



# BANGLADESH INSURANCE INDUSTRY INSIGHTS

The Daily Star  
DHAKA WEDNESDAY JUNE 15, 2022  
ASHAR 1, 1429 BS  
S2

Our purpose:

Always with **you,**  
building a more  
confident **future**

Millions of people in Bangladesh live without proper **financial protection.**

At **MetLife**, we help people live a happier, more secure and fulfilling life with our **world-class insurance solutions.**

*This is how we make a difference for you*

## A big, happy family

**10 Lakh+**

Individual customers

**800+**

Corporate clients

**17,000+**

Agents

**Most Admired Company**

Recognized by Forbes Magazine

## Long history, strong commitment

Present in this country since

**1952**



## Building resilient communities

**BDT 120+ Crore**

Financial support for CSR through MetLife Foundation

## Strong financial position

**BDT 18,000+ Crore\***

Total Investments

**AAA**

Credit Rating for superior financial strength

**One of the largest**

Taxpayer organisations

## Hassle free claims settlement

**Faster**

claims settlement

**BDT 1,792 Crore**

in 2021

**BDT 6,000+ Crore**

in last 5 years



## Helping you live longer

360 Health App  
**1,50,000+**  
Downloads

One app for health and insurance needs

**Critical Illness Insurance Protection Plan**

Financial protection for 52 critical illnesses

SCAN TO DOWNLOAD



## Advancing insurance with innovation

**100%**

Paperless agent recruitment system

**Comprehensive**

Traditional and digital premium payment channels

**Online Claims Settlement**

Powered by Artificial Intelligence

**3 Hour**

Covid claims service

**Hello Bima**

**08000016344**

Toll free insurance enquiry hotline

**Smart Customer Portal**

Digital insurance services

\*As of December 2021



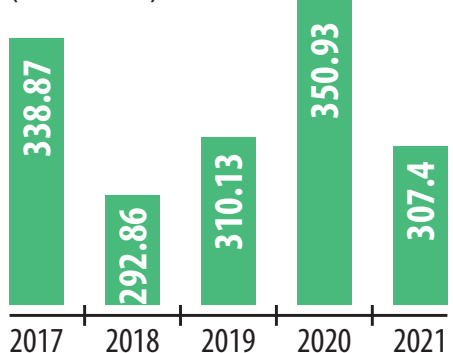
# BANGLADESH INSURANCE INDUSTRY INSIGHTS



We tend to strengthen our investment in the capital market by more than ten billion TK. We look forward to enhancing the Gono-Grameen Bima regarding social safety for the lower-income and lower middle-class people. Empowerment of women and increasing the extent of employment is our target. Insurance agents and employers would be given proper training in order to make them professional insurance agents. New products will be included in terms of world innovation and the demand of the customers. Moreover, contributing more to GDP is our aim and to be an illustrious company by achieving good governance.

**Md. Quddus Khan,**  
Secretary (Rtd.), GoB  
Administrator

## INVESTMENT INCOME (TK IN CRORE)



## Synopsis of Delta Life: Business Performance and Future Prospect

Delta Life was established as a private life insurance company at the initiative of some renowned expatriate Bangladeshis and native business entrepreneurs in the year 1986.

After Independence, while all the insurance companies were nationalized, in the mid 80's Government gave permission to run insurance companies in the private sector. Delta Life Insurance Company Ltd. emerged then and started its operation under the leadership of renowned Actuary and first Controller of Insurance of Independent Bangladesh, Mr. Shafat Ahmed Choudhury, FIA as its Chairman and Managing Director in the year 1986. The objective was to provide economic security and financial protection to the masses and to prove savings and investment in insurance are in fact profitable and lucrative.

The low income and marginalized people, who cannot leave any wealth and property for their children and family, have to ensure financial security for their family, but there was no provision for the low income and marginalized section of the society to provide them insurance protection through traditional insurance. Low income and marginalized people comprise a larger part of the society. Socio-economic security and progress is not possible by keeping them financially unsecured.

