

Message from our DMD
Jalal Meghani

Getting to know
M. Furqan Uddin

Adamjee Life
Blood Donation Drive

Top Performers
H1 2021

VOAL

VOICE OF ADAMJEE LIFE





Inside this Issue...

Message from our DMD	1
Investor Outlook	1
Town Hall 2021	2
Covid-19 Trainings	2
Water Conservation Day	2
Sales Training Initiatives	3
Women's Day Celebration	4-5
Orbis Ramzan Campaign	4
Orbis Pakistan Day Celebration	5
Blood Donation Drive	6
Daily Dawn - Special Feature	6
Ramzan Iftaar Dinner	7
Coffee Area Branding	7
Employee of the Quarter	8
Work Flow Digitalization	9
Formation of Business Continuity Planning	9
Continuous Development	10-11
Mobile Decibel	11
Contending to be the Employer of Choice	11
Enableship Program 2021	12
Group Life - Rapidly Growing	12
Getting to Know - M. Furqan Uddin	13-14
Bancassurance – Better than ever before	15-16
Agency – Reaching new levels of excellence	17-19
Efficacy of Claims and Settlements	20
Our Customer Service - At a glance	20-21
Compliance in 2021	21-22
Adamjee Life Product Strategy	22-23
Team Spirit	23-24

Message from our DMD

Dear Colleagues,

I would like to welcome you all to the H1 edition of VOAL for the year 2021. With our sights set high on organizational KPI's, we are seeing Adamjee Life's growth trajectory on a positive path trending upwards.

We always have focused on sustainable growth in long term goals rather than short termed ones. This is proven with our branch expansion plan for the Agency business and on boarding new channel partners in Bancassurance, and the uptake in the business of Takaful in H1 of this year.

For this year we are planning to move more towards digitalization to increase efficiency and to reduce chances of error and redundancies. This is a long term commitment on our part as this step will not only benefit us as a company but a paperless workspace would be a good step for the environment as well.



“2021 commenced on a very strong note, I am proud to say that even amidst all the uncertainty, our employees kept their faith in the company's management and our drive to achieve the company's goals.”

While 2020 proved to be a challenging year for us, we managed to not only sustain but we also progressed on many fronts. 2021 commenced on a very strong note, I am proud to say that even amidst all the uncertainty, our employees kept their faith in the company's management and our drive to achieve the company's goals. Further I would like to express my gratitude to every one of you for your support, continued hard work, resilience, discipline and commitment at every level.

With this culture of working as one mind and soul, I have no doubt that the company will excel in its journey towards success with greater sustainability and innovation.

Best Regards,
Jalal Meghani

Investor Outlook

■ Statutory funds as at June 30, 2021	Rs. 52.367 billion
■ Shareholders' Equity as at June 30, 2021	Rs. 1.55 billion
■ 7 years' average return on investment (ROI) since 2014 till 2021	9% annually
■ Total Death and Disability Claims paid since inception till H1 - 2021	Rs. 5.365 billion

Town Hall 2021

Jasmine Hall, Beach Luxury Hotel

Adamjee Life held its first Town Hall of 2021 on **Wednesday, March 17, 2021**. Mr. Jalal Meghani led the event with a presentation on AL's business progress of 2020. This was followed by a Q&A session where employees were given the opportunity and encouragement to ask questions.

The Town Hall provided an occasion for the management to recognize employees through an Award Ceremony by presenting the Employee of the Quarter and Long Service Awards. The event was successfully concluded with a Hi-Tea. Throughout the event, the Hotel as well as AL employees adhered to Covid-19 SOPs.



Covid-19 Trainings

by Dr. Rozina Farhad Mistry

With Covid-19 cases, once again, on the rise between February and March 2021, medical experts had predicted that Pakistan will battle a third wave of the virus (and its variants). The Government adopted the strategy of smart lockdowns and maintaining a 50% attendance at the workplace.

AL believed that it was important to create awareness on the third wave of Covid-19. Therefore, training sessions were arranged, these were conducted by Dr. Rozina Farhad Mistry, who has a career of over 30 years in the field of public health and health promotion. She has been closely associated with several global advisory groups such as GAVI (The Vaccine Alliance) and WHO-SAGE (an advisory forum for a Decade of Vaccine (DoV)).



Water Conservation Day

This **Earth Day** on 22nd April, Adamjee Life Assurance took a stand to educate its employees' about the need, requirement and reward aligned with conservation of the most important life source for all humans – Water. This proved to be an excellent eye opener to just how limited this life affirming recourse is and a proactive step in to curbing the water wastage. People were also given tips on how to conserve water and be more mindful with wastage of water.

Sales Training Initiatives

Leading the charge for tomorrow

The challenges of 2020 led to a metamorphosis in the Sales Training norms at Adamjee Life. The training team adapted to the use of technology and played with the online and blended teaching models to ensure regulatory compliance.

After the completion of Agency Register - Regulatory Training component, few peccadillos were identified in the operational processes; these were amended through deliberation with Agency Ops. The processes are now in place; commission of untrained agents are being withheld to ensure regulatory compliance. Banca Ops is in the process of Agent register cleansing.



Following sessions were organized during H1, 2021:

Trainings Held in 2021	Total
CTP Agency(face-to-face)	14
CTP Agency Online	5
Family Takaful Agency (online)	2
Product Training Agency	1
Family Takaful — Takaful Agency	1
CTP Banca 13 (face-to-face)	13
Product trainings for Banca	29
Total Trainings	65

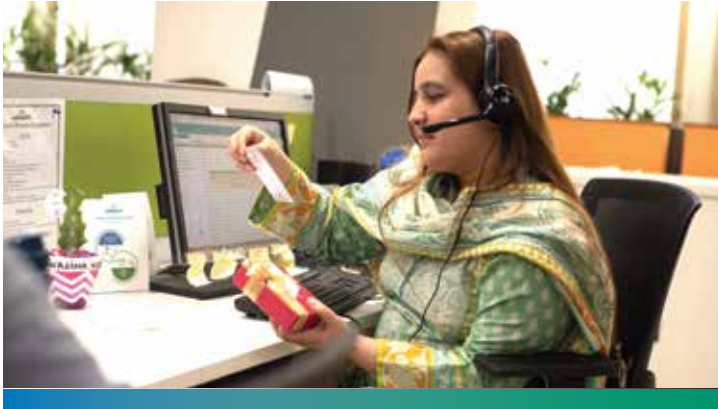


Women's day Celebrations

Honoring the women of Adamjee Life family

On 8th of March, a celebration took place to appreciate all the women who make up Adamjee Life's work force. Women were honored with an appreciation wall and the use of hashtags **#weappreciateyou** & **#choosetochallenge**, along with this a delicious gift and a beautiful souvenir were also presented. This day Adamjee Life and our event partner, Sehat Kahani, arranged productive sessions dedicated to Women's health throughout the day.

