



Etiqa's Media Clippings of March 2026
(1 - 31 March 2026)

19 March 2026, Marketing-interactive.com
Etika launched its Hari Raya web film 'Dongeng Pak Delulu' via its media social platforms



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Could Etika's 'Pak Delulu' story reveal who the real heroes are?

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In a blend of generative-AI (GenAI) and emotional storytelling, Etika has unveiled its *Hari Raya* 2026 web film, "*Dongeng Pak Delulu*," (The tale of Pak Delulu) shining a light on the quiet strength and sacrifices of everyday heroes within local communities.

The film, which premiered during *sabur* (break fast time) on 10 March 2026 across the brand's digital platforms, invites audiences to reflect on the often-overlooked acts of kindness and compassion that define the festive season. "Delulu" is a lighthearted Gen Z internet slang used to describe someone who is "delusional" or unrealistic.

At the centre of the story is Pak Amirul, a village barber affectionately known as "Pak Delulu" for his larger-than-life tales that blur the line between imagination and reality. As *Hari Raya* approaches, a chance encounter with a young boy sets the narrative in motion, weaving together humour and heartfelt moments.

Through Pak Delulu's colourful storytelling, audiences are introduced to "real-life superheroes" whose deeds are initially met with scepticism and amusement. However, as the festive celebrations bring the community together, a deeper truth begins to emerge, one that underscores how courage, care and sacrifice often exist quietly in everyday life.

Don't miss! Is this PruBSSN Raya film the most self-aware festive ad yet?



"*Dongeng Pak Delulu*" opens with a young man in the barber's chair at Pak Amirul's, getting a haircut ahead of *Raya*. Known for his love of tall tales, Pak Amirul has earned the nickname "Pak Delulu", spinning stories that often blur the line between imagination and reality, from spotting flying cars to encountering flying cats.

As the haircut continues, he begins sharing stories of "superheroes" he claims to know, one who can travel without taking a single step, another who can sense danger without sight, and a third who communicates effortlessly using only her hands.

Later, when the young man and his family reluctantly attend Pak Amirul's *Raya* open house, they begin to see the truth behind his stories. The "heroes" he spoke of are, in fact, people within the community, a man in a wheelchair, a blind man, and a mute woman, all of whom Pak Amirul treats with kindness, care and quiet respect.

The film continues the narrative established in Etika's 2025 brand campaign, reinforcing themes of empathy, trust and the importance of community in building meaningful relationships.

"*Hari Raya* is a time that reminds us of the importance of community, compassion and being present for the people who matter most," said Michelle Wee, head of brand and communications at Etika. "Through *Dongeng Pak Delulu*, we wanted to tell a story that celebrates the everyday heroes around us, individuals whose quiet acts of kindness and sacrifice often go unnoticed."

She added that the campaign is guided by the brand's purpose to "Make the World a Better Place," with the aim of encouraging audiences to recognise the extraordinary goodness within ordinary moments.

The film was produced by Imagineers Film, which has previously collaborated with Etika on multiple projects, bringing its expertise in storytelling and visual craft to the campaign.

With "*Dongeng Pak Delulu*," Etika joins a growing number of brands moving away from conventional festive storytelling, opting instead for narratives that feel grounded, relatable and reflective of real community experiences. One such instance is **PruBSSN (Prudential BSN Takafal)**, which took a different creative route this festive season, moving away from the usual emotionally charged *Raya* narratives with its latest campaign film, "*Selawah Kisah Raya*" (A *Raya* story).

The film is fronted by local celebrity Meetsreen, who first appears on screen, riding a bicycle with a forlorn expression and tears in his eyes. Audiences would be expecting to see another tearjerker with an emotional storyline, but he then says: "*Asal Raya je nangis, asal nangis je Raya. Setiap tahun, confirm jadi lero Raya*" ("When its *Raya* we'd cry, we'd cry when its *Raya*. Every year, I'm definitely the hero character").

Another Malaysian brand looking to break the festive ad mould, is **CelcomDigi**, as it turns the spotlight on Malaysia's cultural artisans this festive season with the launch of its *Raya* short film, "*Penyeri tradisi Raya*" (The shining lights of *Raya* traditions). The film takes audiences behind the curtain to highlight the individuals whose crafts shape the sights, sounds and flavours of *Hari Raya* celebrations across the country.



