

# Maximising Takaful Proposition for Banks

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# AGENDA

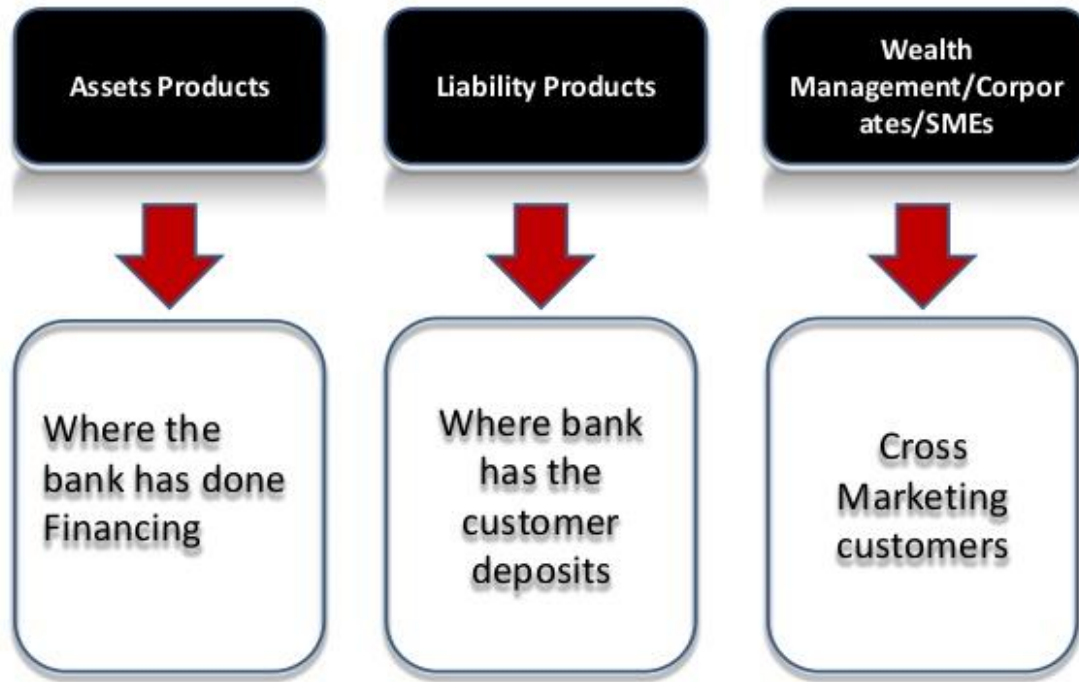
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- Bank Customers
- Takaful Proposition – Segment Wise
- Distribution channel for Push Products

# Bank Customers

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## Bank's Customer Segments



# The Takaful Proposition

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## Takaful Needs of Asset Customers

### Vehicle Financing

- Vehicle Takaful
- Life Takaful- DTI

### Property Financing

- Fire Insurance/Third Party Liability
- Life Takaful- DTI

### Trade Finance

- Marine Insurance

### Personal Finance

- Life Takaful
- Property Takaful

### Debit/Credit Cards

- Credit Shield, Travel Takaful
- Warranty Takaful, Purchase Protection

# The Takaful Proposition

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## Takaful Needs of Liability Customers

Saving Account

- Depositor's Insurance

Term Deposits

- Term Insurance Products

Wealth  
Management/Cor  
porates/SMEs

- Education, Savings and Retirement Income Plan
- Cross marketing opportunities for other Life and General Insurance Products

# Push Products Distribution Strategy

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- Individual Term Life & Personal Accident - OTC ,Call centre ,Direct Mailers, Bank website
- Home & Travel – OTC, Call Centre , Direct Mailers,Bank Website
- Savings & Retirement – Exclusive Banca DST , WM RM's
- Whole of Life – Exclusive Banca DST , WM RM's

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THANK YOU