On this day we celebrated the men of the company by sharing an appreciation gift with them as well. A lucky draw was also conducted for those who participated in the pledge wall activity, where 2 winners were announced to take home a prize each.



Orbis Ramzan Campaign

Bringing that Orbis charm to Ramzan

Adamjee Life launched a nationwide campaign for its Orbis cardholders, with offers upto **75%** discounts by partnering with such industry giants as Pizza Hut and Burger King along with other eateries. This provided us an opportunity to make our Orbis customer's month of Ramzan that much more special.

Further more, 18 lucky employees won Pizza Hut discount vouchers each week by participating in a **'Daily Weekday Trivia'**. This turned out to be a great initiative for internal engagement and for raising employee morale.

A promotional graphic for the Orbis Ramzan Campaign. At the top right is the Orbis logo. The text says "joy amazing discounts this Ramzan, Up to 75% off With your Adamjee Life Orbis Gold card!". Below this are two offers: "ORBIS REWARD BOX 50% OFF Double the fun, half the price! Rs.1,999 Rs.999" and "WE JUST DROPPED THE CRISPIEST OFFER IN TOWN 75% OFF A royal deal just for you! Rs.589 Rs.150". At the bottom, there are images of a Pizza Hut box and a Burger King meal. Logos for Pizza Hut and Burger King are also present. Small text at the bottom mentions "Terms & conditions apply" and "Offer is valid till the last day of Eid".





Orbis Pakistan Day Celebrations

Orbis discounts and trivia competition

Adamjee Life Assurance celebrated “Pakistan Day” through its Orbis loyalty program. Amazing deals were offered to our amazing clients, we also launched a special trivia as a surprise for our amazing Adamjee Family. 3 lucky winners were awarded **food vouchers, each worth PKR 5,000/-**.

Orbis
PAKISTAN DAY TRIVIA
WINNERS

A hearty congratulations to the winners of
Orbis Pakistan Day Trivia!

Prize – Rs. 5000 Dining Voucher

Meraj khalid
Peshawar

Adeel Khan
Karachi

Salman Siddiqui
Islamabad

Thank you for an over whelming response and participation
from our AL family members across Pakistan.

**PAKISTAN DAY
DEAL**

30% OFF

*This offer is valid in Karachi only.
*Terms and Conditions apply.

**PAKISTAN DAY
DEAL**

20% OFF

*This offer is valid in Karachi only.
*Terms and Conditions apply.

Women's Health Session

in partnership with Sehat Kahani



Blood Donation Drive

Helping to save lives together with Indus hospital

On the 10th and 11th of Jun, Adamjee Life Assurance conducted a blood donation drive at the Head Office in collaboration with **The Indus Hospital** as part of the CSR initiative. The event was presided over by Mr. Jalal Meghani (DMD), Mr. Ahson Nasim (GM HR, General & Corporate Affairs) and Mr. Danish Ali (Marketing Manager Indus Hospital Blood Centre), who helped Adamjee Life make a contribution towards societal wellbeing.

Speaking at the occasion, Mr. Jalal Meghani stated that Adamjee Life has always been on the forefront of serving its customers and the society at large. We are hopeful that with this noble initiative, we will be able to demonstrate our commitment to the greater cause of serving the nation and those in need. This whole event was covered by different members of the press and lauded in the news respectively.



Daily Dawn – Special Feature

Celebrating Adamjee Life’s achievements through soaring ambition

Adamjee Life was recognized by the **Daily Dawn newspaper** as the fastest growing insurance company in Pakistan Dawn supplement publication. An article along with the advert, showcased the same message within the publication amongst other industry players.

Adamjee Life’s commitment to excellence was also recognized by **Khaleej times** of UAE, with the article “Adamjee Life deploys dedicated e-portal to benefit UAE customers”. The article also narrated Adamjee Life’s over 90% satisfaction rate through claim settlement ratio and integration of CS360 - an integrated customer experience model, were lauded along with the introduction of online products.

ONE OF PAKISTAN'S FASTEST GROWING LIFE INSURANCE COMPANIES

Adamjee Life is on an unwavering journey of excellence, living by its vision of value creation, respect, trust and transparency. As one of Pakistan's fastest growing life insurance companies, we uphold our promise of enriching lives by providing best in class products and services to our customers.



Media Coverage

Adamjee life blood donation drive



Adamjee Life & Indus Hospital

collaborate for blood donation drive

22 Report

Adamjee Life & Indus Hospital have collaborated to launch a blood donation drive at the Indus Hospital. The drive is aimed at raising awareness about the importance of blood donation and encouraging people to donate blood. The drive will be held at the Indus Hospital, which is a leading medical institution in the city. The drive is being organized by Adamjee Life, a social welfare organization, and Indus Hospital, a leading medical institution. The drive is expected to attract a large number of donors and will be a significant contribution to the community. The drive is being held in collaboration with the Indus Hospital, which is a leading medical institution in the city. The drive is aimed at raising awareness about the importance of blood donation and encouraging people to donate blood. The drive will be held at the Indus Hospital, which is a leading medical institution in the city. The drive is being organized by Adamjee Life, a social welfare organization, and Indus Hospital, a leading medical institution. The drive is expected to attract a large number of donors and will be a significant contribution to the community.



Ramzan Iftaar Get-together

Celebrating the blessings as a family

It has been a year since Covid-19 disrupted people's daily lives around the globe. Despite being forced, to adopt "new normal" behaviors, Muslims, worldwide, welcomed the Holy Month of Ramzan with the same level of passion and excitement as every year.

AL welcomed the Holy Month by distributing dates, wrapped in beautiful packaging, to its employees. The company also hosted its annual Iftaar Dinner on **Friday, 23rd April, 2021 at Lal Qila Restaurant**. The Iftaar event provided the staff a chance to network with their colleagues while enjoying exciting and delicious food.



