

ADAMJEE LIFE WINS EMERGING BRAND OF THE YEAR AWARD 2021



Message from
Manzar Mushtaq

Adamjee Life
now listed on PSX

Top performers
H1 2022

Getting to know
Asim Raja

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**BRAND
OF THE YEAR
AWARDS 2021**

VOAL

Voice of Adamjee Life



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Embracing the future

Message from Manzar Mushtaq

It was over a decade ago that Adamjee Life was established with a mission to bring stability and security for our customer's futures in a world shrouded by insecurities; and today we proudly stand as the 3rd largest life insurer in the private sector of Pakistan. This achievement is attributed to great perseverance, commitment and our customer first approach along with Adamjee's legacy that extends decades. This has added value to our brand that resonates well with both our customers as well as our stakeholders. Additionally, being listed on the Pakistan Stock Exchange makes the company and the management more transparent. Given the increased accountability to our shareholders and the legacy of the Adamjee brand, we have to work even more diligently towards keeping and increasing the public's trust in us.



“We must build a strong performance driven culture and map out each of our employee's career path with us.”

Now as the market evolves, our clients in the future will shift to being more progressive and technology enabled. Hence, it is imperative that we as a company not only understand the challenging and evolving environment we operate in today, but we must also understand the behavioral needs of our clients, with products and services that are future ready. In all of this, we can be certain that technology will play a pivotal role; we now have a need for a holistic view of a technology driven model that delivers seamless services to customers along with periodic product innovations. We are planning to invest in smart branches, revamping our website which is currently underway, updating our mobile application, developing our call center along and initiating a few pilot projects to test how we can best use our technology platform and marketing strategies. In the future, we would like to move all transactions of the branch network, sales personnel and internal business operations to digital platforms.

We must anticipate and identify the challenges we might face as we as we adapt to these technological advancements. This will help us carve out our long and short term goals, and the steps we must take to achieve them. The first step however would be to achieve higher levels of profitability, and then move forward towards investing in various new opportunities. Once we hit a certain critical mass, we will enhance our scope, following a systematic approach.

In order to keep progressing forward at the speed at which we are moving at, our employees and their development is not only paramount but a necessity. Employee retention is the most difficult thing to do in today's corporate climate. For this reason, we must build a strong performance driven culture and map out each of our employee's career path with us. Currently, 47% of our workforce is female – highlighting how our corporate culture is far more progressive than many other companies within this industry. As turbulent macroeconomic conditions continue to impact business and our customers lives, we must stay steadfast, keep our focus clear and work proactively towards achieving our goals.

“We must anticipate and identify the challenges we might face as we as we adapt to these technological advancements.”

Best Regards,
Manzar Mushtaq

Investor Outlook

■ Funds Under Management as of Jun - 30th, 2022	Rs. 59 billion
■ Shareholders' Equity as at Jun - 30th, 2022	Rs. 3.4 billion
■ Total Death and Disability Claims paid till Jun - 30th, 2022	Rs. 6.49 billion

Adamjee Life listing on PSX

A step towards a progressive future

Adamjee Life was officially listed on Pakistan Stock Exchange on 29th Feb, 2022 in Karachi. The offer attracted a significant response from investors with it being oversubscribed.

On the successful listing of Adamjee Life, **Chairman Nishat Group, Mian Muhammad Mansha**, expressed his gratitude to the investors for their confidence in Adamjee Life. He also appreciated the trust of the policyholders and the efforts of management and employees in making Adamjee Life the 3rd largest life insurance company in the private sector within a short span of time.



A Gong Ceremony was held at the Trading Hall of the Exchange. Chairperson **PSX, Dr. Shamshad Akhtar**, **CEO NCL Najam Ali**, **CEO ALACL Umer Mansha**, and senior management of all the stakeholders attended the ceremony. This listing marked a huge step in the right direction for Adamjee Life and showed the company's continued progress in the market.

Adamjee Life sponsors Smart Hospital Summit

Leading the change towards a smarter healthcare sector

Adamjee Life was honored to be a part of the **Smart Hospital Summit** in Karachi, where ideas for the betterment of services today and the journey towards the future of healthcare were discussed with stakeholders from all walks of life.

Mr. Ali Haider represented Adamjee Life in the Insurance Company's panel discussion, where he cleared up a lot of misconceptions associated with the insurance sector and highlighted all of the work Adamjee Life has been achieving to move healthcare, particularly digital health care forward in the field. We believe that digital healthcare is the future as things like digital clinics, digital pharmacies and telemedicine not only ensure the ease of availability of healthcare for everyone across the country but also ensure that people are getting good healthcare services for a fraction of the cost.



Paving Career Paths

Onwards to new & better opportunities

Let us congratulate our AL family members who have garnered promotions through internal recruitment

Employee Name	New Designation
Muhammad Hamza Irfan	Officer Persistency
Faizan Ali	Assistant Manager Finance
Shilpa Shamlal	Assistant Manager New Business Operations
Muhammad Ahsan Uddin	Deputy Manager Product and Channel Engagement

Experiential Learning Series

A 360-Degree training initiative

During Ramadan, a unique learning series was launched entitled **Experiential Learning Series**. Adamjee Life desired to test a different approach towards learning and training in terms of topics covered and method of delivery. This initiative strived to encourage **self-enrollment** in the sessions and ensure impactful wisdom in a shorter time frame with an interactive approach.

For these weekly hour-long sessions – one of the company's internal resources facilitated as the trainer. The purpose was to highlight the expertise of our very own employees by engaging and learning from them.

Ms. Sumrah Anis' (Manager Learning & Organizational Development) session encircled **'The Art of Empathic Listening'** in which the importance of knowing our biases, their impact on perception and empathic listening, and technique to resolve conflicts, were highlighted.

Ms. Rahila Ashraf's (AGM Sales Training & Development) session was on **'Giving and Receiving Feedback'** which highlighted the identification of features for useful feedback and other considerations.

Mr. Abbas Ali Antaria's (Senior Manager General Affairs) session focused on **'Supervisory Skills'** which included, knowing your people, apprehending the importance of competence and responsibility, constructing confidence in the team, and creating a team of individuals focused on the same goal.