GENERAL NEWS

200 Asnaf, B40 Students Benefit From URWAH-Etiqa Shopping Riag Raya Programme

16/03/2026 09:51 AM



KANGAR, March 16 (Bernama) -- In a significant show of support for students in need, Persatuan Amal Kebajikan Sahabat Urwah (URWAH) and Etiqa Family Takaful Berhad (ETFB) have deepened their collaboration through the Shopping Riag Raya programme, directly benefiting 200 students from asnaf and B40 families in Perlis.

The programme helped students from Sekolah Kebangsaan Guar Nangka and Sekolah Kebangsaan Simpang Empat, each receiving RM200 for school uniforms and Hari Raya essentials.

URWAH chairman Mohamad Dhirar Azwar said the programme is part of the association's welfare initiative, targeting 1,250 asnaf and B40 recipients.

"For the Shopping Riag Raya programme, 200 students benefit, with 100 from Sekolah Kebangsaan Guar Nangka and 100 from Sekolah Kebangsaan Simpang Empat, each receiving RM200.

"In total, the partnership with Etiqa Takaful contributed RM220,500," he told Bernama recently.

He said the programme, held for the first time in Perlis with Etiqa Family Takaful Berhad, could become an annual event and expand to more schools.

"This programme helps students get new Hari Raya clothes as well as school essentials like uniforms," he said.

Azula Abdul Ghani from Kampung Simpang Empat expressed gratitude after her nine-year-old son received the aid, while Sekolah Kebangsaan Guar Nangka student Siti Ainin Soflyia Zul Helmi said she was thrilled to buy Hari Raya clothes and school uniforms through the initiative.

Etiqa Family Takaful Berhad chief executive officer Zafri Ab Halim said the company also donated equipment to Sekolah Kebangsaan Simpang Empat as part of its CSR initiative, including drinking equipment, a washing machine, and a digital TV to enhance learning.

"The equipment is meant to help students, especially from B40 families, enjoy a more comfortable learning environment at school.

"We hope this initiative will boost their learning, giving students the chance to succeed and create a brighter future for their families," he said.

The programme ended with an iftar with students and teachers, closing the URWAH and Etiqa Family Takaful Berhad charity event in Perlis.

-- BERNAMA

10;March 2026, Bernama Etqa Takaful Contributed Zakat Funds to print 5000 New Qurans for Educational Institutions and Communities with UMT



AM UMT Cetak 5,000 Naskah Mushaf Sultan Mizan Zainal Abidin, Agih Kepada 20 Universiti Awam

10/03/2026 03:53 PM



Sultan Terengganu Sultan Mizan Zainal Abidin berkenan berangkat dan merasmikan majlis tersebut.

Turut berangkat Yang Dipertuan Muda Terengganu Tengku Muhammad Ismail, Tengku Seri Setia Mahkota Raja Tengku Datuk Seri Muhammad Mu'az dan Tengku Puteri Utama Raja Tengku Datuk Seri Nadhirah Zahrah.

Majlis turut dihadiri Menteri Besar Datuk Seri Dr Ahmad Samsuri Mokhtar.

Mohd Zamri berkata bagi merealisasikan Projek Hibah Mushaf Sultan Mizan Zainal Abidin, EFTB telah menyalurkan dana amal jariah berjumlah RM375,000.

Bellau berkata penganjuran majlis pada hari ini juga bertepatan dengan sambutan ulang tahun ke-25 penubuhan UMT yang bukan sahaja dikenali sebagai institusi peneraju penyelidikan kelautan dan sains marin, tetapi juga aktif dalam usaha pemeliharaan khazanah warisan Islam negara melalui penyelidikan serta pemindahan ilmu kepada masyarakat.

-- BERNAMA

KUALA NERUS, 10 Mac (Bernama) -- Universiti Malaysia Terengganu (UMT) melalui Pusat Islam Sultan Mahmud telah mencetak sebanyak 5,000 naskah Mushaf Sultan Mizan Zainal Abidin untuk diagihkan kepada 20 universiti awam di seluruh negara sempena Ramadan.