AL Snack & Coffee Area

A special self-service corner to get re-energized

Adamjee Life's progressiveness and dynamism is mirrored in the culture we foster, and the space we work in. In March this year, Adamjee Life carved out a place for employees, to mingle whilst passing by, share ideas, and get recharged with tea, coffee, and snacks. Our coffee space houses a state-of-the-art hot drink dispenser, and a snack dispensing Vendi machine.

The space design speaks for openness, availability, comfort, and liveliness. We are delighted to have AL family members revitalize, and meet their peers as they unwind.

Employee of the Quarter

Rewarding employee excellence and commitment

Employee of the Quarter is a prestigious award presented to one employee every quarter for exemplary performance and outstanding behavior.

For Q1 2021, nominations received from the various departments were as follows:

Non-Sales – Q1 2021

Nominations for Q1:

Saqib Rehan- Senior Officer Actuarial and Risk Management

Shahroz Ali - Senior Officer Claims

Francis Linus Fernandes - Officer Agency Operations

Muhammad Umair- Senior - Officer Distribution Services

WINNER:

Saqib Rehan- Senior Officer Actuarial and Risk Management

Saqib created significant value by streamlining processes such as cash flow projections for budgeting and embedded value calculation. He developed the Bulk Illustration Model independently to streamline product pricing and profit testing.

His achievements do not stop here; Saqib carried out Risk Quantification exercise and played a key role in delivering bulk repricing results as per the new Corporate Insurance Regulations, in minimal time period. He unearthed, documented, and took initiative to rectify inconsistencies in CoreApp+ real time processes. Finally, he suggested involvement of Actuarial in UAT of system implementation of new products, which has now been implemented successfully.



Saqib Rehan
Senior Officer Actuarial
and Risk Management

Sales – Q1 2021

Following participants were the nominations and winners of the 1st quarter EOQ (sales):

WINNER:

Syed Tashfeen Masood- Relationship Manager Banca Sales

Syed Tashfeen Masood has presented excellent performance throughout his career with Q1, 2021 being no exception. He has proven himself to be a team player and has shown ability to perform in any given situation. He has maintained 99.83% business share and played an instrumental role in achieving sales of PKR 21 Million.

WINNER:

Shahzaib Nazim- Relationship Manager Banca Sales

Shahzaib Nazim has presented consistent performance in every quarter. He has maintained a target achievement of 250%. His Q1 achievement is approximately PKR 10 Million against the target of PKR 4 Million. Without support of the BSE support, Shahzaib has singlehandedly managed branch queries of 30–40 insurance plans.

There was a tie between **Syed Tashfeen Masood** and **Shahzaib Nazim**; both were selected as the winners of EoQ (Sales) Q1, 2021.



Syed Tashfeen Masood
Relationship Manager
Banca Sales



Shahzaib Nazim
Relationship Manager
Banca Sales

Work Flow Digitalization

Striving towards a completely paperless workplace

In 2021, the ISD team designed a system which introduced the digitalization of the **Release of Payment Forms, Advances/IOUs Form and tax calculation** for the our employees. Earlier these forms were sent to the finance department manually for processing, tax calculations and approvals.

Now ROP and IOU forms are made available through the Core App Plus application which means they can be filled and processed (along with tax calculation) online.

Approval can also be granted with the respective digital signatures in accordance with the Organizational Authority Matrix, which ensures the complete automation of the whole ROP and IOU process.

Benefits of digitalization of the processes are:

- Ease of attaching the support documentation
- Paperless work environment
- Online tracking of payments
- Reduction of turnaround time
- Tax calculation as per defined slabs
- Removal of redundancies
- Availability of online data to all stakeholders
- Online withholdings of relevant federal and provincial taxes.



Formation of Business Continuity Planning

Designed for a better tomorrow

Business Continuity Plan (BCP) is a written document summarizing the steps to take in the event of a disaster, whether natural or not. The plan also assesses the business's ability to recover from the loss event and subsequent interruption of Business activities.

The I.T Team took on the responsibility to devise the BCP with the collaboration of different departments of Adamjee Life in great detail. Later the plan was also approved by board of directors. This plan would now be the means of Adamjee Life to counter unforeseen events without its business departments missing a beat at all.



Continuous Professional Development

Celebrating our staff's lifelong commitment towards learning



**Syeda Rabeea
Zehra Abidi**

(Advocate High Court)

As I revisit August 2018, I still remember the challenges I faced upon joining Adamjee Life. Perseverance, patience and trust are the key virtues that the Legal department thrives on to meet the challenging expectations of a growing and dynamic key player in the Industry. With great pride and zeal, I would like to announce that I have successfully completed my High court enrollment and can be referred to as Advocate High Court, or as some people like to call me **Wakeel Sahiba!**

The Associate, Life Management Institute (ALMI)

designation delivers must-have knowledge regarding the core products and operations of life insurance companies and financial concepts.

The Associate, Customer Service (ACS) title allows you to distinguish yourself as a service expert and boost your job performance as you leverage the knowledge gained from this globally-recognized program.



Muhammad Wasif

(ACS & ALMI)

The courses gave me a deep knowledge of life insurance that helped me do my job, explain things to customers, ask intelligent questions, and respond to customer and regulatory complaints with accurate, fact-based information.



Nabeel Khairani

(ASA)

Being an actuary requires passing a series of examinations to earn an actuarial designation through the Society of Actuaries USA. It could take from 6-10 years to pass all of the exams. To attain the ASA designation a candidate must successfully complete the requirements include examinations, an e-Learning course, a proctored project assessment, validation of educational experiences outside the SOA Education system (VEE), and a professionalism seminar, which I have now completed.



Saud Ahmed

(FLMI)

Fellow, Life Management Institute (FLMI) provides insight into life insurance, management and leadership, marketing and business acquisition, operations and administration, and product design and development. It requires below 3 levels to be completed in order to achieve the designation.

The FLMI designation has given me a much better understanding of the life insurance industry. I am able to discuss industry-related topics intelligently and to develop well-informed opinions with our internal and external clients. I am proud to be one of the FLMI industry professionals.



Arsalan Ahmed

*(Big Data Analytics
certification)*

I have completed a Big Data Analytics Certification from Institute of Business Administration (IBA) Karachi of over 6 months. Major learning from the course are manipulation of large chunks of data and find insight into data using different techniques. This Course also impart skills like data cleaning and scrapping. Machine learning models and its usage in financial industry is also a major learning outcome from this course.