With this thinking in mind, Shafat Ahmed Choudhury introduced Micro-Insurance for the first time in Bangladesh through Grameen Bima Project in the year 1988 to bring the low income and marginalized people under the umbrella of insurance. For this reason, he is known as the pioneer of Micro-insurance, not only in Bangladesh but

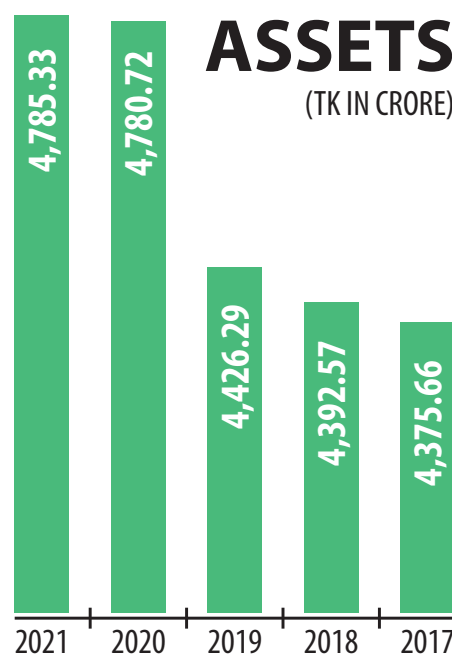
also all over the world. From the experience of successful operation of Grameen Bima, another project named Gono Bima was started in the year 1993 designed mainly for the poor people of urban slums. Both the projects became successful and contributed to the investment and life fund of the company. Later on, for Management and operational efficiency, transparency and cost reduction the above two projects were merged in the year 2003 and started operation in the name of Gono-Grameen

Bima Division. Following Delta Life, other Life Insurance companies also introduced Micro Insurance and became successful. But Delta Life is the only life insurance company which is operating Micro-Insurance all over Bangladesh through Gono-Grameen Bima Division with completely separate organizational structure.

### Role of Gono-Grameen Bima (GN-GRB) of Delta Life in Women Empowerment

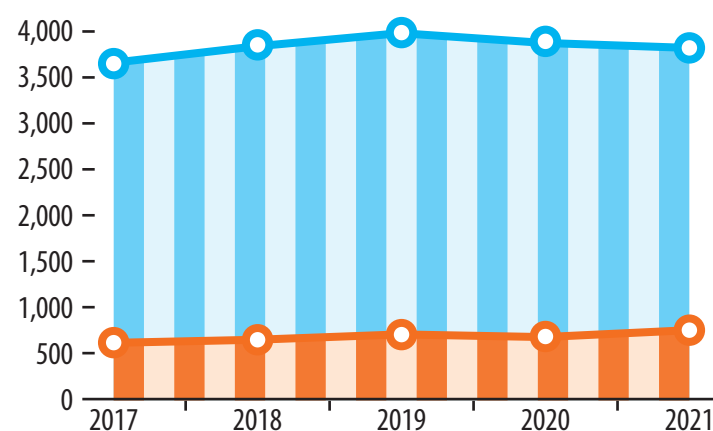
Since inception, Gono-Grameen Bima (GN-GRB) of Delta Life has been working for women empowerment and establishment of women's right. From the beginning less educated village women were especially encouraged to work as agents for selling policy and collection of premium. The number of female agents is about 70% of total agents and there are more female policyholders than male. By expanding Micro Insurance activities day by day, Gono-Grameen Bima is playing the role of a change maker for the women agents and policyholders. They could earn and build assets for their family. As a result, they established self rights and dignity in the family and society as a whole and are empowered to take decision in everyday matters.

Currently, the life fund stands at its highest and the fund of investment is edged at an outstanding level, and rate of claims settlement is more than the Company's existing premium income. Delta life Insurance achieved 'AAA' credit rating in 2015 and later.



