

Great Eastern Takaful pays it forward with #Gr8erMalaysia

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Great Eastern Takaful Berhad celebrated its 8th year anniversary with the launch of #Gr8er Malaysia campaign. - Great Eastern Pics

KUALA LUMPUR: Great Eastern Takaful Berhad celebrated its 8th year anniversary with the launch of #Gr8er Malaysia campaign at Menara Great Eastern. The campaign aims to encourage Malaysians to pay it forward by doing good, big or small and share or tag their stories on the Great Eastern Takaful Facebook. This is to encourage others to do the same so that this movement will continue to make waves throughout the nation.

“The concept of giving and helping one another is the core principle of Takaful. This is how the #Gr8erMalaysia is born. In conjunction with our 8th anniversary, we want to bring Malaysians together and become Gr8er Malaysians through #Gr8erMalaysia,” said Shahrul Azlan Shahrman, Chief Executive Officer of Great Eastern Takaful Berhad.



“For this campaign, we have gained great strength and support through our collaboration with 9 organisations known for their tireless work to rally Malaysians and be involved in their different causes. With the exposure given today, we hope that the public is more aware of their activities by being part of our paying it forward movement,” added Shahrul.

The event was attended by the management; staff, agents and customers of Great Eastern Takaful as well as the public where they get to pay it forward by participating in the activities prepared by various charitable organisations such as Yayasan Pesona, Kembara Amal Ventures, Kiwanis, Kengkawan Project, Saora, and many more. Each charity tackles on different segment of the needy such as underprivileged children, children’s education, underdeveloped communities, poor families, and disabled communities so that everyone gets to benefit from this movement.



Great Eastern Takaful also collaborates with celebrities such as Datuk Haji Aznil Nawawi and Kumpulan Bocey to rally Malaysians to spread this movement.

At the launch, Great Eastern Takaful Berhad also presented checks amounting to more than RM215,000.00 to 12 charity organisations. The sum donated was from 2017 Underwriting Surplus and Investment Profit which is derived from the 'Tabarru' Fund contributed by the participants, as well as excess amount from individual participant's accounts for the same year.

“This is one of our duties as a responsible Takaful Operator to ensure that amount is disbursed to worthy organisations,” said Shahrul. “At the same time, we also disbursed more than RM1.3 million of Underwriting Surplus and Investment Profit directly to our participants.”

Shahrul also shared some of the key milestones that Great Eastern Takaful Berhad has achieved thus far.

“Today, we are 8 years young. I am delighted to say that we have grown on average 32%

annually based on Compounded Annual Growth Rate since our inception in 2010. We have also received recognitions by being the Fastest Growing Takaful Company Award 2018 by International Finance and Takaful Solutions Provider of the Year - South East Asia Award 2018 Wealth and International Finance. Without our staff, agents and customers' support, we would not have been able to go this far and achieved so much. Therefore, I would like to extend my heartfelt appreciation to each and every one who has helped us to be where we are today."



Shahrul added, "Our greatest achievement this year has to be our product offering of i-Gr8 Harapan, one of the most affordable high protection plans in the market. This is a gift Malaysians can give to their family members by ensuring that their loved ones are financially covered at as low as RM2 daily. This offering is only for a limited time only and we have extended the time period until 31 December 2018 due to overwhelming response. So don't miss out on this amazing opportunity!"

As parting words, Shahrul said, "Share an umbrella with someone walking to the LRT station or help someone crossing the road. Even a smile is a form of charity according to Prophet Muhammad S.A.W. It does not have to be about money. Do good and spread goodwill amongst each other."

For more information on the #Gr8erMalaysia campaign, visit www.facebook.com/greateasterntakaful

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