Other employees' who pursued their commitment towards lifelong learning:

Name	Qualification	City
Adil Aziz	BBA (hons)	Islamabad
Danish Shafiq	B.com	Karachi
Rohail Farooq	MBA	Islamabad

Mobile Decibel

Your digital HR assistant

Decibel™ is a comprehensive Human Resource Information System (HRIS), as it provides a broad range of flexible functions, customizable analysis, management reports, and decision-making solutions to meet almost every HR needs.

When half the corporate world was working from home, the Decibel team moved on digitalization and made possible to incorporate all the features of Decibel online application in the updated mobile application which would not only add value but would also make our automation journey easier!

Decibel Mobile App 3.0 features highlighted in the images covers all the aspects of making the



application an — All in One Window – for All Your HR Needs on the Go. Facilitating you, anywhere you are.

This was all made possible with the foresight of the Human Resource department, as the HR dept. is fully committed to facilitating its employees wherever and whenever possible.

"This early intervention will not just be useful for the employees during the times of the pandemic lock downs but during their normal work days as well", stated Ahson Nasim.

"Decibel Mobile App 3.0 features highlighted in the images covers all the aspects of making the application an — All in One Window – for All Your HR Needs on the Go. Facilitating you, anywhere you are"

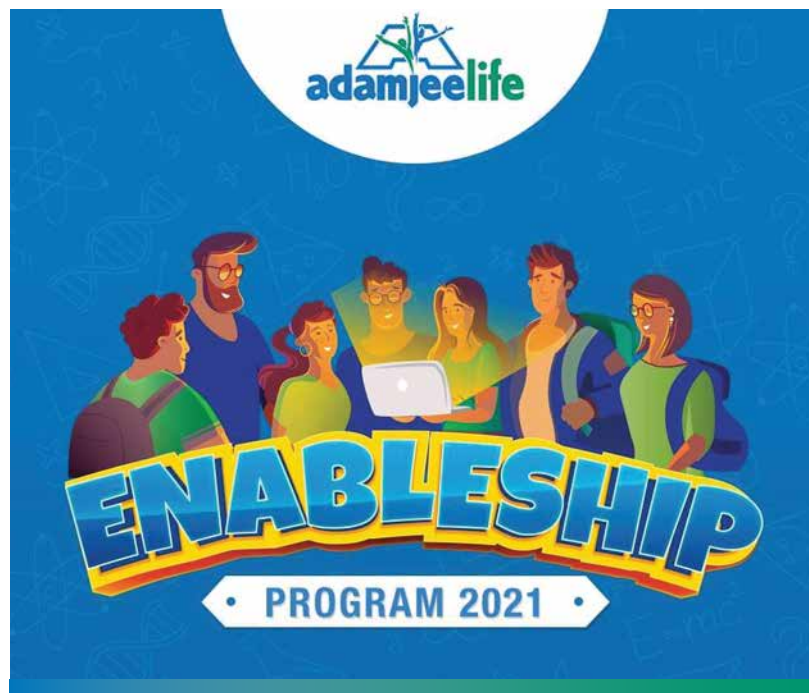
Enableship Program 2021

Adamjee Life introduced its first ever Summer Internship Program named Enableship Program, to help cultivate young talent and boost AL's presence in the industry. Enableship basically accumulates the feel of a traditional internship with additional skill development and understanding that will help mold these young talents into future industry leaders.



Through this program, the interns are not overwhelmed by being singled out. Here they form a sort of bond with each other, to help, grow and shine as team and as individuals. By the end of this program these young minds will be strategic thinkers and sustainable action takers through their learnings.

The team of young enablers have been assigned 3 mentors from the different departments to help these young talents grow and feel a sense of fulfillment and accomplishment at the end of the whole Enablership program.



Group Life – Growing Rapidly

Group Life is the corporate representation of Adamjee Life in the field. The present top performers of the department are as follows;

H1 Performance



Getting to know M. Furqan Uddin, our Financial Controller

Q1: Can you please tell us a bit about your background?

I was born in Hyderabad & was all set to enter the fascinating world of Engineering. Got my admission in Dawood University of engineering and technology in Karachi. By chance, a friend of mine introduced me to the qualification of 'Chartered Accountancy', saw it as a challenge that I ultimately overcame at the age of 26. Then I joined Deloitte Pakistan, later joined PWC in Oman but came back to Pakistan and rejoined Deloitte. Pursued qualifications in Internal Audit, later joined Adamjee General. Left Adamjee General as head of the Audit department to join Adamjee Life as a Financial Controller.

Q2: What is one of your proudest accomplishment?

My proudest accomplishment is a very simple one, when I chose to prioritize family over work in Oman and moved back to Pakistan to my family. This is my proudest accomplishment.

We all get career focused, sitting late at the office – saving no time for family. It is important to remember that it is our families for whom we are working at an office in the first place; each moment we spend away from family is a moment we will never get back.

Q3: Who would you consider to be your role model?

Rather than picking just one person, I like to consider the good qualities or great ideas of many different personalities I have known in my life, as one complete role model. Like the positive outlook to new ventures of my intermediate Math's professor, who pushed to chase the challenge and go into Chartered Accountancy or the persistency of the partner or so on.

So it's one person's persistency, other person's positivity, another's calm demeanor and qualities of other people in my life which make up a complete role model for me which is ever growing and evolving.

Q4: What do you think are the factors to keep your team motivated?

My team is made up of highly capable and very strong people. To keep them motivated during work, I introduce small positive and productive challenges in their job tasks. This keeps their problem solving skills sharp and their drive even stronger. Further I like to implement the Adamjee Life's open door policy in full spirit, meaning my team knows that my door is always open for them to seek guidance and support.



Q5: What do you like to do in your spare time?

My interests keep on evolving/changing from time to time. Usually I like to indulge in simple pleasures like reading a good book for stimulation of the mind or going for a walk to contemplate my thoughts or go for a swim to boost energy. But I always set aside time for my family because for me there is nothing more important. Even simple things such as taking the family shopping/to the mall, I look forward to these. To me family is very important and I live by this rule.

Q6: Any life lessons you would want to share with us?

