



PRESS RELEASE

For Immediate Release

Great Eastern Takaful Launched i-Great Chinta

Protecting those who matter most, because love lives on.

4 May 2025, Kuala Lumpur – Great Eastern Takaful Berhad (GETB) today unveiled its latest financial solution, i-Great Chinta, a new takaful plan crafted for individuals who wish to leave behind not just their loving memories, but a legacy of financial security for their loved ones.

i-Great Chinta, with a tagline of '*Chinta Sejati, Sejuta Impian*' offers high coverage with a minimum Basic Sum Covered (BSC) of RM800,000 for death and Total and Permanent Disability (TPD), with flexible options on payment and coverage terms, and customers may enjoy loyalty benefit up to 8% of their total annualised basic contribution. There is also additional death benefit payable while performing during Hajj or Umrah not due to accidental cause. This product illustrates *hibah* in a more meaningful way as the person's covered may add on several rider options, such as the i-Saver Rider to increase savings with shariah-compliant investment funds which is payable upon certificate maturity.

Great Eastern Takaful's effort to raise awareness on the importance of *hibah* and various aspects of protection needed at all life stages marked a pioneering moment for the takaful industry as the company adopted Hypergram, one of the latest breakthroughs in advertising technology held at Sunway Pyramid. Through this immersive digital advancement, it brought the heartfelt messaging to life, engaging visitors with eye-captivating visual experience altogether. Witnessing the Hypergram activation are Mr. Shahrul Azlan Shahrman, Chief Executive Officer of Great Eastern Takaful and Tuan Syed Abdull Aziz Syed Kechik, Chief Executive Officer of OCBC Al-Amin along with the Senior Management Team and takaful advisors.

Celebrating its 15th anniversary, Great Eastern Takaful continues to reach for great and remains focused on serving the evolving needs of fellow Malaysians. Over the years, the company has continuously refined its offerings to align with modern lifestyles and financial goals of its customers.

Chief Executive Officer of Great Eastern Takaful, Mr. Shahrul Azlan Shahrman, shared, "At Great Eastern Takaful, our purpose has always been to protect what matters most to our customers and we understand the diverse needs and priorities at different stages of life. i-Great Chinta is more than just a protection plan, it reflects care, responsibility, and foresight of future readiness. The concept of *hibah* empowers individuals to take proactive steps in ensuring that their families or even their business partners for instance, are financially supported if the unexpected happens. We cannot predict the future, but we can certainly plan for it. With protection in place, we gain peace of mind knowing that those we leave behind will be taken care of. That's the legacy we want to help our customers build."

As part of the occasion, Great Eastern Takaful also launched a special customer campaign from 1 May to 1 July 2025, offering a basic sum covered starting from RM500,000. This special campaign allows customers to take a step ahead and participate in this takaful plan with lower monthly contribution.

As Great Eastern Takaful confidently stepped into its next chapter, products like i-Great Chinta and i-Great Majestik which focuses on wealth accumulation reinforce its unwavering commitment to offering innovative, shariah-compliant solutions that place people along with their life-long purposes at the heart of protection.

For more information about i-Great Chinta, please visit www.greateasterntakaful.com or connect with our takaful advisors for further assistance.

The benefit(s) payable under eligible certificate/product is (are) protected by Perbadanan Insurans Deposit Malaysia (PIDM) up to limits. PROTECTION BY PIDM ON BENEFITS PAYABLE FROM THE UNIT PORTION OF THIS CERTIFICATE/PRODUCT IS SUBJECT TO LIMITATIONS. Please refer to PIDM's Takaful and Insurance Benefits Protection System (TIPS) Brochure or contact Great Eastern Takaful Berhad or PIDM (visit www.pidm.gov.my).

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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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