
Prudential And Pacific Insurance Announce Partnership To Offer General Insurance



Kuala Lumpur, March 21 – Prudential Assurance Malaysia Bhd’s (PAMB) customers will soon have access to a wider range of general insurance products. PAMB and The Pacific Insurance Berhad (PIB) have entered into a partnership arrangement under which PAMB will facilitate the distribution of PIB’s general insurance products through its agency force. In addition, PAMB will be transferring its entire general insurance business to PIB subject to High Court approval.

Chief Executive Officer of PAMB, Gan Leong Hin said, “The partnership with Pacific Insurance is consistent with our commitment to provide our customers access to a wide range of high-quality insurance products. Apart from providing long-term protection and security through our life insurance business, we are pleased to be able to offer our customers a comprehensive suite of general insurance solutions through Pacific Insurance to meet their ever-changing needs.”

Gobinath Arvind Athappan, Chief Executive Officer of PIB concurred, “We are excited with this partnership. With our comprehensive range of general insurance solutions and extensive global experience, we are here to provide our customers, business partners and stakeholders with exceptional service and quality that reflects our passion and focus on our customers. We look forward to serving Prudential’s agents and customers as part of the Pacific family.”

Upon completion of the proposed business transfer, PIB will take over the responsibility of all claims, customer service and administration of the general insurance policies which were issued by PAMB. Both PAMB and PIB will issue further communications upon approval by the High Court, to ensure continuity and uninterrupted service to agents and customers.

“We are working very closely with Pacific Insurance to ensure a smooth transition for our customers and agents,” added Gan.

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