



CIMB Islamic Bank CEO **Mohamed Rafe Mohamed Haneef** (right) and Sun Life Malaysia Takaful CEO **Muhammad Fikri Mohamad Rawi** at the launch of **Takaful Suria**, a product targeted at the haj-performing segment. Pic by Saddam Yusoff

Sun Life Malaysia Takaful confident of 25pc growth

KUALA LUMPUR: Sun Life Malaysia Takaful Bhd is confident that it can meet its conservative growth forecast of 25 per cent for last year.

The company — which has 500,000 policyholders for its takaful products — saw a growth of 30 per cent in 2013 and 2014. The company is in the midst of finalising the numbers for last year.

Sun Life Malaysia Takaful's chief executive officer Muhammad Fikri Mohamad Rawi said the company has a 8.6 per cent market share of the takaful industry.

"We did a study on the insurance-takaful gap, which we call the protection gap, and it is clear that the penetration level in the Muslim market is still low.

"There is a potential to grow as we have seen in the past five years' compound annual growth rate. The growth is promising. Hence, we set the 25 per cent target in the industry," he said.

Muhammad Fikri was speaking to the media yesterday at the joint

launch of the insurer's Takaful Suria with CIMB Islamic Bank, targeted at the haj-performing group.

Sun Life Malaysia Takaful is CIMB Islamic Bank's bancatakaful partner for the exclusively developed product.

Muhammad Fikri said as part of its growth plans, Sun Life Malaysia Takaful is partnering CIMB, other partners and distribution channels to ensure growth.

He is optimistic of the industry's prospects and said the insurer has been experiencing double-digit growth for the past three years.

Currently, the penetration rate of both conventional and takaful insurance in Malaysia is at 54 per cent, with 13 per cent of this figure being takaful insurance.

"Chances are takaful will be at 14 per cent or 15 per cent this year (in terms of growth) based on the growth that has been registered in the third quarter last year," he said.

"Going by the growth of RM50

million to RM100 million a year, it is easy to project that it will expand by the same amount this year," said Muhammad Fikri.

He said the government has set the target of seeing 75 per cent of the population insured by 2020.

Explaining the partnership with CIMB Islamic and the development of Takaful Suria, Muhammad Fikri said: "We see this as one way for us to deliver more value through products that let customers enjoy peace of mind while financially enabling them to plan for important milestones in their lives."

Leveraging on the CIMB Islamic partnership, Muhammad Fikri said Takaful Suria has access to CIMB's eight million customers and he is optimistic that Takaful Suria will see good traction.

"In December, when it was launched, we offered 1,000 policies. I am excited about this as the entire CIMB network is pushing for Takaful Suria," he said.