

Amāna Takaful Strikes Gold as ‘The Takaful Entity of the Year’ at IFFSA Awards, “TUK TUK FULL” bags Silver for ‘Product of the Year’



Amāna Takaful PLC (ATL) was awarded the prestigious Gold Award in the ‘Takaful Entity of the Year’ category at the Islamic Finance Forum of South Asia (IFFSA) Awards held recently. At this gala ceremony held in Colombo the dynamic insurer was also recognized for its novel insurance scheme ‘Tuk Tuk Full’ (a scheme especially for three wheelers) , which won Silver in the ‘Product of the Year’ category.

The event recognised the contributions made by individuals and organisations to the IBF industry within the South Asian Region. The IFFSA Awards highlight excellence in the industry and give special recognition to institutions demonstrating outstanding performance, innovation, use of technology and contribution to the society.

The awards ceremony was held as part of a gala evening which celebrated the gathering of the SLIBF fraternity. Accolades were awarded in multiple categories which were keenly contested. The nominees were selected after a thorough auditing process conducted by KPMG auditors, who partnered as the official adjudicator.

Commenting on these prestigious accolades, Mr Fazal Ghaffoor, CEO, Amāna Takaful PLC, stated, “It is a great honour, in ATL being adjudged as “The Takaful Entity of the Year” in the South Asian region. We are also very proud to have ‘TUK TUK FULL’ win Silver in the ‘Product of the Year’ category. At ATL we strive to provide the best services and products to our customers while delivering the best to our stakeholders, profitably and productively. These awards are a welcome acknowledgement of our hard work and the trust our policyholders place in us.” Ghaffoor added, “As the pioneer and the only fully fledged Takaful operator in Sri Lanka, the accolade is a true testament to the stability, growth and acceptance of the Takaful way of risk management that we bring in to the financial services industry in the country.”

On the product ‘TUK TUK FULL’, he concluded “through our customer-centric philosophy to partner customers through their success or failure, we at ATL, last year launched this revolutionary insurance scheme - especially for the 3 wheel community. The scheme includes a host of eventualities, to ensure that at any point in time, the ‘Tuk Tuk’ Driver is shielded from loss. ‘Tuk Tuk Full’ covers natural perils, riot & strike, third party property damage for upto Rs. 300,000/- and hiring cover. In addition to this, ‘Tuk Tuk Full’ extends a comprehensive insurance cover against personal emergencies such as disability or hospitalization. This value proposition for 3 Wheel owners and its drivers is the most attractive in the market and takes into account all the challenges faced by the drivers on a daily basis, to ensure their livelihoods are sustained. It is a product that we truly believe in and we are proud that it has been recognised.”

ATL continues to be in the forefront of the insurance industry in Sri Lanka and caters to all segments of customers. The Takaful way of insurance operates on the concept of bringing people together to be part of a system that gives them the opportunity to help each other. Since its inception in 1999, ATL has been successful in establishing a strong position for the concept of Takaful amidst

competition from established conventional players. As the pioneer Takaful provider, ATL operates 27 branches and is set to expand further to better serve customers across the country. ATL continuously reaches out to customers from all segments of society and offers innovative and state-of-the-art insurance products that are convenient, affordable and reliable. As part of its commitment to remain 'open to all', ATL serves all communities and employs a multi-ethnic team across its network.