

Etiqa Makes Foray into Takaful Investment-linked Market, Targets 3,500 Participants
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KUALA LUMPUR, March 10 (Bernama) -- Etiqa Takaful Bhd is targeting 3,500 participants to sign up for its latest plan, Elite Takafulink, by this year.

Elite Takafulink is a newly-launched Takaful investment-linked plan which provides participants a combination of protection and the opportunity to accumulate wealth.

Chief Executive Officer Ahmad Rizlan Azman said the company believed the new plan would meet the current requirements of the working public.

He said the introduction of the plan marks the company's foray into the Takaful investment-linked market.

"We see this as a potentially profitable area that will give us more opportunities to access the mass affluent segment and attract new participants for the Malaysian Takaful market," he said in a statement.

With its Takaful Investment-linked features, participants have the option to invest in any one of the available Shariah-compliant investment funds to accommodate their investment objective and risk level.

They would also be covered with basic protection like death, total and permanent disability (TPD) and comprehensive choice of protection riders.

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