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Rafe (second left) together with Sun Life Malaysia CEO and president/country head Raymond Lew (second right), CIMB Group regional head, Wealth Management (WM), Group Consumer Banking, Gary Yong (left), and Muhammad Fikri at the launch of CIMB Islamic's first-in-market Takaful Mulia in Kuala Lumpur.

CIMB Islamic launches Takaful Mulia

KUCHING: CIMB Islamic Bank Bhd (CIMB Islamic) launched Takaful Mulia, a first-in-market takaful policy specially designed for Muslims to benefit from coverage upon death or Total Permanent Disability (TPD), savings and benefits related to Islamic religious obligations such as waqf, zakat, fidyah/sadaqah, and hajj/umrah.

Takaful Mulia also provides an additional 100 per cent of sum assured for accidental death or TPD that occurred in a mosque or surau, and/or while performing the Hajj or Umrah.

Takaful Mulia is the latest addition to CIMB Islamic's suite of Takaful solutions developed exclusively for CIMB Islamic by its bancatakal partner, SunLife Malaysia Takaful Bhd (Sun Life Takaful).

"CIMB Islamic, in partnership with Sun Life Malaysia, has always focused on the best value

proposition for our customers," CIMB Group chief executive officer (CEO) of Group Islamic Banking Rafe Haneef said at the launch.

"Through innovative and compelling propositions such as this first-in-market Takaful Mulia, subscribers can fulfil their religious obligations, even upon death or total permanent disability.

"With CIMB Islamic and Sun Life Malaysia's combined capabilities, customers can look forward to further innovative products that make takaful both functional and spiritually fulfilling as part of their financial planning journey based on Shariah principles."

SunLife Takaful chief executive officer Muhammad Fikri Mohamad Rawi added that charity is one of the few deeds in Islam that need not end upon a person's demise.

"We are proud to have partnered with CIMB Islamic to offer this

innovative Takaful Mulia which helps CIMB clients to not only leave something for their loved ones upon their demise, but also fulfil their religious obligations of waqf, zakat, and sadaqah.

"Takaful Mulia has definitely struck the right balance between protection, savings and spiritual fulfilment, setting a new benchmark in Malaysia's takaful industry."

Takaful Mulia is also offered as part of the recently launched CIMB FIRST – which stands for Finance, Insure, Returns, Save and Transact – a holistic financial planning proposition that is unique to each customer's needs and life stage.

Customers can check out Takaful Mulia or CIMB FIRST through www.cimbbank.com.my, www.cimbislamic.com.my and via all CIMB Bank and CIMB Islamic branches for customers requiring face-to-face assistance.