



PruBSN extends reward to underprivileged students in Kuala Kangsar for acing UPSR exam

Three out of the five needy students from around Kuala Kangsar who were sponsored by Prudential BSN Takaful (PruBSN) since February 2014 were recently granted with additional academic trust fund by the leading Takaful Operator for achieving 5As in their UPSR exam last year. Each of the students received RM12,900, in addition to the RM17,800 much earlier, which will enable them to further pursue their lower secondary education. The trust fund is part of the company's Zakat & Charity Endowment programme managed by its non-profit charitable arm, PruBSN Prihatin.

A ceremony was held earlier in Ipoh to present the cheques to the successful students namely Intan Nur Qhairisha Roslan from Sekolah Kebangsaan Temin, Mohamad Izwan Mohamed Tajuddin from Sekolah Kebangsaan Syeikh Mohd Idris Al-Marbawi and Maneessa Chandrasekaran from Sekolah Jenis Kebangsaan Tamil Gandhi Memorial.

In congratulating the recipients at the ceremony, PruBSN's Chief Marketing Officer, Encik Nor Azman Zainal said, "We are very happy to know that these children have aced their first major exam. The additional funding reflects our dedication to continue growing these young minds intellectually because we believe in the power of education to transcend life chances. Our hope is for the children to pursue their personal and professional goals to the highest level. They deserve every opportunity to have a bright future and we are proud to be part of it."

"I would like to thank my parents, PruBSN, my teachers and all my friends for helping me to excel in my UPSR exam. I hope someday I can be a surgeon because I want to help poor people," said one of the recipient, Maneessa Chandrasekaran, age 13.

Vice Principal of Sekolah Kebangsaan Syeikh Mohd Idris Al-Marbawi, Puan Junaidah Zainal Abidin, also expressed her gratitude saying, "The contribution made by PruBSN will help ease the burden of the parents tremendously and gives great motivation for the students to continue their studies to the highest level."

This year, PruBSN Prihatin has committed over RM800,000 from its 2014 Zakat & Charity Funds for disbursements to primary school children, university students, cancer and diabetes patients, plus eight partnering orphanage homes under its flagship Corporate Social Responsibility programme called A-Book, A-Child, A-Week (ABACAW). All of the Zakat & Charity recipients were rigorously assessed in terms of financial background, academic performance, disciplinary conduct and behaviour to ensure the funds are endowed to those who are truly in need.

Currently, PruBSN Prihatin carries two principal charitable programmes namely the Zakat & Charity Funds Endowment and ABACAW to provide basic necessities, education and disaster relief for disadvantaged families and communities around Malaysia. These activities are in line with the government's 11th Malaysia Plan to providing a social safety net for disadvantaged groups and further strengthen PruBSN's commitment to fulfilling its charitable objective of 'Making A Difference For All'.

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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 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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About PruBSN Prihatin

PruBSN Prihatin is the non-profit charitable arm of PruBSN. Launched in 2015, the establishment of PruBSN Prihatin serves as a unified platform for all of PruBSN's Corporate Social & Zakat Responsibility initiatives to realise the foundation's aim of 'Making A Difference For All' towards the communities it supports.

PruBSN Prihatin supports two programmes namely the Zakat & Charity Endowments as well as A-Book, A-Child, A-Week. It provides monetary and in-kind aid for basic living needs, education continuity and assisting those suffering from critical illness and natural disaster help regain their lives.

These initiatives are in line with the government's 11th Malaysia Plan to enable equitable opportunities for all Malaysians and providing social safety net for vulnerable groups.

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