



## **PRESS RELEASE**

For Immediate Release

### **Great Eastern Takaful Wins Best Takaful Provider at The BrandLaureate BestBrands Awards 2025**

*Advancing a Legacy of Excellence Through Purpose, Passion, and Performance*

**Kuala Lumpur, 4 August 2025** – Great Eastern Takaful Berhad (GETB), one of Malaysia's leading family takaful operators marks its 15<sup>th</sup> anniversary with continued excellence, was named the Best Takaful Provider at the prestigious BrandLaureate BestBrands Awards 2025, held in Singapore on 31 July 2025.

The BrandLaureate BestBrands Awards recognise Great Eastern Takaful as a trusted and reliable brand, committed to deliver value-driven takaful solutions that are easy to understand and accessible to all. As one of the most coveted accolades in the branding world, being recognised as the Best Takaful Provider signifies a brand's distinction, value, and leadership in its industry. It also acknowledges the company's ongoing efforts to deliver great customer-centric services powered by digital enhancements that improve speed, efficiency, and ensure dependable support at every touchpoint.

"We are truly honoured to receive this recognition. This award is a reflection to the unwavering commitment of our team in delivering comprehensive takaful solutions guided by our Purpose, Passion, and Performance. With the strength of our professional takaful advisors that are known for their trustworthiness, reliability and proactive follow-ups, we stand strong alongside our customers to help shape a better tomorrow," said Mr. Shahrul Azlan Shahrman, Chief Executive Officer of Great Eastern Takaful Berhad.

"Great Eastern Takaful will continue to champion its mission of enabling people to help each other in times of need. With a strong belief that everyone deserves access to financial protection, we continue to create inclusive takaful solutions that serve the diverse needs of the community, regardless of background, income level, or life stages," he added.

Continuing its strong focus on community empowerment as part of the business, Great Eastern Takaful integrates sustainability and financial literacy into its business strategy, contributing to a nation-building while ensuring long-term value for the community it serves.

As Great Eastern Takaful celebrates this milestone, it continues to accelerate forward as the Malaysia's trusted family takaful provider, delivering protection with passion, purpose, and an unwavering commitment to excellence.

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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](http://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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