



TAKAFUL EMARAT TO STRENGTHENS CUSTOMER SERVICE INITIATIVES IN 2012

Dubai, U.A.E., 29th January 2012- Takaful Emarat, the UAE's first dedicated life and health takaful provider, will focus on enhancing its customer service offerings in 2012. Last year Takaful Emarat focused on establishing its core infrastructure and expanded its product range with the launch of savings and health insurance plans for individuals. The company has now shifted attention towards enhancing its services offered to the customers.

At the start of the year Takaful Emarat launched a new toll free telephone line (800 834) for customers managed by a dedicated customer service team. The new toll free line provides yet another point of contact for Takaful Emarat customers enabling them to manage their plans on the go, wherever they are.

Ghassan Marrouche, General Manager, Takaful Emarat said, "With a solid foundation in place we successfully launched a range of individual life and health products in 2011. We introduced over four new products & services to the market last year catering to the life and health insurance requirements of both corporate and individual customers. This year we are committed to not only enhance our product portfolio but also to deliver world-class customer service. We want to provide ease of access, updates and flexibility to our customers in managing their life and health plans with Takaful Emarat."

To further reach out to its diverse customer base Takaful Emarat has expanded its branch network -increasing the number of its' dedicated sales offices around the emirates. In addition to its Dubai office, the company now has dedicated sales offices in Sharjah and Abu Dhabi.

Rounding out its new services this year, Takaful Emarat recently launched its' Critical Care Takaful Plan which provides customers with a living benefit if they are diagnosed with or suffer from a dread disease such as cancer, heart attack or a stroke etc. The package also offers customers a full medical check-up every two years in addition to access to the company's unique Second Medical Opinion service, whereby customers can strengthen their health care decisions by availing a second medical opinion from an international health care expert.

"Our expanded product offering together with our new customer service initiatives confirms that we have a great start for this year, the company has already witnessed an exponential growth in its customer base and a significant revenue increase during the month of January. Also from our ongoing dialogue with customers we have determined that there is a demand for additional saving options and we have started developing special saving plans to meet our customers' needs which will be introduced later in the year," added Mr Marrouche.

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About Takaful Emarat:

Takaful Emarat was established in May 2008 as a dedicated Life & Health Islamic Insurance company, through a joint venture between 'Al-Buhaira National Insurance Co.' the UAE's leading insurance company, and UNIQA Group Austria, one of Central Europe's most trusted insurance brands.

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