

## **Amāna Takaful rewards children under the Adhyapana education plan to celebrate “World Children’s Day”**

Amāna Takaful, the pioneer of the Takaful way of insurance in Sri Lanka celebrates World Children’s Day which falls on the 1st of October under the theme “Family protects you” by rewarding its *Adhyapana* policyholders.

Mr Reyaz Jeffrey, General Manager / Chief Executive Officer, Amāna Takaful (Life) stated: This is a very special day and we at Amāna Takaful want to be a part of it. The day celebrates children and we want to make sure that we protect and offer the best insurance solutions to our nation’s future. Children hold the key to the future of any country, and it is our responsibility to safeguard our children. Amāna Takaful *Adhyapana* for children in particular is a product we have customized and tailored to suit various needs of a growing child.”

International Children's Day is an event celebrated on various days around the world, with Universal Children's Day being celebrated on November 20<sup>th</sup>. In Sri Lanka, we celebrate the special occasion on the 1<sup>st</sup> of October. Amāna Takaful joins the nation to celebrate children and ensure their long term protection, with a special cash reward to all *Adhyapana* education plan customers. Children can ask parents to encash the cheque to purchase a gift of their choice or alternatively, can deposit this amount in their *Adhyapana* policy, which will help to grow their Life fund.

Amāna Takaful *Adhyapana*, a unique child education cover and saving plan gives importance to secure every parent’s wish, which is to give their children the best education and a stable future. *Adhyapana* Child Education plan also offers a comprehensive Life cover for the child and the parents. Additionally the policy offers a scholarship program that rewards excellence at the grade 5 scholarship and Ordinary Level examinations and also a laptop on entrance to state university as part of its benefits.

The UN International Day of Older Persons is also celebrated annually on October 1st which recognises the contributions of elders to society and to examine issues that affect their lives. The theme this year is “*the future we want: what older persons are saying are*” places the issue of ageing on the international development agenda. Paying tribute to the parents who have nurtured us, Amāna Takaful recently launched *KruthaGuna*, a parental hospitalisation cover for those above the age of 55 years, the first-ever hospitalisation cover offered in Sri Lanka which extends to cover pre-existing ailments from its first renewal of the policy. Mr Jeffrey added, “We at Amāna Takaful are conscious of the ever

changing needs of the society and always strive to align our products and services to meet these requirements. *Adhyapana* and *KruthaGuna* are classic examples of this”.

Amāna Takaful has been successful in its journey of more than a decade in stabilising a strong position for the concept of Takaful in the minds of Sri Lankans. The company recently was awarded “The Best Islamic Financial Services Provider in Sri Lanka 2013” by International Finance Magazine, UK , in recognition of its outstanding performance ,significant growth in a challenging market place, commitment to society and successfully pioneering the Takaful way of insurance in Sri Lanka. For further information on Takaful *Adhyapana*, *KruthaGuna* or any other products call 11-7-501000 or drop in at any of the 22 Amāna Takaful branches islandwide.

