

PruBSN newest plan to address growing financial and protection needs of Malaysians

Greater protection, annual cash payouts and more through *PruBSN Platinum*

Prudential BSN Takaful (PruBSN) today unveiled *PruBSN Platinum*, a plan that uniquely combines savings multiplier, life protection and potential growth on investments features, all in one offering. The plan further cemented PruBSN's effort to constantly innovate and develop propositions that serve the increasing financial and protection needs of Malaysians from all walks of life.

A key feature of *PruBSN Platinum* is the **annual cash payout** that provides customer a steady stream of income from the end of second (2nd) certificate year and annually thereafter, and **doubles** from the eleventh (11th) certificate year until maturity. There are also the **maturity benefits** from which subscribers can gain additional payouts upon maturity of their certificate, plus the opportunity to **increase potential returns on investments** from PruBSN's range of investment funds.

"*PruBSN Platinum* further expands the company's product offering to meet the growing needs of Malaysian consumers. The cash payout feature in *PruBSN Platinum* allows certificate holders to earn more savings which is much needed in today's prevailing economic and living conditions. The product gives flexibility to the consumer towards planning for future needs such as to supplement retirement funds, pay for education or meet other future obligations," said PruBSN's Chief Executive Officer, Encik Aman Chowla.

Another feature that sets *PruBSN Platinum* apart is the **life coverage benefits** where certificate holders will be indemnified for loss of life or total & permanent disability (TPD) and **twice the basic sum covered** in the event of loss of life or TPD due to accidental causes before age 70. Customers are given the option to **increase their coverage** from a minimum of RM300,000 by attaching the Term Protector rider to their *PruBSN Platinum* basic plan.

Recent study conducted by Life Insurance Association of Malaysia and Universiti Kebangsaan Malaysia revealed Malaysians are generally underinsured with an average protection gap for families estimated to be RM723,000. What this means is a typical Malaysian family of five (parents and three children) would need at least just as much to sustain their current lifestyles for the next five years¹.

"Typically a person requires up to ten times¹ their annual income in order to be adequately protected. Our *Platinum* product strengthens future safety net and help bridge the protection gap across consumers," added Encik Aman.

Built with great flexibility, *PruBSN Platinum* allows customers to transfer the cash payouts directly to their preferred bank account or they may continue accumulating their cash amount until maturity for a more enduring reward. Alternatively, customers can also transfer to their Tabung Haji account for the purpose of pilgrimage of Hajj or Umrah.

Go to prubsn.com.my or PruBSN branches nationwide for full details on *PruBSN Platinum*. For other PruBSN events and happenings, follow the leading takaful operator on [Facebook](#), [Linkedin](#) and [YouTube](#).

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¹ Source: Life Insurance Association of Malaysia website

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About PruBSN

Established in 2006 through the licence awarded by the Central Bank of Malaysia, PruBSN today is the country's leading takaful operator who provides financial security to the Malaysian population and their families.

Entering our 10th year of operation, PruBSN has over 14,000 takaful consultants serving more than 700,000 customers with many impressive firsts in the local takaful industry and award wins under our belt. For four successive years since 2011, PruBSN has been the Number 1 Family Takaful Operator and in 2014, our company achieved New Business Production of RM340.1 million with a 33% market share as confirmed by the industry rating agency, Insurance Services Malaysia.

Such rapid growth is a direct result of our customer-centric approach, multi-distribution channel strategy, innovative solutions and technological leadership.

Driving on our 'Takaful For All. For Life' proposition, we strive to build a strong and lasting impact to help develop Malaysia through protection of wealth and investment in capital markets, while realising our vision of being the first choice takaful provider for our people and communities.

For more information, go to prubsn.com.my.

For more of PruBSN events and happenings, follow us on [Facebook](#), [Linkedin](#) and [YouTube](#).

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