Nalib Canselor UMT Prof Dr Mohd Zamri Ibrahim berkata Projek Hibah Mushaf Sultan Mizan Zainal Abidin yang dijalankan dengan kerjasama Etqa Family Takaful Berhad (EFTB) itu dilaksanakan bagi memperluas akses kepada bahan rujukan al-Quran yang sahih dalam kalangan warga akademik dan mahasiswa.

"Selain itu sebanyak 1,600 naskah mushaf turut dihibahkan kepada Kementerian Dalam Negeri bagi tujuan pengedaran nasional melalui pelaksanaan program 'Jam Exchange Quran'.

"Inisiatif berkenaan sebagai menyokong kempen 'Ke Arah Sifar Al-Quran Tanpa Perakuan KDN' yang bertujuan memastikan penggunaan mushaf mematuhi piawalan percetakan serta ketepatan teks al-Quran selaras dengan peraturan semasa," katanya kepada pemberita selepas Majlis Hibah Mushaf Sultan Mizan Zainal Abidin di universiti berkenaan di sini.

1 March 2026, Bernama

Etika Takaful Contributed Zakat Funds to Sponsor Etika Jelajah Kasih Ramadan to Provide Food Packs to Underserved Communities



AM

IAM Rancang Tambah Penerima Bantuan Dalam Kalangan Pengamal Media

01/03/2026 10:04 AM



Kredit: Pertubuhan kebajikan Islamic Aid Malaysia (IAM)

ALOR SETAR, 1 Mac (Bernama) -- Pertubuhan kebajikan Islamic Aid Malaysia (IAM) merancang untuk meningkatkan jumlah penerima manfaat dalam kalangan pengamal media pada tahun hadapan, susulan kejayaan program sulung mereka menyantuni golongan itu tahun ini.

Presiden IAM Zawahir Abdullah berkata pada tahun ini, 20 pengamal dan bekas pengamal media di lima negeri iaitu Kuala Lumpur, Perak, Kelantan, Pahang dan Kedah terpilih menerima bantuan di bawah program Jelajah Kasih Ramadan dengan kerjasama Etika Takaful.

"Setiap kali Ramadan, kita banyak fokus kepada anak yatim dan golongan asnaf tetapi sebenarnya ramai pengamal media yang turut memerlukan bantuan. Memang kita terlepas pandang dengan golongan pengamal media, sebab itu harus libatkan mereka juga.

"Ada antara mereka menghidap penyakit kronik, ada gangguan ramal atau uzur. Kita rancang untuk tambah penerima tahun depan bagi memastikan lebih ramai pengamal media yang memerlukan dapat dibantu," katanya selepas menyampaikan bantuan Jelajah Kasih Ramadan di sini, semalam.

Pada majlis itu, 200 penerima termasuk lima pengamal dan bekas pengamal media di Kedah menerima bantuan berupa pek barangan keperluan asas dan wang tunai.

Sementara itu, Pengarah Wilayah Bahagian Utara Etika Insurans dan Takaful Hazi Mohamed Kassim berkata penglibatan pihaknya adalah sebahagian daripada tanggungjawab zakat sosial yang membantu golongan kurang berkemampuan dan memerlukan.

"Kita bagi bantuan dalam bentuk barangan keperluan asas, diharap ia sedikit sebanyak dapat membantu mereka membuat persiapan Ramadan dan Aidilfitri yang bakal tiba tidak lama lagi," katanya.

Bagi bekas jurugambar New Straits Times Press (NSTP), Shahrizal Md Nor, 60, yang berkhidmat selama 30 tahun, beliau bersyukur ada pihak sudi membantu bekas pengamal media sepertinya yang kini sedang diuji dengan penyakit jantung.

"Saya kena serangan jantung, sebulan selepas berhenti kerja dan sekarang memang tidak mampu untuk bekerja kerana tidak boleh buat kerja berat. Bantuan diberikan ini sedikit sebanyak dapat bantu untuk menampung perbelanjaan menyambut Aidilfitri nanti," katanya.

Wartawan sambilan Media Prima, Roshila Murni Rosli, 35, yang bergantung kepada rawatan dialisis sejak 2022 bersyukur kerana bantuan itu membolehkannya membuat sedikit persiapan Aidilfitri memandangkan ketika ini dia lebih fokus kepada kos rawatan hospital.