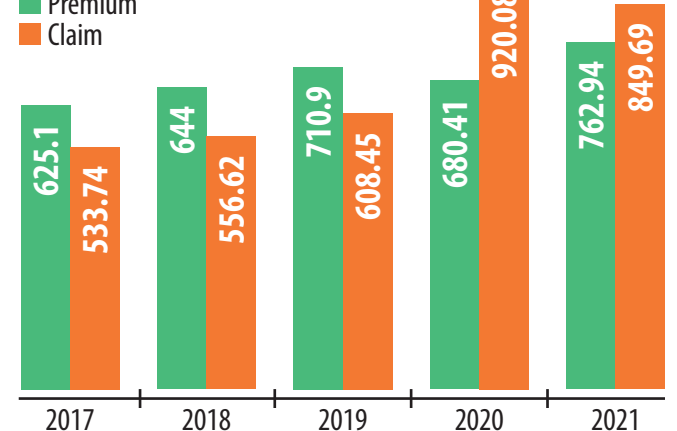
## Premium & Life Fund

(TK IN CRORE) ■ Life Fund ■ Premium



## Premium & Claim

(TK IN CRORE) ■ Premium ■ Claim





# BANGLADESH INSURANCE INDUSTRY INSIGHTS

## GUARDIAN LIFE— LEADING WITH INCLUSIVE INSURANCE FOR OVER 8 YEARS

Guardian Life Insurance Limited (GLIL) has been operational since 2014. The major sponsors of the company are Apex, BRAC & Square. Since inception, GLIL has been a strong proponent of inclusive insurance. Harnessing the power of business partnering and the latest in insurtech, GLIL has become a thought leader of the industry within a very short time. Being the largest corporate insurer of the country, they are now navigating the retail market. GLIL currently has 55 physical offices all over the country to give support to the retail customers and over 12,000 advisers who are delivering life insurance services across the country. It is Bangladesh's fastest-growing life insurance company, covering over 11 million lives.



Guardian Life Insurance Limited offers a wide range of services for risk management and long-term protection. GLIL's primary commercial products work with B2B business models. GLIL's commercial line products are classified into three categories: Group Insurance, Bancassurance, and Microinsurance.

**Group Insurance:** Guardian Life is partnered with over 345 leading corporate organizations across the country. As a result, more than 400,000 lives are covered by the protection, and over 113,000 health claims and near about 1000 life claims have been settled. Over BDT 247 crores have been paid in health and life claims over the last 8 years which is a commendable payout rate.

**Bancassurance:** Bancassurance is a joint venture between a bank and an insurance company that allows the insurance company to sell its products to bank customers on the bank's premises. GLIL has signed a standard operating procedure (SOP) with the country's leading multinational bank, Standard Chartered Bank (SCB), to begin this service once government approval is obtained. This firm is one of only two or three local insurers that offer dedicated credit shield services to bank customers. Already a

total of 128,000+ lives are covered and the amount of claim settlement till date is over BDT 20 crore. Besides, number of current Partner Banks/NBFI is 13. Some of these names include, BRAC Bank Ltd, AB Bank Ltd, Mutual Trust Bank Ltd, Lanka Bangla Finance, South Bangla Agricultural Bank Ltd, Midland Bank Ltd, IDLC Finance Ltd, Prime Bank Ltd, Meghna Bank Ltd, IDLC Asset Management Ltd and the aforementioned Standard Chartered Bank. Its team of experts is ready to analyse the needs of its partners to create an innovative, cost-effective solution designed to enhance the value added services (VAS) for its (partner) customers.

**Microinsurance:** GLIL made a breakthrough with Guardian-BRAC Bima (GBB), which brought GLIL's credit shield microinsurance products to around 5.6 million BRAC Microfinance users (10+ million including spouse). BRAC is the world's largest non-governmental organization, and GLIL provided insurance protection to their microfinance clients, of which 83 percent are women. Since its establishment, over 110k microcredit borrowers' claims have been resolved, totalling over BDT 515 crores, with the pay-out ratio for claims being 99 percent for GBB Project.

Apart from commercial products Guardian Life has focused on providing services through robust online services which they have been developing for a good part of the last five years. The first major milestone came with the launch of MyGuardian App & Portal back in May 2018 to ensure smooth digitized policy services. Then with the launch of EasyLife App in September 2018, Guardian Life introduced the first-ever Digital Life Insurance of Bangladesh. Later on, the digital journey of Guardian life got bigger

and better with eKYC integration to EasyLife – the first insurance eKYC of the country. GLIL also provide 24/7 customer service department, an AI based chat-bot for both Facebook and Whatsapp seen first time in Bangladesh. Being "customer first" always, they bought omnichannel communication systems to serve customers better. Guardian Life Insurance provides claims settlement in 5 days and through the ACPS portal, claim submission is possible in just 3 minutes.