Lastly, **Dr. Saquib Saeed Khan (Head of PSH & CSD)**, discussed **'Customer Feedback Mechanisms'** to ensure benefits for the company, the usefulness of artificial intelligence in boosting customer engagement, and the utilization of customer data to create future strategies in his session.

Each session saw a high participation rate, making the initiative successful. Given to the success of this style of trainings, we can safely say that we as an organization foster a culture of learning and self-development. If employees are shown their respective progression ladder by the management, they will take on responsibility to grasp onto the offered chances towards growth.

Experiential learning nurtures meaningful employee development through activities that allow participants to practice skills, solve problems, and make decisions parallel their role and organization. Further it is a function that fosters development with in an employee through actionable and immediate feedback so the employee knows which mistakes to avoid and how to improve.

Absar Azim Burney

A welcome addition to the AL family

Let's welcome **Mr. Absar Azim Burney** to the Adamjee Life management team as **General Manager - Direct Distribution**.

A management expert with more than 20 years of experience in the insurance industry, Absar Azim Burney adds a wide range of knowledge and experience to our platform.

He has worked with some of the top insurance firms in Pakistan like **Pak Qatar General Takaful, Al Falah Insurance, Trakker Direct Insurance and the Adamjee Insurance Company Limited, UAE.**

He has graduated from Karachi University with a Bachelor of Arts and was formerly the **founder & CEO of Linchpin Cluster Private Limited Pakistan.**



Town Hall – 2022

Connecting with the entire Adamjee Life family

Town Hall was held at the Beach Luxury Hotel on the 25th of February 2022. **Mr. Jalal Meghani**, addressed Adamjee Life's current business performance. He further expressed his gratitude towards the Adamjee Life family for their consistent hard work in helping the Company achieve its strategic goals. He also used the platform to highlight the percentage of female staff in company's workforce and their contributions to the company's growth.



At the event, three different awards were also presented to the respective awardees.

Career Fair 2022

Wealth of Human Resource

Adamjee Life actively participated in the **annual career fairs** hosted by several reputable academic institutions, including **SZABIST (Shaheed Zulfiqar Ali Bhutto Institute of Science & Technology), IBA (Institute of Business Administration), IoBM (Institute of Business Management), Iqra University, and LUMS (Lahore University of Management Sciences).**

These fairs not only provided a great opportunity for Adamjee Life to gather representatives from the respective institutions for mentoring, but they also allow our team to form a comradery with fresh talent and at the same time position themselves as preferred employers. These events provided the students with an understanding of the company's business, its culture, and the career development opportunities. Adamjee Life representatives conducted recruitment activities such as immediate CV screening, on-the-spot interviews, career advice and hiring for trainee programs/internships.



Sales Training Initiatives

Leading the charge for tomorrow

Sales Training and Development witnessed a fairly assiduous first half in 2022. The digital initiatives strengthened Adamjee Life in tracking and delivering regulatory sessions, thus reducing exposure to the organization.

The **regulatory training dashboard** was launched to aid in monitoring the progress of training activities, including but not limited to the number of trained agents, the total number of training sessions conducted, regulatory training exposure, and reporting permutations.

Adamjee Life managed to reach out to **Bank Insurance Executives** through its state-of-the-art **Learning Management System, AssurEd**. The completion timelines of the content were extremely opportune for us; Adamjee Life is at the moment, the only company with digital regulatory content that is up-to-date with SECP's published course outline as well as **Corporate Insurance Agents Regulations, 2020 (CIAR)**. The content was well received and helped establish a learner-centric approach to learning and development.

In terms of training events, the first half proved to be quite busy, the following table helps illustrate the numbers:

Trainings - H1	
CTP Agency Physical	23
CTP Agency Online	4
Family Takaful Agency Physical	23
Family Takaful Agency Online	6
CTP Banca Physical	16
CTP Banca Online	8
Product Training For Banca	8
Product Training Online	3
Total	91



International Women's Day 2022

Honoring the Women of Adamjee Life

Adamjee Life celebrated International Women's Day on the **8th of March** at Avari Towers – Karachi with a full day of activities and discussions. **Mr. Jalal Meghani** and **Mr. Ahson Nasim** addressed the audience to discuss the impediments faced by working women.

Mr. Jalal Meghani also voiced his pride at the level of inclusion of females in our workforce. Both speakers ended their address with a potent emphasis on their and company's commitment to **removing barriers** and **expanding career development prospects for female employees**.

Later, **Ms. Rahila Ashraf** and **Ms. Sidra Kanwer** spoke about breaking the glass ceiling and the essence of financial investment for women. It was great to witness the audience exhibit enthusiasm in inviting finance-related questions.

After these sessions, entertainment activities such as nail art and pottery were also made available for the participants.



Ramadan Celebrations & Iftar Dinner, 2022

Celebrating Blessings as a Family

Adamjee Life celebrated the commencement of Ramadan with the distribution of **dates** to its employees.

The Ramadan celebrations continued with **the Iftar Dinner** held on **21 April, 2022** at Jade Hall, Arena (Karachi). It's honorable how breaking fast communally conveyed a sense of harmony and brotherhood with a chance to glorify the Holy Month with associates. Therefore, it was comforting to see a significant turnout on the occasion. This level of cohesiveness is important for employees to forge good relationships amongst themselves.

Good relationships are the key to being happy, which means a more satisfied workforce that accumulates less stress, which means less strain on their mental health. Less stress would result in a boost in productivity of entire workforce.

A productive workforce means a productive company.



Eid Milan Get together 2022

Celebrating joyous Festivities

Adamjee Life organized an **interactive event** on the first day after the **Eid holidays** on the 6th floor of Adamjee House. This allowed the employees to interact with each other in a more open and casual environment, while enjoying delicious treats.

Adamjee Life's new **Chief Executive Officer, Mr. Manzar Mushtaq** addressed the employees at the event. He communicated the current management's vision and goals, and also delivered words of encouragement to the audience along with how proud the management is of Adamjee Life's rapid evolution and achievements.

Mr. Manzar Mushtaq also highlighted the importance of how merit would play a key role in each of the employee's progress tracking and evolution.



Life is Persistency

Dr. Bakht Jamal Shaikh

After dreams and hard work, the most important thing for success in life is Patience & Persistency. That is true for all including Love, Life, and Life insurance. The same is true for family takaful also.

