



## PRESS RELEASE

### FOR IMMEDIATE RELEASE

29 March, 2018

### ETIQA PARTNERS AWAL ASHAARI TO SPREAD THE IMPORTANCE OF INSURANCE AND TAKAFUL COVERAGE FOR EVERY MALAYSIAN

**Kuala Lumpur** – Etiqa launched the #DEMI campaign today, partnering local actor and TV host, Awal Ashaari, as ambassador of the one-year campaign. Awal will embark on a nationwide roadshow at selected Maybank branches to address the Malaysian population that is underinsured.

The launch was attended by Kamaludin Ahmad, CEO of Etiqa Group Insurance and Takaful, Zaharudin Daud, CEO of Etiqa General Takaful Berhad, Zafri Ab Halim, CEO of Etiqa Family Takaful Berhad, Y.Bhg. Datuk Hamirullah Boorhan, Maybank's Head of Community Financial Services Malaysia and Awal Ashaari, local actor and TV host.

In his opening speech, Kamaludin Ahmad, CEO of Etiqa Group Insurance and Takaful said Etiqa had found the ideal partner in Awal, due to his personal experience with Etiqa when he was involved in a horrific car accident three years ago.

"We have always championed the fact that unexpected things do happen, and if you have loved ones, you have to ensure that they will be taken care of in the event of a possible eventuality. What happened to Awal, could have happened to anybody and raises the importance of having insurance and takaful coverage."

"*Demi* is about making a sacrifice for the sake of loved ones, by planning ahead. At Etiqa, we continuously strive to simplify processes so that planning ahead is a fast and easy experience for our customers. We also offer a complete protection solution including affordable PA plans that cater to all, as well as Life, Medical, Auto, Investment, Travel and Home insurance or takaful products, all under one roof," he said.

Speaking at the event, Awal encouraged the public to consider insurance or takaful protection for themselves and their loved ones. "I was given a second chance at life when I survived the car accident, exactly three years ago. Not everyone is as fortunate, and that is why when Etiqa approached me, I did not hesitate to embark on this campaign, as it resonates well with me on a personal level. I am a family man, and my wife and child mean the world to me, and due to my accident I realized that if anything were to happen to me, I would want to ensure that they will be in good hands. As a celebrity and public figure, I have a responsibility to use whatever influence I can to spread the message of the importance of insurance and takaful," he said.

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### **About Etiqa**

Today, Etiqa is a true multi-channel distributor of Insurance and Takaful products via its 10,000 agency force, 24 Insurance and Takaful branches, more than 350 Maybank branches, ATMs and other third-party banks, providing full accessibility and total convenience to customers in Malaysia. Regionally, we have expanded our wings and set up base in Singapore, the Philippines and also Indonesia.

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