The latest addition to the digital channels is the alternate distribution model (ADC). 27 strategic partnership agreements have been signed-off with



EasyLife is Guardian Life Insurance Limited's complete Digital Life Insurance solution app

organizations from different industries among which 12 ADC projects with Robi, bKash, Nagad, Jotno, OK Wallet, Carnival, DocTime, Upay and Truck Lagbe and few more in-App projects have already gone live since the very beginning and are now fully operational. Their project with Robi has expanded their reach to 12000 retail stores covering across 64 districts. The latest addition to the ADC channel is the inclusion of ready-made garments (RMG) sector of Bangladesh partnering BKash. Currently the Bkash-RMG project is being piloted at 30 garments factories of Bangladesh where more than 30,000 RMG workers are being offered easy and inexpensive life and health insurance solutions. The rate of uptake among garments workers is very impressive.

GLIL has also developed and implemented EasyLife Micro-Health Policies in digital platforms through ADC



Channels to a good response. To date, app install numbers are 260k and active app user numbers are over 200k which shows immense success and resonates with Guardian Life's innovative vision for digitization.

The company is moving strong with robust CAGR (Compound Annual Growth Rate) over the years; Total Premium grew by 112%, Life Fund by 127%, Assets by 68% & Investments by 67% respectively. Management expense ratio is also the lowest in country standing at 17.86% in 2020.

As of 2021, the company has covered over 11 million lives through its various innovative business models, while maintaining a claim payout ratio of 97%. Automated Claim Processing System (ACPS) launched in 2021 has also helped to

reduce the average claim processing time by 60%. Currently, the average settlement duration is 5 days which is comparable to international market standards.

Guardian Life prioritizes all types of life insurance for covering diverse people groups in our country, believing in "Insurance for All". There is no doubt that GLIL has a very strong Business to Business (B2B) or commercial product line, such as Bancassurance, Corporate, and Microinsurance to protect a large community and their dependents. The retail business is also growing at an unprecedented rate. With over 340,000 claims worth over BDT 1,000 crores paid out over 8 years, Guardian Life is demonstrating their strong presence in the insurance sector.



Guardian Life is striving towards setting new benchmarks in the industry through insurtech. Every step of the process is being made more customer friendly and transparent. We are the pioneers of full end-to-end digital platforms like EasyLife & MyGuardian that provide swift policy purchase experience via eKYC and smoothest customer services. Inclusive insurance has been at our core since the inception and now we are trying out new business partnering models banking on our insurtech platforms. We have recently introduced omnichannel customer experience to elevate the service level further. Innovation has made GLIL the frontrunners of the insurance boom.

CEO  
Sheikh Rakibul Karim, FCA



Automated Claim Processing System helps customers submit claim in 3 minutes



## Popular Life Insurance Company Limited – Insurance for the people

The journey of Popular Life Insurance Company Limited started on September 26, 2000, with a vision of caring for the welfare of the impoverished and to conduct social service activities. Over the last two decades, with the combined efforts and collaboration of everybody, this firm has progressively reached the doorsteps of the metropolis' agricultural workers.



“Our goal is to ensure financial security for the masses through our insurance. Through social awareness programs, we work to create a crime-free, financially self-reliant society which can usher in a new age for our country.”

Managing Director  
**B M Yousuf Ali**



The company's entire assets are now TK 2,299.67 crores, and the total life fund is TK 1,757.20 crores. The entire premium in 2021 was TK 650.77 crores, with about 51 lakh insurance clients. The company's initial paid-up capital was TK. 3 crore, and its current paid-up capital is TK. 60, 42, 83, 580. The permitted capital was originally 7 crores 50 lakhs; however, it has now been increased to 500 crores. Since the beginning, more than TK 5019.72 crores has been paid. Furthermore, in 2005, the firm was listed on the Dhaka and Chittagong Stock Exchanges. In 2010, the business established its own Popular Life Securities Ltd., through which it trades shares of other companies, including Popular Life Insurance Company.

The development of a healthy country involves the progress of education and culture, as well as nurturing traditions, sports, etc. Based on that idea, Popular Life Insurance actively participates in a variety of social and charitable projects, such as sponsoring a specialized organisation run by the Bangladesh Army called "Prayas".

The company has also contributed to planting trees and vaccination campaigns, as well as providing blankets among the poor during winter. There are numerous honours that the firm has earned in the country and abroad for its various charitable works. One of them is that the company was awarded the 'Corporate Governance Excellence National Award 2014' by the Institute of Chartered Secretaries of Bangladesh (ICSB)

for its highly acclaimed activities. Since 2008, for the 12th time in a row, the company has achieved the first prize by the Ministry of Home Affairs on the International Day against Drug Abuse and Illicit Trafficking for its significant contribution to anti-drug activities.