Doctors check the health of a patient by examining a chart maintained by a nurse having 3 parameters. This chart is commonly known as **B.P.R. Chart** which stands for **Blood Pressure, Pulse, and Respiratory Rate**. Visiting physicians can assess the overall patient health situation by just looking at the chart. It shows the headline of a patient's health.

Life insurance is a long-term contract and particularly in regular contribution plans due to first-year strain insurers spend more at the outset in the hope that in future years that strain will be compensated as expenses in subsequent years are lesser than the first year. Hence, profitability for all stakeholders depends upon these future streams of earnings. Therefore, the health of any life insurance company, Distribution, Region, Branch, Manager, or Agent is dependent on these 3 parameters for which we maintain a **B.P.R. Chart which stands for Business (new), Persistency (2nd. Year), and Renewal Persistency (3rd. year and on ward)**.



Generally, in Pakistan, industry links certain benefits with the accomplishment of the persistency benchmark. If we achieve 75% of 2nd year and 90% renewal persistency, on annual new business of one million rupees then after 10 years of consistent efforts a pension of PKR 55,000 per month can be earned by an agent. Therefore, **Persistency creates Pension** for later years' additional income when due to inflation and other age-related factors one needs more funds.

Even after following the above benchmark, only 1/3 of policies remain in force at the end of 10-year period, hence same can be achieved by focusing on it. All over the world, many types of research have been conducted to know the factors behind persistence.

Following are most common factors:

1. Persistency depends upon the persistency of people both in front and back office but most important is holding together of sales teams by their managers.
2. Need-based sales tend to persist more.
3. Consistent relationship and engagement with the policyholders.
4. Reminders through letters, notices, SMS, calls, meetings, etc.
5. Appropriate financial underwriting at the time of sales. Larger and smaller amounts of premium/contribution tend to lapse more. But for every policyholder smaller and larger are different. Generally, annual premium/contribution within the range of 10%-20% of regular earned income tends to persist. Indexed premium/contribution tends to lapse more due to uneven premium/contribution and fluctuating income.
6. Mode or Frequency of payment. Less frequent modes like annual and semi-annual tend to persist more.
7. Macro-economic factors like inflation, unemployment, discount (interest/profit) rates, and the fluctuating stock market also influence persistency, and the same is true for other economic and political factors.
8. Age of Policyholder. Generally, people having family and age of 35+ persist to pay.
9. Macro-economic factors like inflation, unemployment, discount (interest/profit) rates, and the fluctuating stock market also influence persistency, and the same is true for other economic and political factors.
10. Last but not least is the Pandemic which has significantly influenced persistency.

9,200 feet above Sea at PC Malam Jaba
Annual Agency Sales Conference - Adamjee Life
February 5, 2021.

Customer Service at a Glance

Resolutions you can count on!

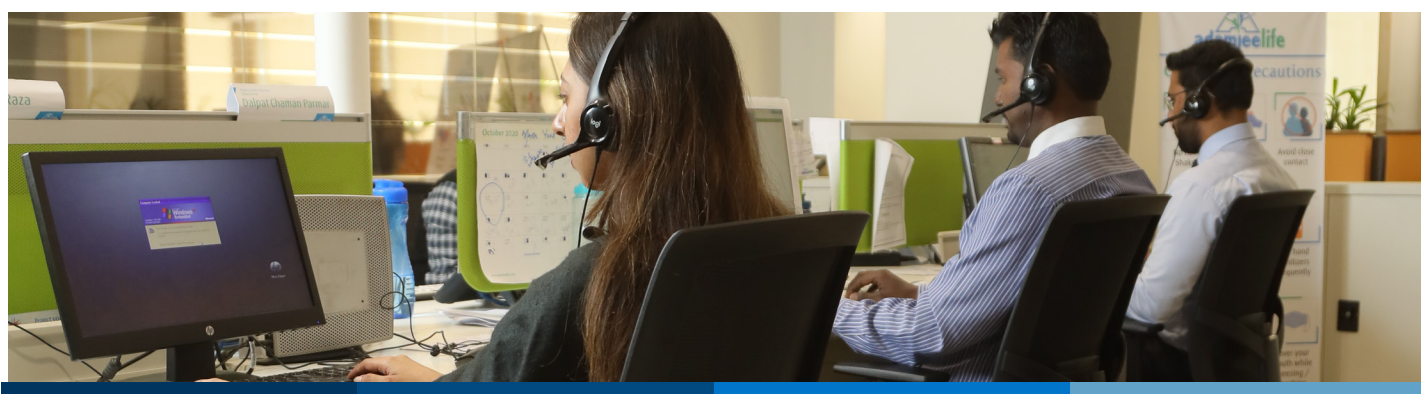
Case type: Death Claim

Businesses like Adamjee Life Assurance, whose primary goal is to provide life insurance in case of unforeseen calamities, are affected by empathy. Which is visible in the form of a corporate social responsibility that the company fulfills. This also has a significant impact which in turn is carried outward to the customers as well.

Muhammad Hussain, one of our life-covered individuals under **certificate # 200052467**, tragically **passed away on July 30, 2019**. Two years after the certificate's issuance, on **May 25, 2022**, the **certificate's nominee submitted a claim** against the document. Our **management made a choice**, based on exgratia, **to not only to pay the basic sum insured of Rs. 20 Million but also to pay an additional amount of Rs. 929,517/-** as a sign of goodwill and the life assured's commitment to paying his contributions within the grace period when he was still alive. Consequently, the covered profit amount is Rs. 929,517.11 and the **total paid claim amount is Rs. 2,929,517**.

Thus we can happily say that we are a corporation which is driven by morality towards our customers and thus are truly a customer centric organization.

"We make a living by what we get, but we make a life by what we give" - Winston Churchill.



Getting to know Asim Raja

Head of Bancassurance & ADC

1. Can you please tell us a bit about your background?

I am a graduate in Mathematics and later did my post-graduation/Masters in marketing. My professional journey revolves around the insurance industry, starting with Jubilee life and then I joined Adamjee Life in 2009. I have the honor of being one of the initial employees of Adamjee Life. I joined the company in its initial stage at the business development end and Alhamdulillah, currently I am heading the same department within the span of 12 years.

