



PRESS RELEASE

For Immediate Release

Great Eastern Takaful Bagged Multiple Wins at the Takaful Star Awards 2025

Celebrating 15 Years of Protection and Excellence

24 May 2025, Kuala Lumpur – Great Eastern Takaful Berhad (GETB) celebrates another milestone this year with nine accolades for its excellence at the Takaful Star Awards 2025, hosted by the Malaysian Takaful Association (MTA).

These recognitions underscore its dedication to uphold high standards in delivering innovative and inclusive protection solutions for Malaysians. The awards reflect not only the strength of its offerings but also the company's unwavering mission to safeguard the wellbeing of individuals and communities in need.

Among the evening's highlights were the awards celebrating Great Eastern Takaful's outstanding Takaful Advisors, including the Top Rookie Agent, Top Unit Manager, Top Agency Manager and Top Agent. These accolades reflect the vital role played by our takaful advisors in connecting Malaysians with the protection they need. As one of the distribution arms of its products, they are instrumental in delivering personalised solutions and building lasting relationships with our valued customers. One of many Great Eastern Takaful's focus is on the takaful advisors' development which has resulted in a network of highly competent, dedicated, and passionate professionals who continue to set takaful industry benchmarks in customer service and performance.

"As we mark 15 years of serving Malaysians, we are proud that our takaful advisors have been recognised for their excellence and dedication", said Mr. Shahrul Azlan Shahrman, Chief Executive Officer of Great Eastern Takaful Berhad. "Their achievements are a testament to our continued effort in training, development, and support system that empower them to succeed." he added.

Beyond individual protection, Great Eastern Takaful offers comprehensive group protection solutions, providing Takaful coverage tailored to businesses, associations, and communities. Under the Family Takaful Group Business category, Great Eastern Takaful bagged the Top Group Business Producer and Top Group Business Corporate Agency Awards.

Mr. Shahrul Azlan Shahrman continued, "These recognitions reinforce our purpose to provide accessible yet trustworthy takaful protections to individuals or organisations. Whether it is through individual family takaful plans or employee group benefits, we ensure robust protection that evolves with the needs of our customers."

The Takaful Star Awards 2025 serves as a key industry platform to celebrate the achievements of Takaful operators, agents, and partners who are shaping the future of Islamic financial protection in Malaysia.

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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. 2024 observed Great Eastern Takaful being named "The Best Employer" by the Kincentric Best Employers Award, awarded the "Best Takaful Solution Provider" by Global Islamic Finance Awards (GIFA), honoured with the "Initiative Award – Upcycling" by the ESGBusiness Awards and received several other awards from the HR Excellence Awards 2024. For further information, visit www.greateasterntakaful.com. Great Eastern Takaful is a member of PIDM.

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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