With the help of the local people of a small town, Popular Life Insurance Company started out as a means of handing over cheques for death and managing expired insurance claims in and around Hat Bazar Gramganj. This played a significant part in rehabilitating the insurance industry's public image, and since then Popular Life has always maintained their ethics of working for the common people.



# BANGLADESH INSURANCE INDUSTRY INSIGHTS

The Daily Star  
DHAKA WEDNESDAY JUNE 15, 2022  
ASHAR 1, 1429 BS  
S7



## Pragati Insurance – Driving forth change



Pragati Insurance Limited is maintaining its constant growth from the very beginning and hopefully it will remain in future. At present, the insurance market is in great demand which is expanding day by day. Though contribution to GDP in insurance sector is below 1%, we are hoping that the situation will change soon and it will show its effect in GDP. Currently, the government is paying more attention on this sector and has suggested expanding this insurance market by introducing new products. Few non-traditional products have already been launched, such as Bangabandhu Shurakkha Bima, Weather Index Based Crop Insurance etc. We are trying to reach the masses by creating need-based insurance products. This target will not only develop the market, but also help general consumers. However, the Government's constant focus is imperative for the betterment of this sector.

Advisor  
**Md. Rezaul Karim**

PRAGATI INSURANCE LIMITED (PIL) is a leading private non-life insurance company in Bangladesh. It was established in 1986 by a group of young Bangladeshi entrepreneurs who had earlier launched a Commercial Bank in the private sector. The Sponsors include Shipping Magnates, Engineers, Road Builders and Top Garment Industrialists. The company offers a complete range of general insurance products and services in motor, marine, energy, property and casualty, health, accident and liability areas.

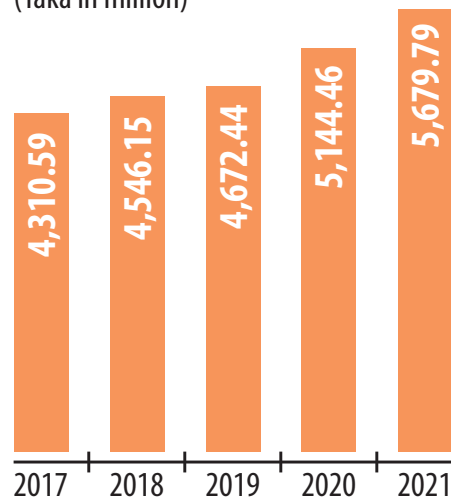
PIL, with its strong capital base and reinsurance partnerships with highly rated national and global Re-insurers, enjoys a competitive edge in the insurance industry. This is possible because of its



### PRODUCTS / SERVICES

- Fire Insurance
- Marine Insurance
- Motor Insurance
- Aviation Insurance
- Engineering Insurance
- Health & Accident Insurance
- Miscellaneous Insurance

### Growth of Asset (Taka in million)



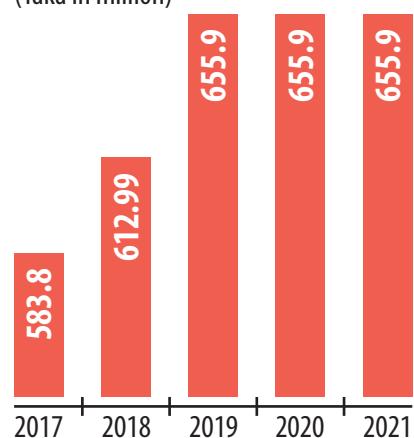
strong assets, huge reserves, a balanced portfolio mix, steady growth in gross premium and continuous increase in share price at the stock market.