2. What is one of your proudest accomplishments?

Winning and recognition are two key factors of motivation for anyone. To win an award at a conference, where every colleague is competing for that one specific accolade and the win in itself, are factors enough to motivate people, particularly in sales

I guess my proudest work accomplishment would be winning the 'Star Performer' award back to back in 2011 and 2012, followed by Top Regional Sales Head award at the following conference. This would stay with me for life. Further the company gave me the responsibility to initiate and develop the Window Takaful Operations & Sales, which made me the 1st Head of Takaful of Adamjee Life.

After which during our strategy meeting of 2016, the referral model was identified by the management as an area of potential, requiring serious focus. This was given to me as a make-or-break challenge to develop the first referral model. I took this as such and with the support of the team and extreme hard work we were able to pull this off.

We worked on all aspects; from developing the hiring matrix to hiring a large sales force nationwide, including operation in some geographically challenging areas within the stringent timelines to start sales and most importantly, making the venture profitable. This was one of the defining moments of my journey in Adamjee Life.

But the most important accomplishment so far is that I was able to build a 'strong team' which has a strong mix of dedication and passion. I dedicate all these accomplishments to 'my team' and the management who gave me the confidence and support through it all and to our business partners for their thorough support.



3. Who would you consider to be your role model?

Well, if we study and understand the life of our Holy Prophet Muhammad (S.A.W), then there is no one who comes close to how he has spent his life. From understanding his business etiquettes to respecting each individual, to being the greatest leader amongst all human beings, HE, Muhammad (S.A.W) is a role model that I follow or at least try to follow.

Beyond His preaching's of Islam, Prophet Muhammad (S.A.W) leadership style was commendable & comprehensive in every aspect. His leadership qualities were integrity & trust, vision, compassion, courage, respect, treating everyone with equality and helping those in need. I think his leadership style was designed to create more leaders.

We should all follow his example, both professionally and personally. Surely, we would be successful in all endeavors of life.



4. What do you think are the factors to keep your team motivated?

Don't say motivate, it sounds strange but in an 'infinite game', you just need to 'build a just and inclusive' culture and then you would never have to motivate any team member again.

Motivation may increase the quality of work of a team member momentarily, till that motivation is reapplied. But an inclusive culture creates an infinite mindset which not only increases the quality of work but it also stimulates team members to strive to do better than before and work as a team rather than as individuals.

5. What do you like to do in your spare time?

I take a keen interest in keeping myself updated with regards to global technological advancements, in particular to those that are related to my field such as Insurtech & Fintech. I also like to stay up-to-date with the industrial landscape, to be aware of my corporate surrounding.

It is integral in today's day-to-day changing world that we keep our self-updated with these changes and make this, our daily habits. Additionally, I try to keep myself fit by visiting a gym or going for a jog, if not every day but 3/4 times a week.



6. Any life lessons you would want to share with us?

Two lessons I would like to share; 1st, Always have a 360-degree view about life and always keep your feet on the ground. Life is truly a game of ups and downs. Many opportunities and challenging situations will come but adapting to new situations, keeping patience and practicing persistence will be the game changer. My theme in life to keep myself humble and motivated for both good and bad times, is 'This too shall pass'.

2nd, if you want to Dream, DREAM BIG and own it. Keep this in mind that small dreams require small effort. Big Dreams require Big Efforts. When you truly finalize conceptualizing your big dream, then you will not have to do anything. That dream will make you work for that. What I mean to say is that if you have to work 16 hours a day and face multiple challenges, then that dream will give you the energy and courage to do it and you will not feel tired ever.

7. How do you maintain your work life balance in todays on the go corporate world?

We must understand that 09:00 AM – 06:00 PM is enough time that can be given to your work, with some exceptions on particular days. Except closing or completing any critical task, if you are unable to conclude your work during the given time every day, then either distribution of work is irrational or one needs to cope with work and reduce their leisure time during the day.

Focus is the key factor here, if one is unable to cope with the days' work tasks within the official timeline, then focus on where the lag is coming from. Breakdown tasks, make a follow up sheet, prioritize your work accordingly and mentally limit yourself that no matter what, work has to be done with in the mentioned timelines.



One of the tips is that I can share is that you can divide your work into “efficient and effective” periods/days. Efficient days/periods are those when you do a lot of things and try to complete your to do list. Effective days/periods are those when you do important things. You may not do as many things but you do one thing that makes a difference and has an impact in the future.

8. What are your future plans for the department?

Initially, our strategy was to expand the Bancassurance business and to onboard newer channels. Alhamdulillah over the years, we have achieved our desired goals. Bancassurance has proven to be the backbone of Adamjee Life and caters to more than 80% of the business of the company and has a strong footprint of a commendable business share in existing channels.

Our future plan is to introduce need-based products into existing channels for their different business lines. Hence, making the Bancassurance business more efficient and profitable.

We have started building a strong strategy and action plan for our new segment launched in April 2022 to create a new revenue function. This function involves initiatives to explore new market segments, product innovation, creating mass market/alternate/digital models. We will also focus on financial literacy of insurance savings and protection plans for the customers. This goal can lead to achieving a larger corporate goal of financial inclusion and creating a new revenue function for the company.

Additionally, we will strengthen our distribution services function so that it helps us to make strategic decisions through data analytics. It will also enable us to improve our partners and team's experience by introducing new ways of managing TATs, servicing and engagement plans.

Finally, I would say, the best is yet to come Inshallah!

9. One thing your coworkers don't know about you?

For most, I am an open book, I do not try to hide my personality or other aspects of what make me, ME. One thing that people might know or not is that I am a huge foodie but at the same time I am a fitness enthusiast. Trust me, it is one of the most gruesome combination for anyone.

I always want to try different cuisines, from different cultures but at the same time I have to look at everything in the terms of calories and how much workout would I need to do to maintain my healthy lifestyle.

10. What would be your message to Adamjee Life regarding a successful career?

Well, if you are an experienced resource of Adamjee Life, you already know that the company gives back to its employees, and if you are a new individual and have the capacity to evolve, learn and increase your knowledge, then Adamjee Life is the right platform for you.

There is no perfect organization in this world, even at google – in one occasion 20k employees walked out of the organization in a single day. Yes, you heard it correctly.

So, with the available resources and to the best of capacity, Adamjee Life has a ‘just and inclusive’ culture, which will help you to develop an ‘infinite mindset’ that is one of guaranteed formulas for a successful career.

