the “Most Valuable Brand – Takaful Solutions” by The BrandLaureate BestBrands Awards, the “Best Takaful Solutions Provider” by Global Islamic Finance Awards (GIFA) and few Takaful Star Awards by the Malaysian Takaful Association. Great Eastern Takaful was also named The Best Employer by the Kincentric Best Employers Award. For further information, visit www.greateasterntakaful.com.

The Government of Malaysia has also appointed Great Eastern Takaful as the administrator of mySalam, the national health protection scheme, under the supervision of Bank Negara Malaysia.

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