Three things I view as a life lesson which I believe would be true to any and every one;



1) Do justice with your job – Ensure you are performing to the expected levels of job performances of the organization. Because the company has its own set of objectives to achieve and it moves in paces in accordance to that, so it's best to keep up.

2) Do justice with yourself – Ensure that you look after the most valuable asset, YOU! You have a life outside this office, you have a family to go to and finally your brain has a limited capacity to deal with stress, take short break and intervals to just focus on you.

3) And finally the most important – NEVER take advantage of your situation, place, title or level or education over someone who is not at the same place.

Q7: How do you maintain your work life balance in todays on the go corporate world?

The idea is simple, Discipline. **Strong and sharp discipline** is the key to keep balance with your work and home life. Both are equally important; I have already mentioned this in my previous replies. The corporate world is and has always been on the go. We must make smart use of technology.

Q8: What are your future plans for your department?

Just like the future of the company, the country and the world, we would like to head towards digitalization. Yes, I would like to see us operating in a truly paperless environment because digitalization is the way of the future, either we can roll with the flow or get left behind.

Q9: One thing, your coworkers don't know about you?

I am very habitual by nature but I guess people know that about me or consider me to be a kind of a habitual person. I guess one thing that might come as shock to some people is that (1) I like to par take in physical actives more than just sedentary activities. (2) I really like to do

adventurous things like scuba diving, exploring new places, hiking and so on. One of my favorite experiences includes river rafting in Naran, in the north of Pakistan.

Q10: What would be your message to the Adamjee Life family regarding a successful career?

This one is really easy to answer, value integrity in your job above all else. If you have a firm commitment in doing what is right, no matter what the situation is you will be proud. The idea of doing the right thing extend more than just abiding by the company's code of conduct (that is a given) but also abiding by the law of interaction laid by our faiths and the laws morality as laid down by the law of the land.

As I have mentioned before that no one is better or worse just because of their title or degree. We are all part this large group called humanity, and the time is now that we must learn to cherish and uplift others in order to build a well-functioning society, a society that works.



Bancassurance – Better than ever before

With the start of the 2021, Banca sales team was determined to outperform the previous year numbers and growth by a significant margin. We are pleased to inform that the sales team managed to bag this goal with a huge edge during the 1st half of 2021. Overall business in H1 2021 is PKR 4.8 Billion, whereas regular business crossed PKR 1.4 Billion. Single premium business have already crossed its annual target of PKR 3 Billion and has summed a collective figure of PKR 3.3 Billion during the said period.

Adamjee Life performed significantly better in first half of 2021 compared to the first half of 2020 with an increase of almost 152%. The change occurred in both single and regular premiums. While the increase in regular premium was around 59%, the Single Premium did surprisingly well, surpassing the last year's figures by twice the total amount.

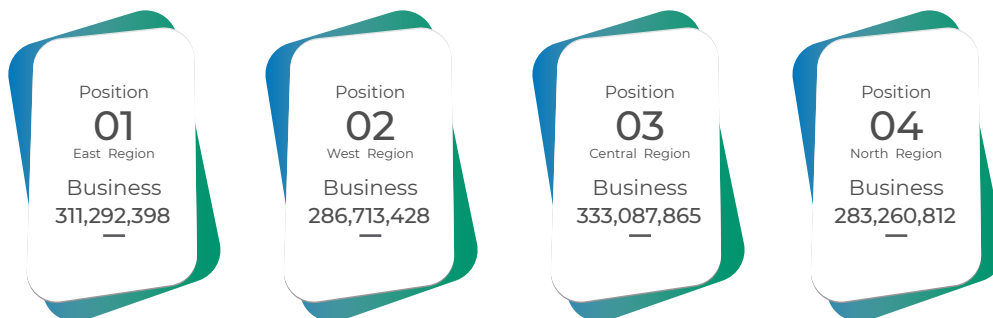
Other than this, two new channels have been added namely, Al Baraka and Habib Metro Bank whereas, country wide training of Habib Metro had been completed during the first half of 2021 in following cities.

- Lahore
- Faisalabad
- Sargodha
- Multan & Sahiwal
- Sialkot
- Islamabad
- Peshawar

Whereas, Karachi region will shortly be concluded as well.

Every business in 2020 and 2021 has seen challenges, however, out of these who showed determination, resilience and passion became winners and Adamjee Life Banca Sales team is one of them.

Top Performing Regions



Top 3 Area Sales Head



Hafiz Muhammad Azeem 01
ASH Region: East
Business: PKR 272,418,355

Ahmed Zafar 02
ASH Region: Central
Business: 141,792,860

Noor Saeed 03
ASH Region: Central
Business: 33,277,683

Top 3 Area Managers



Kashif Nadeem 01
ASM West – Top Performer
Business: PKR 91,113,888

Mustafa Akbar 02
ASM Region: Central
Business: 132,996,580

Yasir Mushtaq 03
ASM Region: North
Business: 162,163,893

Top 3 Territory Managers - MCB



Abdul Jabbar

01

TM West – Top Performer

Business: PKR 96,561,480

Zaheer Abbas

02

TM Region: West

Business: 75,456,764

Fahad Ilyas

03

TM Region: North

Business: 65,674,397

Top 3 Territory Managers - Other Channels



Sajid Aslam

01

TM East – Top Performer

Business: PKR 38,874,043

Furqan Majeed

02

TM Region: Central

Business: 5,808,069

Habib Ullah Basit

03

TM Region: West

Business: 23,581,296

Top Relationship Managers - Channel Wise

Channel Name	RM Name	Region	Business	Target Ach %age
MCB Bank	M. Farooq Qadeer	East	40,153,000	115%
	Tehseen Anjum	West	70,010,800	94%
	Majid Iqbal	West	110,163,800	83%
Faysal Bank	Shahzaib Nazim	East	14,987,450	333%
	Bilal Ikram	Central	7,379,000	174%
	Rana Muhammad Akmal	East	4,156,000	166%
Silk Bank	Saad Nadeem	Karachi - Others	6,257,181	70%
Dubai Islamic	Asad Aziz	Karachi - Others	3,163,000	173%
Askari Bank	Mehwish Farman	West	792,000	106%
Khushali Bank	Muhammad Haris Yousuf	East	1,519,000	119%
MCB Islamic	Faheem Ullah	North	9,079,000	235%
Mobilink Microfinance	Mirza Aurangzeb Mughal	South	381,000	51%
National Bank	Bilal Haider	Karachi - Others	891,300	16%
MCB Investment Services	Syed Asad Murtaza	Central	829,687,000	244%

Agency - Reaching new levels of excellence

Annual Sales Conference 2021:

Agency Annual Sales Conference “Hai Koi Hum Jaisa” was held at Serena Swat in February. All the Star Performers of Agency Distribution & Senior Members of Head Office were invited. A video message by Mr. Jalal Meghani and the message from Mr. Ali Haider played a vital role in connecting with the people down the line to deliver the words of appreciation and encouragement for achieving the upcoming 2021 targets.