Orbis Women's Day Celebration

Honoring women through Orbis

Adamjee Life Orbis celebrated Women's day this year, with nationwide discounts up to **30%** for its customers. Discounts were offered on top-tier brands like **Cross Stitch** and **Walkeaze**.

It was intended to be as a token of gratitude towards the women in our society, to show our support and to encourage them in continuing to move forward and evolve.



Orbis Pakistan Day Campaign

Celebrate more with Orbis

This Pakistan Day we aimed to make our customer's celebration a bit more special, with a (up to) **40% discount nationwide**. Adamjee Life became part of our customers' celebrations through the shared Orbis discount.



Orbis Ramadan & Eid Festivities

Enjoy the Orbis charm this Ramadan

Ramadan is a time of reflection and giving back. That's why, with **Orbis exclusive Ramadan discount**, Adamjee Life made our customer's Ramadan reflection and celebrations a little easier and a lot more festive. We proudly offered our customers discount on top brands and restaurants across Pakistan.

These discounts continued from **Ramzan till Eid**, spreading joy during the month of redemption and through the days of celebrations.



Orbis Eid ul Adha Festivities

Making Eid Special with Orbis

This Eid ul Adha, Adamjee Life Orbis gave its cardholders another sweet offering of **exclusive discounts – up to 60%** in Karachi, Lahore, Islamabad, and Peshawar. The discount offer was valid from the **2nd to the 5th of May**, making it the perfect opportunity for our Orbis cardholders to do some Eid shopping for their friends and families during Eid holidays.



Indus hospital & Adamjee Life Collaboration

Partnering with Indus Hospital to make healthcare accessible

Adamjee Life **entered into an MoU** to establish a beneficial partnership with the **Indus Hospital** as part of its CSR drive and as a token of its continuous support for the nation's healthcare industry. This agreement was to further strengthen the support Adamjee Life had already provided the hospital through a blood drive for employees in 2021.



Blood Donation Drive in collaboration with Indus Hospital 2022

Helping to save lives together with Indus Hospital

As part of our **CSR Initiative**, Adamjee Life **sponsored another blood drive** at its headquarters in conjunction with **Indus Hospital Networks**.

Employees at Adamjee Life stepped in to assist the blood drive to help others, survive and thrive, and the company's management, who were a splendid source of inspiration, illustrated the importance of taking socially responsible acts.

An **awareness session** was also held beforehand for the employees who wished to participate. Adamjee Life **received an appreciation award** from Indus Hospital Networks for its contribution to improving healthcare in Pakistan.



Adamjee Life honored at the 14th NFEH CSR Awards

Recognized for our efforts to help the society

This year, Adamjee Life **won the best CSR Projects category award** at the **14th International NFEH CSR Award Ceremony, 2021**. State Minister for Information & Broadcasting **Mr. Farrukh Habib** presided over the ceremony. Wining this award shed light on the boundless CSR work the company was already performing since the creation of its Nigehbaan wing.

The **National Forum for Environment & Health** strives to educate the public on environmental, healthcare, and educational awareness, with a focus on young people and children.

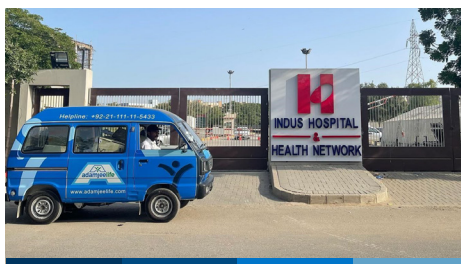


Nigehbaan Ramadan Campaign

Honoring front line workers

Adamjee Life recognizes the hard work of first responders, who relentlessly serve the community throughout, at all hours, including during the Holy Month of Ramadan.

This Ramadan, Adamjee Life sought to honor these front line workers, whether police, traffic police, ambulance drivers, charity organization representatives, or emergency workers, and offered them meals for their Iftar/Sehri.



For this, we choose the three metropolitan cities in Pakistan of Karachi, Lahore, and Islamabad. We drove around the cities distributing meal boxes to these hardworking men and women as a way to show our support for them.

Nigehbaan Heatwave Campaign

Providing shade and support from the heat

Adamjee Life Nigehbaan & Sindh Govt.

Adamjee Life through its **CSR program Nighebaan** joined hands with the **Sindh Govt.** to facilitate citizens. A dedicated health **camp facility & hospital ward** was donated to help the affectees of the heatwave during the extreme temperatures which were affecting the country.



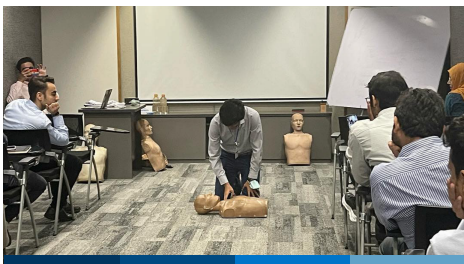
The completely air-conditioned ward was inaugurated by **Mr. Furqan Uddin, Mr. Samad Naqvi, Mr. Asif Mirza, and Ms. Nabeela Darugar** from Adamjee Life and **DHO – Dr. Muzzafar Odho** from the Govt. of Sindh, at the Mother & Child hospital, in North Nazimabad, Karachi.



Collaboration with First Response Initiative

As part of our CSR platform, **Adamjee Life Nigehbaan**, we organized a heat stroke prevention camp in response to the **Pakistan Meteorological Department's (PMD)** heatwave warning. This was done in partnership with the Sindh Government.

First Response Initiative of Pakistan (FRIP) and **Adamjee Life Nigehbaan** whole heartedly collaborated to host **safety and response, airway and breathing, circulation, and heatwave** awareness sessions for Adamjee Life's staff at the company's headquarters.