-- BERNAMA



Date	Headline	Media Outlet	URL Link
24/03/2026	USM PKTAAB ORGANISES IFTAR PERDANA, BRINGS UNIVERSITY AND COMMUNITY CLOSER	Universiti Sains Malaysia	https://news.usm.my/index.php/english-news/12570-usm-pktaab-organises-iftar-perdana-brings-university-and-community-closer
23/03/2026	Berita Harian - UMT perkukuh kepakaran penyimpanan mushaf al-Quran	Berita Harian	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202603/20260323/news-1418289-20260323-2325-1774223570724.pdf
23/03/2026	13 Raya packets that brought more than just duit this 2026	MARKETING-INTERACTIVE	https://www.marketing-interactive.com/13-raya-packets-that-brought-more-than-just-duit-this-2026
19/03/2026	Bank pledges to help Asean's less privileged	The Star Online	https://www.thestar.com.my/metro/metro-news/2026/03/19/bank-pledges-to-help-aseans-less-privileged
19/03/2026	The Star - Bank pledges to help Asean's less privileged	The Star	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202603/20260319/news-1416321-20260319-2325-1773879143683.pdf
19/03/2026	Are we too obsessed with a perfect Raya? CARiNG Pharmacy weighs in	MARKETING-INTERACTIVE	https://www.marketing-interactive.com/are-we-too-obsessed-with-a-perfect-raya-caring-pharmacy-weighs-in
19/03/2026	Could Etiqa's 'Pak Delulu' story reveal who the real heroes are?	MARKETING-INTERACTIVE	https://www.marketing-interactive.com/could-etiqua-s-pak-delulu-story-reveal-who-the-real-heroes-are



Date	Headline	Media Outlet	URL Link
18/03/2026	9 Iklan Raya 2026 Pilihan EH!	Oh Semput	https://ohsemput.com/index.php/iklan-pilihan?id=319255
17/03/2026	Bernama - 200 Murid Asnaf, B40 Terima Manfaat Program Shopping Riang Raya Urwah-Etiqa	Bernama	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Broadcast/202603/20260316/BERM1430-20260316-01.mp4
16/03/2026	200 Asnaf, B40 Students Benefit From URWAH-Etiqa Shopping Riang Raya Programme	BERNAMA	https://www.bernama.com/en/general/news.php?id=2534783
16/03/2026	200 MURID ASNAF, B40 TERIMA MANFAAT PROGRAM SHOPPING RIANG RAYA URWAH-ETIQA	Malaysian National News Agency	https://www.bernama.com/radio/news.php?id=2534784
16/03/2026	200 asnaf, B40 students in Perlis receive Raya aid	theSun	https://thesun.my/news/malaysia-news/people-issues/200-asnaf-b40-students-in-perlis-receive-raya-aid/
16/03/2026	200 asnaf, B40 students in Perlis receive Raya aid	Lumi News	https://luminews.my/news/4098006
16/03/2026	200 asnaf, B40 students in Perlis receive Raya aid	Newswav	https://newswav.com/article/200-asnaf-b40-students-in-perlis-receive-raya-aid-A2603_fiv75c



Date	Headline	Media Outlet	URL Link
13/03/2026	Maybank mobilises RM7.2m Ramadan initiative across Asean	theSun	https://thesun.my/news/malaysia-news/maybank-mobilises-rm7-2m-ramadan-initiative-across-asean/
13/03/2026	Maybank mobilises RM7.2m Ramadan initiative across Asean	Rentkl Property	https://rentkl.com.my/maybank-mobilises-rm7-2m-ramadan-initiative-across-asean/
13/03/2026	Maybank mobilises RM7.2m Ramadan initiative across Asean	Newswav	https://newswav.com/article/maybank-mobilises-rm7-2m-ramadan-initiative-across-asean-A2603_XQIQkH
10/03/2026	UMT Cetak 5,000 Naskhah Mushaf Sultan Mizan Zainal Abidin, Agih Kepada 20 Universiti Awam	Malaysian National News Agency	https://www.bernama.com/bm/news.php?id=2532615
10/03/2026	UMT Cetak 5,000 Naskhah Mushaf Sultan Mizan Zainal Abidin, Agih Kepada 20 Universiti Awam	Malaysian National News Agency	https://www.bernama.com/bm/wilayah/news.php?id=2532615
09/03/20...	Maybank Introduces One2Cover Micro-Insurance On MAE App And Maybank2u	Newswav	https://newswav.com/article/maybank-introduces-one2cover-micro-insurance-on-mae-app-and-maybank2u-A2603_DAKf4i
09/03/20...	Maybank Introduces One2Cover Micro-Insurance On MAE App And Maybank2u	RinggitPlus	https://ringgitplus.com/en/blog/bank-news/maybank-introduces-one2cover-micro-insurance-on-mae-app-and-maybank2u.html