Istanbul Convention 2021:

Along with all the Sales Heads and AL's Director Business distribution, the qualifiers were invited to a prestigious five night sales convention was held at Elite World hotel Istanbul. The Gala night was hosted by Mr. Ikram Shahzad and all the qualifiers were awarded by our chief guest Mr. Ali Haider for their outstanding performance in 2020. The entire team enjoyed the delicious Turkish food and explored the beautiful sights of Istanbul.



Branches Expansion:

Following branches have been opened from Jan - June 2021 in different cities

- Nankana
- Shahkot
- Pak Patan
- Rawalpindi Takaful
- Gilgit Takaful
- Haripur Takaful
- Sukkur
- Arifwala

Area Sales Director				
Rank	Name	Branch	Cases	Business
1	Syed Muhammad Tufail Hassan	Multan Business Center	1237	72,834,862
2	Muhammad Shahid Hameed	Islamabad Takaful	552	50,574,044
3	Qazi Fawad Saleem	Anum Empire Karachi	162	20,348,440

Regional Sales Head				
Rank	Name	Branch	Cases	Business
1	Qadeer Ahmed	Lahore Business Center	886	54,815,796
2	Fayaz Ali	Hyderabad Takaful	868	39,347,462

Regional Manager				
Rank	Name	Branch	Cases	Business
1	Muhammad Muaz Tariq	Multan Business Center	763	38,495,558
2	Muhammad Illyas	Islamabad Takaful	341	29,454,377
3	Adeel Aftab	Anum Empire Karachi	160	19,818,440

Zonal Manager				
Rank	Name	Branch	Cases	Business
1	Sikandar Ali Memon	Hyderabad Takaful	488	24,289,490
2	Shahid Mehmood	Layyah	413	19,585,847
3	Muhammad Tayyab	Bahawalpur Business Center	315	19,511,275

Senior Group Manager				
Rank	Name	Branch	Cases	Business
1	Raja Zulqarnain Ashraf	Multan Business Center	287	22,526,700
2	Muhammad Furqan	Peshawar Takaful	177	18,257,167
3	Zuhrab Khan	Rawalpindi Business Center	284	17,626,830

Group Managers				
Rank	Name	Branch	Cases	Business
1	Tayyaba Aziz Chuhaan	D.G.Khan SMART BR	213	16,039,700
2	Sabir Hussain	Bhakkar SMART BR	283	11,908,848
3	Muhammad Azhar Maqsood	Lahore Business Center	79	11,395,284

Top Five Branch Managers				
Rank	Name	Branch	Cases	Business
1	Tayyab Tallat	Lahore Business Center	54	9,487,534
2	Abdul Wahab	Nawabshah Takaful	145	7,831,500
3	Jahanzaib Ahmad	D.G.Khan SMART BR	93	7,346,000
4	Sheikh Muhammad Sabir Idrees	Multan Business Center	108	7,191,650
5	Umair Sultan	Faisalabad Business Center	156	7,156,755

Top Five Deputy Branch Managers

Rank	Name	Branch	Cases	Business
1	Mehreen Arshad	Lahore Business Center	52	8,827,534
2	Bilal Shakir	Multan Business Center	88	5,893,650
3	Fahad Liaqat	Lahore Crescent	34	5,417,500
4	Karim Nawaz	D.G.Khan SMART BR	47	4,662,000
5	Umair Ahmed	Bahadurabad Business Center	30	4,335,000

Top Five Assistant Branch Managers

Rank	Name	Branch	Cases	Business
1	Azadar Hussain	Multan Business Center	86	5,833,650
2	Malik Arshad Nawaz	D.G.Khan SMART BR	44	4,562,000
3	Danish Amin	Lahore Crescent	43	4,519,000
4	Abdul Rauf Waheed	Lahore Business Center	94	4,130,900
5	Abdur Rehman Farooqui	Bahadurabad Business Center	25	4,085,000

Top Five Unit Managers

Rank	Name	Branch	Cases	Business
1	Shagufta Parveen	Bannu Takaful	18	3,865,000
2	Saima Avais	Lahore Falcons	4	3,500,000
3	Sonia Bibi	Multan Business Center	34	2,925,000
4	Yasir Ali Idrees	Multan Business Center	52	2,908,650
5	Muhammad Atif	Lahore Business Center	27	2,869,898

Top Twenty Advisors

Rank	Name	Branch	Cases	Business
1	Muhammad Talha Khan	Lahore Business Center	17	3,210,800
2	Syed Mohsin Ali Shah	Bannu Takaful	14	3,210,000
3	Rahmana Amin	Bahawalpur Business Center	18	3,030,000
4	Fakhar Zaman	Sargodha Shaheen	105	2,860,000
5	Muhammad Danish	Sangla Hills SMART BR	20	2,687,000
6	Mishal	Lahore Business Center	81	2,578,400
7	Ome Kalsoom	Muzafargarh SMART BR	24	2,367,000
8	Nida Fatima	Bahadurabad Business Center	15	2,180,000
9	Ghulam Allah	Nawabshah Takaful	23	1,920,000
10	Muhammad Jameel	Jampur SMART BR	24	1,850,000
11	Rafia Fayyaz	Sahiwal	12	1,786,031
12	Laila Noor	Peshawar Takaful	13	1,780,000
13	Saima Liaquat	Lahore Business Center	4	1,705,336
14	Shaista	Peshawar Takaful	12	1,700,000
15	Kashif Ali	Arif Wala Conventional	8	1,675,000
16	Muhammad Balaj Farooq	Lahore Falcons	2	1,540,000
17	Shakila Tariq	Sahiwal	9	1,531,000
18	Rehman Habib	Bahadurabad Business Center	6	1,500,000
19	Muhammad Usama	Gulshan Business Centre	2	1,500,000
20	Bilal Amer	Lahore Crescent	5	1,450,000

Efficacy of Claims and Settlements

Customer satisfaction is paramount

There is no amount of money that can fully make up for the loss of a loved one. If we think from the policyholder's perspective a life insurance company must never fall from the set expectations, especially at the time of claim settlement.