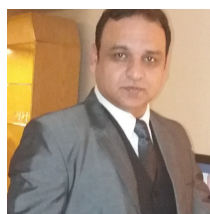
Group Life Performance

Our corporate Group Life outlook

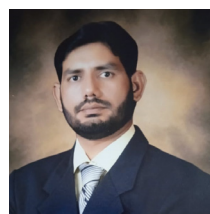
Group Life is our corporate representation in multiple industries, which offers an over all exclusive protection as per the corporate requirement which serves the organization and the staff as well. The top performers for the H1 of 2022 are;



Kamran Khan
Rs. 190,483,624



Majid Khan
Rs. 69,783,870



Asif
Rs. 31,593,831

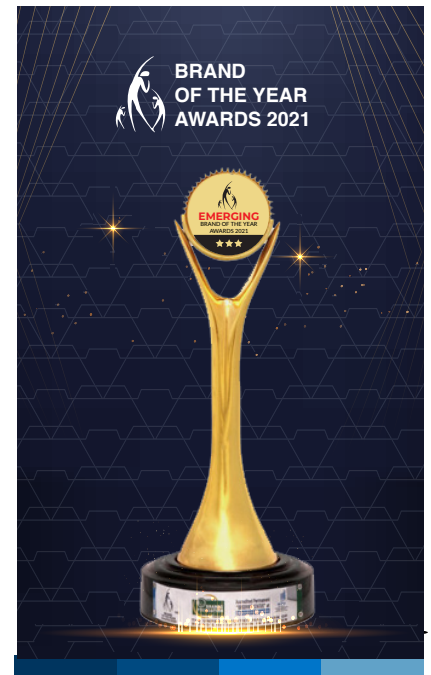
Adamjee Life Wins Brand of the Year Award, 2021

Adamjee Life honored with pan Pakistan recognition

Adamjee Life won the accolade 'Brand of The Year Awards' in the category of 'Emerging Brand of The Year' by The Brands Foundation. This is a massive accomplishment and a great testament to our recently evolved company philosophy that sets a direction to be a **customer-centric, financially strong company** driven by an objective to be the **most trusted insurance partner**.

This award also recognizes Adamjee Life's commitment to creating shared value for customers and stakeholders. Our dedication to excellence has helped us become one of the fastest-growing private life insurance companies and has helped us to propagate the image of being the people's trusted insurance partner.

Adamjee Life has been a key market player that is committed to building on to the brand and providing comprehensive accessible and affordable insurance plans to meet the diverse needs of individuals and corporations throughout different stages of their life.



Adamjee Life Bancassurance

Building successful partnerships

Annual Banca Sales Conference - 2022

Every year from pan Pakistan top banca performers gather to synergize, train on different topics and, share their success stories and to finalize action plan in order to achieve new milestones set for the year.

'The Show Continuous - Onwards and upwards' a four day sales conference for the top performers was held in Turkey. Asim Raja led the ceremony which was attended by Mr. Ali Haider, all RSH and other respective Banca sales personnel.



Adamjee Life & Mobilink Microfinance bank partnership

Adamjee Life has taken another step towards financial inclusion by offering multiple micro products to the customers of Mobilink Micro-Finance Bank Ltd. These products will cater to different insurance needs of the customers through availability of different options.

A signing ceremony was held on June 2022 at the MMBL Head office in Islamabad. At the event, MMBL was represented by CEO, Mr. Ghazanfar Azam & Group head, Mr. Atta-ur-Rehman, whereas, Adamjee Life was represented by CEO, Mr. Manzar Mushtaq, Head of Bancassurance & ADC, Mr. Asim Raja. Other senior personnel of both organizations were also present at the event.



Top Performers of H1



Raja Muhammad Adnan
Region: Karachi-others



Waqas Gul Khan
Region: West



Usman Jawed
Region: Central

Top Performing Area Sales Heads



Noor Saeed
Region: Central



Ahmed Zafer
Region: Central



Jawwad Anwar
Region: North

Top Performing Area Sales Manager - MCB



Abdul Jabbar
Region: West



Zaheer Abbas
Region: West



Kashif Nadeem
Region: West



Fahad Ilyas
Region: North

Top Performing Area Sale Managers Other Banks



Sajid Aslam
Region: East



Habib Ullah Basit
Region: West

Top Performing Territory Managers MCB

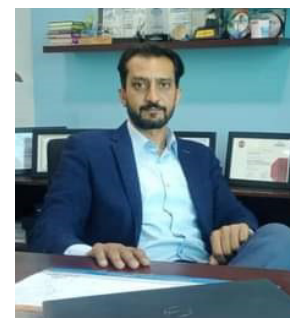
Top Performing Territory Managers Other Banks



Zeeshan Hussain
Region: Karachi



Adil Sheikh
Region: South



Zeeshan Haider
Region: North

Top Performing Regional Managers of Banca

Channel Name	RM Name	Region	Achievement	Position
MCB Bank	Khalid Rasheed	North	18,154,000	1st
	Ghulam Farid	West	30,017,400	2nd
	Danish Shafiq	Karachi	24,314,167	3rd
	Syed Tashfeen Masood	West	39,091,000	4th
	Mohsin Javed	West	25,308,800	5th
	Tehseen Anjum	West	61,197,420	6th
Faysal Bank	Sikandar Azeem	Central	8,899,797	1st
	Hamza Javed	West	6,279,500	2nd
	Ayesha Shahbaz	East	7,943,900	3rd
Silk Bank	Saad Nadeem	Karachi	4,055,300	1st
Dubai Islamic	Bilal Haider	Karachi	14,361,250	1st
Khushhali Bank	Muhammad Haris Yousuf	East	1,827,000	1st
MCB Islamic	Faheem Ullah	North	6,156,000	1st
Mobilink Microfinance	Qaiser Islam	West	430,516	1st
National Bank	Muhammad Haris Yousuf	East	1,667,000	1st
Al Baraka	Rohail Farooq	North	2,916,825	1st
Habib Metro	Ali Raza	Karachi	23,063,500	1st
MCB Investment Services	Syed ASad Murtuza	Central	614,655,000	1st

Compliance Department - H1 updates

Ensuring the follow of Governing Rules and Regulations

The Compliance department serves as the organization's second line of defense, it is the duty ensure that the governing principles and policies are followed, and that the processes are carried out in accordance within the benchmarks.

The effectiveness of the Compliance department is interlinked with the efficiency of other departments and functions of the Company in meeting the applicable requirements. To create a good and effective compliance function, the management of the Company and employees must consider compliance as an integral part of their daily activities.

Recent regulatory developments in the first half of 2022

The 2020 regulations governing corporate insurance agents have effectively completed their second phase of implementation. Most crucially, our compliance team assisted the secretarial compliance department in adhering to the legal requirements for the company's listing on PSX, assisting in the process of getting listed on the exchange. The Compliance department's yearly AML/CFT capacity-building program for the front office and head office workers was a success. To ensure that our procedures comply with legal requirements, we have enhanced our organization's overall AML/CFT structure.