Date	Headline	Media Outlet	URL Link
09/03/20...	AmMetLife confirms new CEO	Insurance Business ASIA	https://www.insurancebusinessmag.com/asia/news/life-insurance/ammettle-confirms-new-ceo-567827.aspx
03/03/20...	Borneo Post-Sabah - IAM plans to expand aid programme for media practitioners next year	Borneo Post Sabah	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202603/20260302/news-1401835-20260302-2325-1772487747738.pdf
02/03/2026	TV1 - Jelajah kasih Ramadan - Pengamal media antara penerima sumbangan bakul makanan	TV1	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Broadcast/202603/20260301/TV1M1700-20260301-02.mp4
01/03/2026	IAM Rancang Tambah Penerima Bantuan Dalam Kalangan Pengamal Media	Malaysian National News Agency	https://www.bernama.com/bm/news.php?id=2528991
01/03/2026	IAM Plans To Expand Aid For Media Practitioners Next Year	BERNAMA	https://www.bernama.com/en/region/news.php?id=2528993



Media Release

Etiqua Insurance Singapore Returns to NATAS Travel Fair 2026

18 Mar 2026 10:00AM

Set CNA as your preferred source on Google

New Takaful travel product launched in same month to celebrate life's journeys

SINGAPORE - [Media OutReach Newswire](#) - 18 March 2026 - Etiqua Insurance Singapore, a leading general and life insurer, returns to the National Association of Travel Agents Singapore (NATAS) Travel Fair 2026 as the Official Travel Insurer for the fifth consecutive year. Themed "Be A NATAS World Traveller", Singapore's largest premier travel fair will be held at the Singapore Expo Hall from 27 to 29 March 2026, offering exciting promotions for travellers.



Customers can enjoy special promotions exclusively available at the NATAS Fair. With up to 45 per cent off Etiqua Travel Infinite and a special \$100 shopping voucher given to every 200th customer, Etiqua continues to make travel insurance more rewarding to all valued customers.

In addition, every customer will receive a complimentary gift with every purchase. From must-have travel essentials such as a versatile sports duffel bag, to a portable cooling fan to keep you cool on holiday, every traveller can enhance their journey with added convenience.

Celebrating Life's Journeys with the Launch of Travel Takaful

In the same celebratory month, Etiqua is simultaneously extending its "With You" brand promise to the wider community. Beyond the excitement at NATAS Travel Fair, Etiqua is proud to announce the launch of Travel Takaful, a Shariah-compliant travel protection plan designed to support world travellers across different life stages – whether travelling for leisure, family commitments, or Umrah journeys.

"At Etiqua Insurance Singapore, we are committed to being With You, at every stage of life and on every journey. Our continued partnership with NATAS reflects our commitment to helping travellers explore the world with confidence, while the launch of Travel Takaful extends inclusive, Shariah-compliant protection to customers seeking values-based coverage. Whether travelling for leisure, business, or faith-based journeys, we want Singaporeans to travel with complete peace of mind," said Claudia Soh, Acting CEO and CFO of Etiqua Insurance Singapore.

Guided by Takaful principles of shared responsibility and mutual care, Travel Takaful provides comprehensive coverage for overseas medical needs and unexpected travel disruptions:

- **Comprehensive Medical Support:** Coverage for overseas medical expenses ranging from S\$200,000 to S\$2.5 million, supported by Etiqua's 24-hour worldwide emergency assistance.
- **Trip Cancellation Coverage:** Trip cancellation coverage of up to S\$20,000 to mitigate unexpected changes in travel plans.
- **Tailored for All Stages:** Optional add-ons for pre-existing medical conditions and senior protection, offering flexibility for multi-generational travel.