“Comparison of settled claims till 30-June 2020 and 2021 number of claims raised from 474 to 656 which makes growth rate of 138%.”

As of 30-June 2021			
Individual Life + Group Life Claims	2020	2021	Growth
Claims Intimated (Jan-June)	656	938	143%
Claims Settled (intimated during Jan-June)	474	656	138%
Settlement Ratio for Claims intimated during Jan-June	72%	70%	-

By comparing the total paid claims to the total number of claims received by the company from Jan-June for year 2020 (Total claims 656) and 2021 (Total claims 938), the claim settlement ratio is efficiently maintained despite the number of claims received has been increased by the time. This means that the ratio of the claim intimation has been increased with a growth rate of 143% form 2020 - 2021. Accordingly comparison of settled claims from 30th June 2020 till 30th June 2021, the number of claims has raisen from 474 to 656 which makes growth rate of 138% for settled claims.

If we look towards claim settlement ratio, by comparing year 2020 to 2021, the claim settlement ratio is maintained as the number of claims has been increased by the time. Settlement ratio in 2020 was 72% and 70% in 2021 which clearly indicate that we have managed the growth rate even during the pandemic.

Below are the highlights of some early claim settlements by Adamjee Life

- Death Claim of Rs. 2 crores and 70 lacs settled under Group Life where insured died within 3 months after start of policy.
- Upon request from one of our premium Group Life client Adamjee Life settled claim worth of Rs. 500,000/- on the same day of intimation.
- A claim under policy no 800050319 was reported where the insured died on the same day of certificate issuance. After due verification claim was settled to fulfill the commitment made with the deceased by Adamjee Life

Customer Service at a glance

Resolutions you can count on!

Customer service department has been tirelessly putting in its efforts based on the fundamentals of the core values laid down to achieve Adamjee Life's vision to be the single largest player in the insurance market. Further in the attempts to facilitate our customers to continue their journey with Adamjee Life, the customer service agents carry out conservational activity with even with the inactive policyholders, to acknowledge the reasons for missing their policy renewals.

"We, at Adamjee Life, are committed to understanding our customers as we strive to seek, listen and resolve the customer's grievances and concerns."

In the previous fiscal year of 2020-2021, our customer service agents reached out to 5000 policyholders through calling and the connectivity ratio was 37.3%. The policyholders were inquired regarding the reasons acquainted with the non-payment of their premium. Out of 1844 policyholders, 43% of the policyholders agreed to continue their policies and a total of 10.8% have renewed their policies to date; we have received a total gross renewal premium amounting to Rs. 11,176,125/- through successful retention drive.

We at Adamjee Life, are committed to understanding our customers as we strive to seek, listen and resolve the customer's grievances and concerns.

Complaint Resolution #1

"It isn't the complaint that customers remember, but the outcome." - Isadore Sharp.

Mr. Aamir had lodged a complaint on 23-02-2021 claiming that the policies were miss-sold to him through miscommunication of higher rate of returns. Upon investigation, there was no evidence of miss-selling. During the telephonic conversation, Mr. Aamir was adamant about surrendering his policies. Respecting his decision and in lieu of his request to waive a 100% penalty on the surrender value, our team negotiated a value of 50% penalty on his surrender value as a gesture of goodwill- agreed upon by the client. The approvals were obtained from the authorized personnel and a cheque of Rs. 183,347/- was dispatched on his correspondence address against his policies.

Complaint Resolution #2

"Customers don't expect you to be perfect. They do expect you to fix things when they go wrong"- Donald Porter.

A complaint was lodged by Mr. Kamran Hayat and Mrs. Adeeba Hayat on 06-05-2021 that the policies were miss-sold to them by the agent associated with Adamjee Life. During one of the welcome calls being conducted by our representative, it was revealed that they had not consented to the purchase these policies. The matter was brought to the notice of Adamjee Life and an investigation was demanded from the Agency Operations. It was revealed that the policy documents did not have their consent as their signatures were missing. Disciplinary action was taken against the agent on charges of miss-selling and his commissions were withheld immediately. The policies were canceled with immediate effect on 25-05-2021 and full refund instruments were dispatched to the client's address on 01-06-2021.

Compliance in 2021

Ensuring the follow of governing rules and regulations

Compliance department is entrusted with a responsibility to ensure that all regulatory requirements applicable at every level of the company are being met timely and effectively, the governing principles and policies are adhered to and the processes are carried out according to the acceptable standards and following the procedures prescribed by those in authority.

"The effectiveness of Compliance department is interlinked with the efficiency of other departments and functions of the Company in meeting the applicable requirements."

Major Regulatory developments in 1st Half of Year 2021:

SECP has issued Corporate Insurance Agent Regulations, 2020 on December 3, 2020 which replaced the Bancassurance Regulations, 2015 and SECP Directive for Corporate Insurance Agents & Technology Based Distribution Channel 2017.

Compliance team has performed the comparative / gap analysis of Corporate Insurance Agents Regulations, 2020 with Bancassurance Regulations, 2015 and have highlighted the processes where changes are required.

"The effectiveness of Compliance department is interlinked with the efficiency of other departments and functions of the Company in meeting the applicable requirements."

The new regulations are effective from 1st July, 2021.

General Compliance Activities

- Review of third party agreements from legal and compliance perspective;
- Monitoring of periodic regulatory reporting to SECP and ensuring regulatory compliance in respect of company's website;
- Keeping track of all communications with the regulators;
- Keeping the departments aware with respect to the applicable regulatory requirements through departmental obligation registers and daily monitoring of new updates from the regulator.
- Actively coordinating and cooperating with all departments to address their queries and concerns.

