



## **MEDIA RELEASE**

**For immediate publication**

### **PruBSN Offers Basic Family Takaful to Help Reduce Protection Gap in the Country** *Offering complimentary takaful coverage for the low income sector*

**KUALA LUMPUR, 12 March 2018** – Prudential BSN Takaful Berhad (PruBSN), through its non-profit charitable arm PruBSN Prihatin, has launched **PruBSN Microtakaful Jariyah**, the first offering of its kind in Malaysia that provides basic life protection coverage for one year for breadwinners in the hard-core poor and poor group.

In line with its mission to secure the future of Malaysian families through innovative solutions, PruBSN aims to build financial resilience and promote the accessibility of insurance through its microtakaful programme designed for the vulnerable communities. Through PruBSN Microtakaful Jariyah, families from the low income sector will have quick access to financial relief to help them cope and get back on their feet in the event that the family breadwinner passes away.

PruBSN Prihatin has teamed up with the Implementation Coordination Unit (ICU) of the Prime Minister's Department to reach out to the hard-core poor and poor group registered with the national poverty database *e-Kasih based on the criteria set*, and will also be managing the takaful distribution nationwide. The programme will benefit 12,500 selected recipients and the commencement of programme will be rolled out in several phases within this year.

"This programme demonstrates our commitment to build financial resilience in the underserved communities across the country. With limited access to financial assistance, the hard-core poor and poor group is most impacted when faced with the unfortunate event of the death of their breadwinner. We understand how devastating it can be for these families and are eager to help alleviate their burden," shared Nor Azman Zainal, Chief Executive Officer of PruBSN.

PruBSN Microtakaful Jariyah is designed with simplicity and convenience for customers. No underwriting will be required, allowing coverage to be effective instantly. The plan is also hassle-free with quick and easy claim procedures in place. All claims payment will be transferred via e-banking directly to the nominees' bank account, ensuring beneficiaries receive prompt service in times of need. Recipients can also easily make enquiries and receive information on their claim status through PruBSN Prihatin's dedicated hotlines.

"PruBSN takes great pride in launching this programme, which is in line with our commitment to narrowing the protection gap in the country. We hope to empower the low income families to recover quickly from unexpected financial and emotional losses, and support them in achieving their life goals," Azman concluded.

For more information on PruBSN Microtakaful Jariyah, please visit [www.prubsn.com.my/en/our-company/caring-for-society/prubsn-microtakaful-jariyah](http://www.prubsn.com.my/en/our-company/caring-for-society/prubsn-microtakaful-jariyah)



### **About Prudential BSN Takaful Berhad**

Established in 2006 through the licence awarded by the Central Bank of Malaysia, Prudential BSN Takaful Berhad (PruBSN) is a joint venture between the UK-based Prudential plc and Bank Simpanan Nasional, two financially strong companies in their respective fields of expertise. Today, PruBSN is the country's leading takaful operator providing financial security to the Malaysian population and their families.

PruBSN has over 16,000 takaful consultants serving nearly 800,000 customers with many impressive firsts in the local takaful industry and award wins under its belt. For six successive years since 2011, PruBSN has been the Number 1 Family Takaful Operator. Its rapid growth is a direct result of its customer-centric approach, multi-distribution channel strategy, innovative solutions and technological leadership.

Driving on 'Takaful For All. For Life' proposition, PruBSN strives 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 the people and communities.

### **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 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 efforts are in line with the national agenda to enable equitable opportunities for all Malaysians and providing social safety net for vulnerable groups.

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For media enquiries, please contact:

**Hafiz Felani**

Brand & Communications

[hafiz.felani@prubsn.com.my](mailto:hafiz.felani@prubsn.com.my)

**Rina Ali**

Brand & Communications

[wan.madzrina@prubsn.com.my](mailto:wan.madzrina@prubsn.com.my)