By expanding its portfolio with this new offering, Etiqua reinforces its commitment to serving Singapore's diverse community with inclusive and meaningful protection solutions, that aligns with values-driven financial planning.

Enjoy journeys with Etiqua Insurance Singapore this March:

- Visit the NATAS Fair (Booth 4H49 at Singapore Expo Hall 4 and 5): For exclusive Travel Infinite discounts, complimentary travel gifts, and the chance to win special shopping vouchers.
- Explore the full suite of travel insurance products online: To learn more about the newly launched Travel Takaful and secure Shariah-compliant protection for your next journey, visit us at etiqua.com.sg.

*Terms and Conditions

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Hashtag: #EtiquaSingapore #EtiquaSG

The issuer is solely responsible for the content of this announcement.



Etika Insurance Singapore and AIA Singapore Join Forces to Expand Accessibility of Takaful for Customers



Corporate News | Tuesday, 24 Mar 2026, 4:08 pm



SINGAPORE – Media Outreach Newswire – 24 March 2026 – Etika Insurance Singapore and AIA Singapore today announced a strategic distribution partnership to broaden access to Shariah-compliant, values-based Takaful solutions across Singapore. This collaboration marks an important milestone in advancing the Islamic insurance landscape locally and enabling more customers, both Muslim and non-Muslim alike, to benefit from ethical, transparent and socially responsible financial solutions.

Under the partnership, Etika Insurance Singapore's suite of Shariah-compliant Family Takaful products will be distributed through AIA Singapore and AIA Financial Advisers, the nation's largest tied distribution channel comprising more than **6,300 highly professional, qualified AIA insurance representatives**. This expanded reach significantly increases accessibility and choice for customers seeking principled and values-aligned protection and savings options.

Growing Demand for Values-Based Financial Solutions

Global demand for Takaful continues to rise as consumers increasingly prioritise financial solutions aligned with their personal values. The global Takaful market is projected to grow from US\$36.5 billion in 2025 to US\$63.6 billion by 2030, representing a compound annual growth rate (CAGR) of 11.7%^[1]. Since launching its Takaful offerings, Etika Insurance Singapore has seen strong and accelerating momentum, supported by rising consumer awareness and growing confidence in Shariah-compliant financial protection.

Creating a Unified Takaful Ecosystem in Singapore

The partnership brings together the complementary strengths of both insurers to build a more cohesive and accessible Takaful ecosystem:

- **Etika Insurance Singapore** – The pioneer in reintroducing Takaful insurance to Singapore after more than a decade, with deep expertise and a dedicated Shariah advisory framework.
- **AIA Singapore** – One of the nation's leading life and health insurers with extensive distribution capabilities, broad community reach and a diverse customer base.

Together, the two organisations are positioned to significantly expand the availability, understanding and adoption of Takaful solutions in Singapore.

"This partnership marks an important step in advancing access to Shariah-compliant protection and savings solutions in Singapore," said Claudia Soh, Acting Chief Executive Officer, Etika Insurance Singapore. "By leveraging AIA's extensive distribution network and strong presence within the Muslim community, we can scale Takaful solutions more effectively and reach customer groups that have historically been underserved. As demand for values-aligned financial planning grows, this collaboration reinforces our commitment to inclusive and responsible insurance."

"This partnership with Etika is a pivotal step in our commitment to inclusivity and we are excited to work together," said Alvin Fu, Chief Distribution Officer, AIA Singapore. "By integrating Etika's Shariah-compliant expertise with our highly professional AIA insurance representatives, we can serve a wider customer base, close protection gaps and help more families live Healthier, Longer, Better Lives."

Bringing Takaful to the Masses

While rooted in Islamic principles, Shariah-compliant, values-based Takaful solutions serve a broad spectrum of customers and appeal to increasingly values-driven consumers seeking ethical, transparent and socially responsible financial protection and savings solutions beyond the Muslim community.

Beyond distribution, Etika Insurance Singapore shares a long-term commitment to raising awareness, understanding and adoption of Takaful solutions across Singapore. Through educational programmes and community engagement initiatives, the partnership aims to enhance financial literacy, deepen understanding of Takaful principles and bring Takaful education directly to underserved communities, empowering consumers to make informed decisions on protection and savings.

