



## **PRESS RELEASE**

For Immediate Release

### **GREAT EASTERN TAKAFUL WINS THE ISLAMIC BUSINESS & FINANCE 'BEST NEW TAKAFUL OPERATOR' 2011 AWARD**

Dubai, 14 December – Great Eastern Takaful Sdn Bhd (GETSB) was announced as the the winner for the Islamic Business & Finance 2011 Award for the 'Best New Takaful Operator' category, making it the winner for the 1<sup>st</sup> year in GETSB's establishment.

YBhg Datuk Datuk Kamaruddin Taib, Chairman of Great Eastern Takaful together with En Mohamad Salihuddin Ahmad, Director & Chief Executive Officer and En Zafri Ab Halim, Chief Financial Officer of GETSB received the award at the prestigious ceremony held at Emirates Towers Hotel, Dubai, United Arab Emirates.

"Winning the award in our 1<sup>st</sup> year anniversary and 1<sup>st</sup> year of establishment is a true testimony of great collaboration between Great Eastern Holdings Limited and Koperasi Angkatan Tentera (M) Berhad and an honoured achievement in creating a strong brand for Great Eastern Takaful. We would not be able to achieve this wonderful award without the strong support from our agency force, our business partners, our staff and especially our certificate holders. We are indeed grateful for this recognition and this will definitely spur us to strive harder in delivering our promises to our certificate holders and future customers. Come and be a part of GETSB!", said En.Mohamad Salihuddin Ahmad, Director & Chief Executive Officer of Great Eastern Takaful.

Great Eastern Takaful a joint venture company between I Great Capital Holdings Sdn Bhd (i-Great), a subsidiary of Great Eastern Holdings Limited and Koperasi Angkatan Tentera (M) Berhad has successfully obtained its operational license on 6 December 2010 and was officially launched on 10 December 2010. GETSB has adopting the 'Takaful for All' approach with its vision of '**Paving the way to a GrEaT and COLOURFUL life: TAKAFUL YOU & ME**'. This joint venture company is broadening its

offering to enhance the Islamic financial services value propositions as well as enhancing its ability to service its customers by challenging its operations to a new level in the existing Takaful industry.

The ceremony organised by Islamic Business & Finance was designed to highlight, encourage and reward the exceptional performance and growth of the international Islamic business and finance community.

**For more information, please contact:**

***Ms. Zuwita Zaini***  
***Manager, Brand & Marketing Communications***  
***Great Eastern Takaful Sdn Bhd (916257-H)***  
***Tel: +603 42598344***  
***Fax: +603-42598808***  
***H/P: +6019-665 2143***  
***E-Mail: [ZuwitaZaini@i-great.com.my](mailto:ZuwitaZaini@i-great.com.my)***