Strong Culture of Compliance

Adamjee Life aims to establish a "Strong Compliance Culture" that will be ingrained in the essential values of the firm. This culture aids in building the idea of "Business with Compliance" and assists in preventing regulatory infractions, collusion, control infringement, and other financial crimes. Regulatory compliance awareness and commitment, implementation and integration of AML/CFT controls, monitoring of controls, adequate resource allocation, and capacity building are key components of compliance culture.

Adamjee Life Agency

Reaching new levels of excellence

Agency Annual Sales Conference 2022

Agency Annual Sales Conference 'Bharosamand Saath' was held at Elite Hotel in Nathiagali in February. Where all of the Star Performers of Agency Distribution & Senior Members of Head Office were invited to appreciate the outstanding performance of the respective staff.

To motivate the top line in this crucial year, a video message by Mr. Jalal Meghani played a vital role. He connected with the viewers to deliver words of appreciation and conveyed full confidence in the team for upcoming 2023 targets along with customer retention and their own self-growth.



Agency Antalya Convention - H1 2022

A prestigious five-night sales convention was held at Spice Hotel in Antalya. All of the qualifiers were invited. The top performers were accompanied by all the sales heads along with the Director of Business distribution. The Gala night was hosted by Mr. Ikram Shahzad & Mr. Emad Bokhari. All of the qualifiers were awarded by our chief guests Mr. Ali Haider & Mr. Jalal Meghani for their outstanding performance in 2021.

Along with the awards, both speakers delivered a speech to boost the morale and energy of the sales force for upcoming targets even more. Moreover, a city tour of the old city of Antalya, river rafting, and paragliding were the main highlights of the trip. The entire team enjoyed the delicious Turkish food and explored the beautiful resort life of Antalya.



Ranking Report YTD H1-2022

(Direct Distribution)

Senior Regional Managers			
Name	Branch	Cases	Business
Jehangir Ahmed	Lahore Business Center	225	30,469,051
Mohsin Ejaz	Lahore Crescent	191	25,954,468
Muhammad Tayyab	Bahawalpur Business Center	254	18,561,299

Regional Managers			
Name	Branch	Cases	Business
Nouman Ahmed	Lahore Crescent	139	17,385,868
Muhammad Awais Arshad	Lahore Business Center	165	17,348,567
Sabir Hussain	Bhakkar SMART BR	304	16,666,851

Zonal Managers			
Name	Branch	Cases	Business
Zeeshan Nabi	Lahore Crescent	102	12,563,368
Muhammad Waqas Akhtar	Lahore Business Center	105	11,355,167
Fiza Batool	Lahore Business Center	36	9,225,000

Group Managers			
Name	Branch	Cases	Business
Syed Musharraf Abbas Shah	Lahore Business Center	36	9,225,000
Mukesh	Nawabshah Takaful	199	8,431,800
Preetam	Hala Takaful	278	7,719,250

Top Five Branch Managers			
Name	Branch	Cases	Business
Bilal Arshad	Lahore Business Center	79	7,585,887
Mehreen Arshad	Lahore Business Center	21	5,368,739
Prem Lal	Hala Takaful	176	4,832,500
Nauman Shafiq	Lahore Business Center	48	4,698,000
Dil Nawaz	Pasrur Shaheen	52	4,587,000

Top Five Assistant Branch Managers			
Name	Branch	Cases	Business
Hafiz Muhammad Shaheer	Lahore Business Center	20	6,525,000
Syeda Mahpara Kanwal	Azad Jammu Kashmir	54	6,194,000
Ume Habiba	Lahore Crescent	26	4,189,800
Tanzeela Tasneem	Pasrur Shaheen	35	3,950,000
Saif Ullah	Jampur SMART BR	55	3,439,000

Top Twenty Advisors				
Rank	Name	Branch	Cases	Business
1	Tahira Batool	Lahore Business Center	14	5,715,000
2	Mishal	Lahore Business Center	31	3,534,387
3	Mirza Rizwan Shabbir	Azad Jammu Kashmir	25	3,399,000
4	Rahmana Amin	Bahawalpur Business Center	13	3,103,000
5	Khalid Farzand	Lahore Business Center	6	3,030,000
6	Fatima Ijaz	Sialkot Shaheen	8	2,285,000
7	Naveed Shafqat	Lahore Falcons	14	2,103,600
8	Aliya Sajjad	Lahore Crescent	10	2,025,000
9	Muhammad Talha Khan	Lahore Business Center	12	2,018,739
10	Ghulam Allah	Nawabshah Takaful	51	1,970,000
11	Dur Muhammad	USTA Muhammad Takaful SMART	25	1,952,200
12	Fahad Liaqat	Lahore Business Center	8	1,850,000
13	Kiran Altaf	Lahore Business Center	8	1,850,000
14	Irsa Naz	Lahore Business Center	12	1,850,000
15	Saima Naveed	Lahore Falcons	8	1,820,000
16	Amna Nauman	Lahore Business Center	15	1,811,000
17	Ome Kalsoom	Muzafargarh SMART BR	19	1,807,009
18	Ansa Munir	Muridke SMART BR	13	1,805,000
19	Munira Tasneem	Pasrur Shaheen	13	1,745,000
20	Muhammad Hussain	Jampur SMART BR	25	1,738,000

Efficacy of Claims & Settlements

Customer satisfaction is paramount

We are committed to supporting people make smart insurance choices to safeguard their loved ones. Our financial products can help build a strong financial foundation. With that, insurance benefits can help your loved ones move on financially after the death of the Insured.

In case of such an event, the beneficiary (s) receive the sum of money from the insurance company which can help support the family's finances, ensuring they are taken care of, even if the prior earner is no longer about.

The expansion of the Adamjee Life claims settlement ratio from **74% to 79%** between **2021 and 2022** indicates an improvement in the company's ability to pay out claims. This is especially evident when considering that the total number of claims increased during this same time. **In 2022, 784 total claims were received, with 619 of those being settled claims.**

Individual and Group Life Claims	2022
Claims Intimated (Jan-Jun)	784
Claims Settled (intimated during Jan-Jun)	619
Settlement Ratio for Claims intimated during Jan-Jun	79%

There has been a rise of 11% in the Individual Life Claim settlement ratio comparatively to the corresponding period of the previous year. In 2021, a total of 575 claims were intimated, out of which we were able to settle 343 claims. In 2022, we received a total of 566 claims, and were able to settle 403 of them. This is due to the dedication of our claims team, and our commitment to Adamjee's Life and our customers.