[1]<https://www.thebusinessresearchcompany.com/report/takaful-global-market-report>



Date	Headline	Media Outlet	URL Link
25/03/2026	Etiqa Insurance Singapore and AIA Singapore Join Forces to Expand Accessibility of Takaful for Customers	Dagang News	https://www.dagangnews.com/article/english/etiqa-insurance-singapore-and-aia-singapore-join-forces-to-expand-accessibility-takaful-customers-66666
24/03/2026	Etiqa Insurance Singapore and AIA Singapore Join Forces to Expand Accessibility of Takaful for Customers	theSun	https://thesun.my/business/corporate-news/etiqa-insurance-singapore-and-aia-singapore-join-forces-to-expand-accessibility-of-takaful-for-customers/
24/03/2026	Etiqa Insurance Singapore and AIA Singapore Join Forces to Expand Accessibility of Takaful for Customers	Lumi News	https://luminews.my/news/4120986
24/03/2026	Etiqa and AIA form strategic partnership to expand shariah-compliant takaful access in Singapore	CXP - Customer Experience Asia	https://cxp.asia/2026/03/24/etiqa-and-aia-form-strategic-partnership-to-expand-shariah-compliant-takaful-access-in-singapore/
24/03/2026	Etiqa Insurance Singapore and AIA Singapore Join Forces to Expand Accessibility of Takaful for Customers	Malaysia Global Business Forum	https://www.malaysiaglobalbusinessforum.com/media-outreach/?release_id=455940
24/03/2026	Etiqa Insurance Singapore and AIA Singapore Join Forces to Expand Accessibility of Takaful for Customers	Woah! MY Media Network	https://www.woah.my/media-outreach/?release_id=455940
24/03/2026	Etiqa Insurance Singapore and AIA Singapore Join Forces to Expand Accessibility of Takaful for Customers	ASEAN Gazette	https://www.aseangazette.com/tmt-newswire/media-outreach/2026/03/24/etiqa-insurance-singapore-and-aia-singapore-join-forces-to-expand-accessibility-of-takaful-for-customers/92854/



Date	Headline	Media Outlet	URL Link
24/03/2026	Etiqua Insurance Singapore and AIA Singapore Join Forces to Expand Accessibility of Takaful for Customers	Malay Mail	https://www.asean gazette.com/tmt-news wire/media-outreach/2026/03/24/etiqua-insurance-singapore-and-aia-singapore-join-forces-to-expand-accessibility-of-takaful-for-customers/92854/
24/03/2026	Etiqua Insurance Singapore and AIA Singapore Join Forces to Expand Accessibility of Takaful for Customers	Malaysia World News	https://www.malay mail.com/news/money/me diaoutreach/2026/03/24/etiqua-insurance-singapore-and-aia-singapore-join-forces-to-expand-accessibility-of-takaful-for-customers/455940
24/03/2026	Etiqua Insurance Singapore and AIA Singapore Join Forces to Expand Accessibility of Takaful for Customers	Newswav	https://www.malaysiaworldnews.com/etiqua-insurance-singapore-and-aia-singapore-join-forces-to-expand-accessibility-of-takaful-for-customers/
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24/03/2026	Etiqa and AIA expand Takaful access via 6,300 agents	Singapore Business Review	https://sbr.com.sg/insurance/news/etiqa-and-aia-expand-takaful-access-6300-agents
24/03/2026	Etiqa and AIA expand Takaful access via 6,300 agents	Insurance Asia	https://insuranceasia.com/insurance/news/etiqa-and-aia-expand-takaful-access-6300-agents
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18/03/2026	Etiqa Insurance Singapore returns to NATAS Travel Fair 2026	Rentkl Property	https://rentkl.com.my/etiqa-insurance-singapore-returns-to-natas-travel-fair-2026/
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18/03/2026	Etiqa Insurance Singapore returns to NATAS Travel Fair 2026	Lumi News	https://luminews.my/news/4105779
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18/03/2026	Etiqa Insurance Singapore Returns to NATAS Travel Fair 2026	Asian Journeys	https://asianjourneys.com.sg/media-outreach-newsire?release_id=454498
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18/03/2026	Etiqa Insurance Singapore Returns to NATAS Travel Fair 2026	Channel NewsAsia (CNA)	https://www.channelnewsasia.com/media-release/etiqa-insurance-singapore-returns-natas-travel-fair-2026-6000456
19/03/2026	Etiqa Insurance Singapore Returns to NATAS Travel Fair 2026 New Takaful travel product launched in same month to celebrate life's journeys	Menitone.com	https://www.menitone.com/?release_id=454498