AML/CFT Compliance

SECP has recently issued Anti-Money Laundering (Second Amendment) Act, 2020, AML/CFT Regulations, 2020 and AML/CFT Guidelines, 2020. Adamjee Life Compliance function analysed the changes in regulatory landscape and in the light of new developments undertook various measures to comply with the regulatory environment

1. Revised AML/CFT Policy and procedures and revamped entity level controls to comply with the regulatory requirements and to mitigate the ML/TF Risks.
2. Conducted physical and online trainings of back office as well sales force and management (both agency and Banca).
3. Revised Risk Rating criteria for Banca and Agency channel both.
4. Performed Annual Entity level ML/TF risk assessment to understand and mitigate inherent ML/TF risks associated with our Life Insurance business and thus enable Adamjee to effectively manage residual risks by prioritizing and allocating our resources more efficiently and effectively.

Procured and implemented broad-ranging screening software to comply with the TFS requirements of regulators.

Adamjee Life's Tailor-made products

Evaluating each of the company's product thoroughly

Adamjee Life's product range has been developed after detailed understanding of the needs of the local market. Our product range from low ticket size term protection products to cater to life protection and health needs of customers to complex savings and investment plans that focus on long term prosperity of policy holders and achievement of future goals such as saving for children's wedding, higher education or just for your post retirement expenses.

"Providing customers, a one stop solution for all their financial needs, has always been a high priority of Adamjee Life."

Our focus on innovation and automation provides us with a robust system and reduces time to market considerably and lowers distribution cost thus passing the benefit to the customer. By developing strong and unconventional distribution channels we make insurance products convenient and easily accessible for the customers hence, strengthening the chances of increasing market penetration. The prime consideration is to educate customers and create insurance awareness by effectively promoting and positioning the brand.

Providing customers, a one stop solution for all their financial needs, has always been a high priority of Adamjee Life. It is for this very reason that we have partnered with some of the leading banks in the country to provide you with a variety of life insurance investment, saving and protection solutions as per your specific requirements.

The different kind of products offered through our Bancassurance and Agency model can be categorized as follows:

Conventional Regular Premium Unit-Linked Plans

Constituting of a different mix of allocation, surrender charges, minimum premium, policy charges and bonus structure, Adamjee Life offers regular premium unit linked plans with bancassurance and agency channel that provide you protection and savings bundled up in our insurance plans.

Conventional Single Premium Unit-Linked Products

Adamjee Life offers single premium products under bancassurance and agency channel that provides wealth accumulation as up to 100% of your premium is allocated to your Unit Account. The surrender and other charges will vary from product to product. The single premium is used to purchase units in the fund.

Takaful Regular Contribution Unit-Linked Products

Constituting of a different mix of allocation, Wakala charges, minimum contribution,

policy charges and bonus structure, Adamjee Life-Window Takaful Operations offers regular contributions plans with Banca Takaful and agency channel that provide you protection and savings bundled up in our Takaful products.

Takaful Single Contribution Unit-Linked Plans

Adamjee Life – Window Takaful Operations offers single contribution products under bancaTakaful and agency channel that provides wealth accumulation as a major part of your contribution is allocated to your Participant Investment Account (PIA). The surrender and other charges will vary from product to product. The single contribution is used to purchase units in the PIA.

Online Products

- Pure Insurance is a one year online term assurance plan that provides death benefit.
- Corona Cover is an online plan specifically designed to cater to the unfortunate events caused due to COVID'19 pandemic.
- Family Sehat is a one year online term plan that offers to provide daily cash benefit in case of hospitalization due to accident or sickness.

Team Spirit

Testimonials of our valued employees



Shilpa Shamlal

*Senior Officer -
New Business
Operations*

"I feel very proud to be a part of Adamjee Life Assurance. These 5 years have gone by in a blink of an eye, where my career has grown with the growth of the company. The extraordinary transfer of knowledge while serving at ALAC has benefited me in progressing my career along and with learning new traits. I am really grateful to work in a place which makes us grow to greater heights."



Areeba Kazi

Officer – Compliance

"Very friendly work environment, heads encouraging participation, very supportive team and excellent training/learning opportunities related to my feild"



Anusha Lakhani

*Senior Officer –
Administration*

"Love working in Adamjee Life, supportive culture, young and energetic team, lots of opportunity to learn and grow in both personally and professionally. I started off as a receptionist (associate) and was allowed to take a shot at an internal post. And here I am today, all thanks to a company which places employees' first."



Francis Fernandes

*Officer –
Agency Ops (HR)*

"I really like working here, first for me and for most important is the team. Then may be the push to grow and do things other than your JD. This push helped me to learn a lot about tasks associated and about things not directly related to my job but which do support it. From Emaad to Ikram every one is supportive and encouraging."



Shreekant Parmar

Associate – Marketing

"There is a reason why I don't look for other opportunities and rather like to focus on the work here. From the openness of the line manager to the encouragement of the bosses to directly approach them, whether it's a problem or I am having some difficulty with something work related. Also the fact that I count on my team mates all the time is why I like working here."



Sadaf Saleem

*Associate –
Administration*

"Adamjee Life is an organization that gave me chance. I am taking on additional responsibilities in order to prove myself to grow and uptake new roles in the organization. I love working here".

Newsletter Team

Editor: *Nabeela Darugar*
Content Creator: *Hamza Umer Farooqui*
Designer: *Umer Javed*

With special thanks to:

The HR team, Admin team, Sales Training team, L&OD team, Compliance Team, Actuarial team, Audit team, IT team, Finance team, Group Life team, Bancassurance team, Agency team, Takaful & Shariah Compliance team, UND team, NBU team and, Claims and CSD teams.

Trivia Surprise

Like to win? We are bringing the luck to you. Participate and enter in the lucky draw to win a surprise prize. Simply answer the below 5 question and email your answers to marketing@adamjeelife.com, where 10 lucky winners will win exciting vouchers.

Q1: The lyrics of Pakistan National Anthem were written by?

Q2: When did Pakistan become a Republic?

Q3: What is the moto of state emblem of Pakistan?

Q4: What is the national Sport of Pakistan?

Q5: What is the name of the largest forest of Pakistan?

ONE OF PAKISTAN'S FASTEST GROWING LIFE INSURANCE COMPANIES

Adamjee Life is on an unwavering journey of excellence, living by its vision of value creation, respect, trust and transparency. As one of Pakistan's fastest growing life insurance companies, we uphold our promise of enriching lives by providing best in class products and services to our customers.





Adamjee Life Assurance Co. Ltd.

3rd and 4th Floor, Adamjee House,
I.I.Chundrigar Road, Karachi - 74000

☎ 111-11-LIFE(5433) | 🌐 www.adamjeelife.com | 📱 /AdamjeeLife

