



## **PRESS RELEASE**

For Immediate Release

### **Great Eastern Takaful named the Best Takaful Solution Provider 2024 and Honoured with ESG Initiative Award**

Strengthening Commitment to Excellence and Sustainability

**22 October 2024, Kuala Lumpur** – Great Eastern Takaful Berhad (GETB) marked its significant milestones after being named the Best Takaful Solution Provider 2024 at the Global Islamic Finance Awards (GIFA) and subsequently being honoured with the Initiative Award – Upcycling by the ESGBusiness Awards. These prestigious accolades accentuated Great Eastern Takaful’s commitment to excellence and innovation in the takaful industry whilst strengthening its stance towards addressing the importance of environmental protection through education and upcycling initiative.

The GIFA 2024 ceremony which was hosted in the Republic of Maldives had established itself as a beacon of recognition for outstanding contributions to the global financial landscape, celebrating institutions and individuals who have made significant advancements in Islamic finance. Honoured as one of the award recipients, it testified Great Eastern Takaful’s relentless pursuit of providing comprehensive takaful protection and delivering great services to its valued customers.

Mr. Shahrul Azlan Shahrman, Chief Executive Officer of Great Eastern Takaful, expressed his gratitude, stating, “As a family takaful operator that aims to fulfil the aspirations of our customers, we are honoured to receive this recognition which testified our efforts in providing comprehensive health and financial protection to fellow Malaysians. Fueled by dedicated employees, takaful advisors and strong distribution partners, we are able to stand strong in helping people help each other in time of needs. Being one of the leading takaful operator in Malaysia, this award symbolises our commitment to help narrowing the protection gap amongst Malaysian and we will continuously grow our business towards reaching for great with enhanced efficiency, inclusivity and digital touchpoints, all for the betterment of the takaful industry.”

In addition to this notable achievement, Great Eastern Takaful was awarded the Initiative Award - Malaysia for Upcycling by the ESGBusiness Awards 2024, held in Singapore. This accolade recognises its efforts towards environmental sustainability through the upcycling initiative under one of its corporate social responsibility (CSR) pillars, GET-Green. The initiative aims to raise awareness on the concerning plastic pollution issues along with the introduction of upcycling practices through education and 2-in-1 upcycling machine demonstration to students and community members. To date, this initiative had successfully reached out to over 12,000 individuals and recorded over 50,000 training hours.

“It is a privilege for us to receive this award as we demonstrated our efforts in playing our parts towards a sustainable future. We firmly believe that sustainability and community empowerment are interconnected. Our upcycling initiative goes beyond merely reducing plastic waste, it aims to create a positive ripple effect by educating individuals about environmental responsibility. Through educational programmes, local partnerships, and skills development, this project has brought people together for a shared purpose. Together, we are building a future that is not only sustainable but also inclusive and empowering for all. This win is for everyone that has contributed towards the project,” he added.

**-END-**

### **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) and received the “Initiative Award – Upcycling” by the ESGBusiness Awards. For further information, visit [www.greateasterntakaful.com](http://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.

### **For further enquiries, please contact:**

Mastura Abd Rahim  
Assistant Vice President – Brand & Corporate Communications  
Great Eastern Takaful Berhad  
Tel: +6016 - 209 234  
E-mail: MasturaAbdRahim@greateasterntakaful.com