SunStar PHILIPPINES

Business

Etiqua Philippines reinforces financial strength, underscoring long-term commitment to policyholders



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In an industry where trust is built on promises that span decades, financial strength is not just a metric – it is a responsibility. Etiqua Philippines continues to demonstrate stability and resilience, anchored on strong capitalization, disciplined risk management, and the solid backing of its regional parent institutions.

As a composite insurer, Etiqua Philippines maintains separate and robust Risk-Based Capital (RBC) positions for its Life and Non-Life businesses, both significantly exceeding regulatory requirements set by the Insurance Commission.

As of 2024, Etiqua Philippines' Life Insurance business maintains an RBC level at twice the regulatory requirement, while its Non-Life Insurance business operates at five times the required minimum. These strong capital buffers reflect prudent financial stewardship and the company's ability to absorb market volatility while continuing to meet obligations to policyholders across all lines of business.

In addition, the company complies with the ₱1.3 billion minimum capital requirement for life insurance companies, reinforcing its operational stability and readiness for long-term, sustainable growth.

Etiqua Philippines forms part of Etiqua International Holdings (EIH), the insurance arm of the Maybank Group, one of Southeast Asia's leading financial institutions. EIH operates across Malaysia, Singapore, Indonesia, Cambodia, and the Philippines, enabling the transfer of regional expertise, governance discipline, and best practices across markets.

Maybank Group is Southeast Asia's fourth-largest bank by assets and the only foreign bank present in all ten Asean countries. This strong institutional backing provides Etiqua Philippines with financial depth, risk management discipline, and access to global standards in operations and governance.

Financial strength is ultimately measured by performance. In 2025, Etiqua Philippines paid nearly ₱4 billion in claims across life, health, and general insurance lines, underscoring its consistent ability to deliver on commitments when customers need support the most. Each claim settled represents more than a transaction—it reflects a promise honored.

Complementing its capital strength is a conservative and disciplined risk management framework aligned with international standards. Etiqua Philippines adheres to rigorous underwriting practices, prudent investment strategies, and strong internal governance controls. This approach ensures sustainability while balancing growth with long-term security for policyholders, prioritizing resilience over aggressive expansion.

"Financial strength is fundamental to the trust our customers place in us," said Anthony Bernabe, President and Chief Executive Officer of Etiqua Philippines.

"Maintaining capital well above regulatory requirements across both our Life and Non-Life businesses allows us to protect policyholders today while ensuring we remain resilient for decades to come. Our responsibility is not just to be strong—but to stay strong, for the long term."

Supporting this view, OIC-Chief Financial Officer Modesta Mammud highlighted the discipline behind the numbers. "Our management deliberately focuses on capital adequacy, risk discipline, and sustainable financial management. These pillars ensure that Etiqua Philippines remains well-positioned to meet policyholder obligations while supporting future growth," Mammud said.

For customers, financial strength translates to assurance—confidence that policies remain secure through economic cycles, that claims will be paid promptly, and that long-term protection plans will be honored. As the insurance landscape continues to evolve, Etiqua Philippines remains steady, guided by disciplined financial management, regional strength, and a customer-first mindset. **PR**

March 2026
 Etiqa Mentions – The Philippines



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17/03/2026	Etiqa Philippines highlights strong capital base, steady claims payouts	Malaya Business Insight	https://malaya.com.ph/business/marketing-board/etiqa-philippines-highlights-strong-capital-base-steady-claims-payouts/
17/03/2026	Etiqa Philippines: A long-term partner for protection, progress, and peace of mind	Philippines Graphic	https://philippinesgraphic.com.ph/2026/03/17/etiqa-philippines-a-long-term-partner-for-protection-progress-and-peace-of-mind/
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07/03/2026	Etiqa Philippines Reinforces Financial Strength, Underscoring Long-Term Commitment to Policyholders	World News	https://article.wn.com/view/2026/03/07/Etiqa_Philippines_Reinforces_Financial_Strength_Underscoring/



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