Pragati is listed on both stock exchanges in Bangladesh and enjoys 'A' class reputation. Pragati Insurance

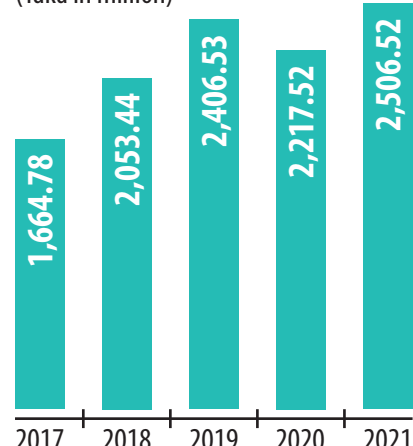


Limited is rated 'AAA' for the Long Term rating by renowned rating company. 'AAA' signifies 'VERY STRONG' financial security characteristics and with which an entity is adjudged to have very good financials, claim paying ability and first rate operating environment.

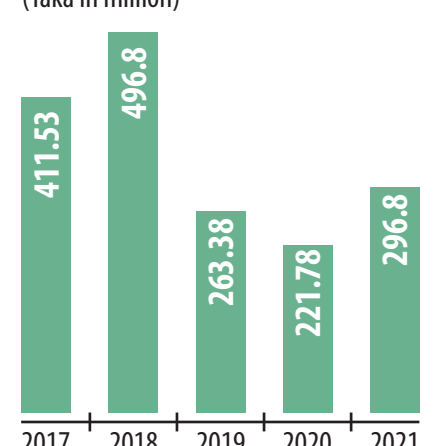
### Growth of Capital (Taka in million)



### Gross Premium Income (Taka in million)



### Gross Claim Settled (Taka in million)





# BANGLADESH INSURANCE INDUSTRY INSIGHTS

The Daily Star  
DHAKA WEDNESDAY JUNE 15, 2022  
ASHAR 1, 1429 BS  
S8

# RELIANCE INSURANCE

## The reliable insurer



“We want to continue healthy business practices with ethical values, towards our clients providing the finest services; as well as ensuring better communication with all regulators and stakeholders.”

**Md. Khaled Mamun**  
FCII (UK)  
Chief Executive Officer

Being a leading first generation private sector non-life insurance company in Bangladesh, Reliance Insurance Limited was incorporated in 1988. The company was subsequently listed with Dhaka and Chittagong Stock Exchanges in 1995. Reliance transacts all classes of non-life insurance business and its turnover was BDT 3,140.35 million in 2021. The Company carries its insurance activities through thirty-two branches across the country. Reliance received a Surveillance Rating of “AAA (Triple A)” (Stable outlook) from CRISL based on its sound financial performance and claim paying ability. Reliance has an authorized capital of BDT 2,000 million and paid-up capital of BDT 1,051.61 million. Shares of the company are traded in both Dhaka Stock Exchange and Chittagong Stock Exchange and are listed in the “A” category. The company has a total market capitalization of approximately BDT 9,202 million as at December 31, 2021.

In 34 years of its operations, Reliance’s business growth has been consistently impressive over the years. From a few million Taka at the start up stage, the Gross Premium of the Company is now over BDT 3.00 billion in 2021. The Shareholders equity has also grown impressively to BDT 6.77 billion in 2021. With this outstanding performance, Reliance Insurance Limited has indeed set a new benchmark in the Insurance industry of Bangladesh.

The company is flexible and responsive, in their approach towards satisfying clients by providing them with what they want, when they want it in accordance with their needs. Reliance Insurance has reliably been able to capture a huge portion of insurance portfolio of the leading local business conglomerates and MNC’s present in Bangladesh.



হিলায়েন্স ইন্স্যুরেন্স লিমিটেড  
**RELIANCE INSURANCE LIMITED**



Winner of the 21st ICAB National Award for Best Presented Annual Reports 2020

### BUSINESS PERFORMANCE (2017-2021)

Figures in Million Taka

PARTICULARS	2017	2018	2019	2020	2021
Gross Premium Income	2,572.67	2,689.26	3,000.47	2,937.12	3,140.35
Net Premium Income	1,237.65	1,312.49	1,324.70	1,062.50	1,148.87
Net Profit Before Tax	630.47	694.43	849.76	770.48	836.86
Net Profit After Tax	456.50	498.13	585.42	548.18	587.81
EPS	4.78	4.43	5.57	5.21	5.59
Paid up Capital	869.9	956.01	1,051.61	1,051.61	1,051.61
Shareholders’ Fund	5,543.10	5,814.10	5,531.93	6,386.90	6,771.16
Total Assets	8,230.75	8,804.50	8,999.72	10,277.90	11,082.88
NAVPS	57.98	55.29	52.60	60.73	64.39