Following are the highlights of some early and large amount claim settlements by Adamjee Life

- Death Claim of Rs. 10 Million settled within 3 days of its intimation.
- Death Claim of Rs. 8.9 Million settled same day of its intimation.
- Death Claim of Rs. 8.6 Million settled within 1 day of its intimation
- Death Claim of Rs. 7.1 Million settled within 2 days of its intimation.
- Death Claim of Rs. 5.7 Million settled within 1 day of its intimation.

Multiple claims were settled wherein the claims were called within few months of coverage and Adamjee Life fulfill its promise by settling their claims in the given turnaround time and provide support to the deceased family during this hard time.

Outstanding sportsmanship by Mr. Faizan Surani

Bringing recognition to the Company from the field of Cricket

Adamjee Life always propagates work life balance, our HR department from time to time arranges/sponsors many employee engagement activities including but not limited to participation in local Cricket Tournaments.

Recently, ALAC has participated in **Insurance Premier League 2021-2022** along with other Insurance Companies. Our team was led by **Mr. Mujahid Siddiqui**. Under his strong leadership the team performed very well and made it in the Quarter Finals. However, one of our team player showed immaculate performance and become the best bowler of the tournament. **Fazian Surani** was named the best bowler of the tournament and secured a 70 CC bike.



INSURANCE PREMIER LEAGUE 2021-22 SEASON IV

TOP 5 BOWLERS (AS OF 28TH MARCH)

1ST	2ND	3RD	4TH	5TH
FAIZAN SURANI	UMAIR ALI	KAMRAN WALI	M HAMZA	KHIZER ALI
TEAM ADAMJEE LIFE	TEAM SALAAM TAKAFUL	TEAM UBL INSURERS	TEAM EFU LIFE	TEAM JUBILEE LIFE
08 MATCHES	10 MATCHES	08 MATCHES	08 MATCHES	10 MATCHES
20 WKTS	17 WKTS	15 WKTS	14 WKTS	13 WKTS



Feng Shui – by Imran Ahmed

For balanced & better living

The term "Feng Shui" may be familiar to some natives, but it is unfamiliar to the majority of us.

The use of this is becoming more popular in the West, particularly in the corporate sector, where it is being used to improve the flow of good energy. Companies such as Nike, Intel, Coca-Cola, Citi, and HSBC use Feng-Shui to improvise their office outlooks and business opportunities.

In Feng Shui, we need to balance the flow of positive energy called "Sheng Chi" and reduce the impact of negative energy called "Sha Chi" by adjusting/adding/removing objects in the home and workspace.

1. Decluttering

The first step toward increasing positive energy in the environment is to clear clutter. Before we get started, we need to define "clutter" in Feng Shui. It means things that are no longer in use such as old books, papers, furniture, clothing, cutlery, and so on. Things that are disorganized or untidy, such as a storeroom with jumbled piles of items.

Too much stuff in a small space. Unnecessary piles of papers, documents in drawers, or piles of paper on the desk in a disorganized manner. Broken items, particularly mirrors, plates, vases, and so on. It is essential to develop a habit of routine de-cluttering to declutter. Put things in order. Donate any items that you no longer need, such as old clothes or shoes.

2. Avoid Poison Arrows

Sharp desk corners, sharp wall edges, cactus, overhead beams, and other objects pointed at you are referred to as poison arrows. They can cause physical illness over time. Put something between you and the sharp corner, like plants, or hang artwork on either side of the corner, like a tapestry or an old-fashioned bell-pull.

3. Water Leaks Must Be Stopped

Water flow is regarded as a flow of income and expenses. When you have leaky faucets and toilets, your finances are being syphoned off with unexpected expenses or a constant outflow of income and resources. So pay special attention to it.

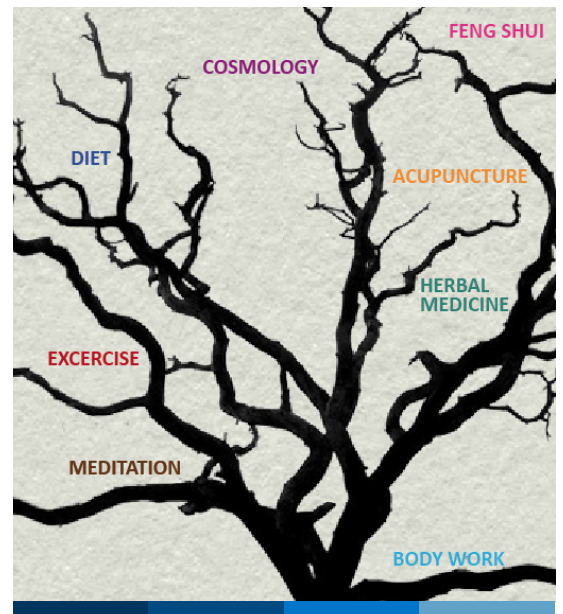
4. Mirrors Facing the Door

Mirrors are thought to be energy reflectors in Feng Shui. A mirror facing the front door deflects energy. As a result, unless advised by a Feng Shui expert, mirrors at front doors should be avoided.

5. Feng Shui, Light, and Air

Good quality of air, as well as lighting, are required to fill your home and office space with good energy. As much as possible, try to expose your space to natural light and fresh air.

All of the above are basic level tips that can be used safely and without risk.



Newsletter Team

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With special thanks to;

The HR team, Admin team, Sales Training team, L&OD team, Finance team, Group Life team, Bancassurance team, Agency team, Takaful & Shariah Compliance team, UND team, NBU team, Claims and CSD teams and the whole Adamjee Life family.

We want to hear from you !

VOAL is a rendition of many different voices of Adamjee Life but we want you to tell us, What do you want? How can we make it more to your liking as members of Adamjee Life Family.

Email your suggestions at marketing@adamjeelife.com, best 5 suggestions will be displayed in our facebook family group and will win an exciting prize each.

