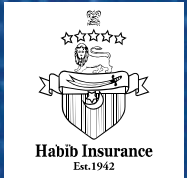


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An **organization's ability** to learn, and **translate learning** into action **rapidly**, is the ultimate **competitive advantage**.

- Jack Welch



SALES & MARKETING TRAINING PROGRAMME FOR

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STARTING FROM JUNE 8TH 2026**



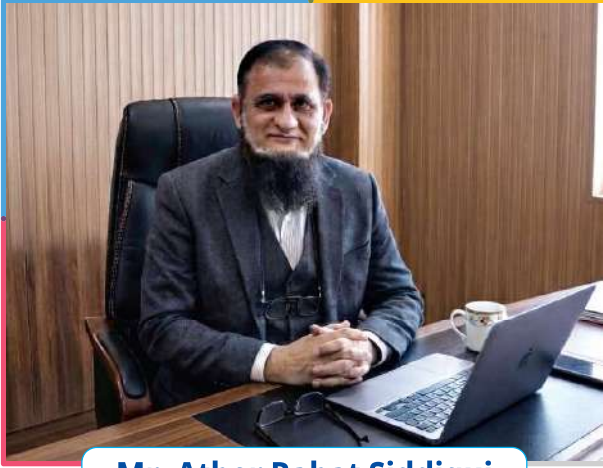
03 Months Sales & Marketing Training Programme for Habib Insurance Company Limited





Facilitators

08th June to 30th June 2026



Mr. Ather Rahat Siddiqui



Mr. Fawwad



Ms. Faseeha Athar Siddiqui



Engr. Fareed Hussain A. Gad



Mr. Altamash Malik



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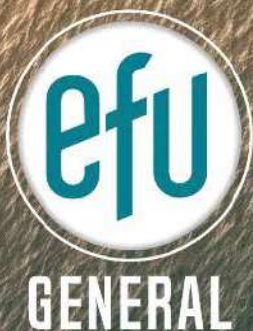
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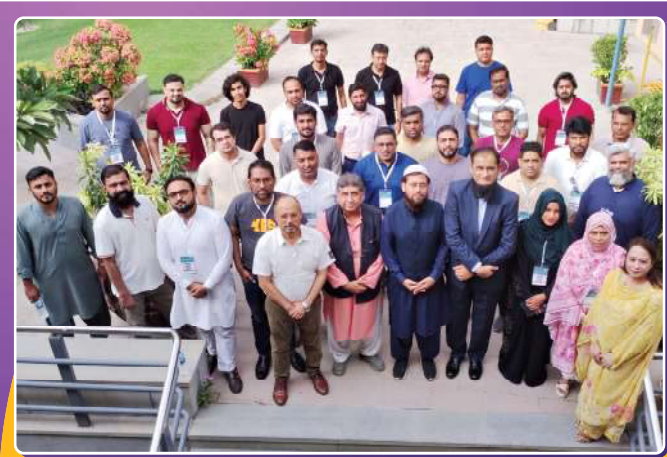
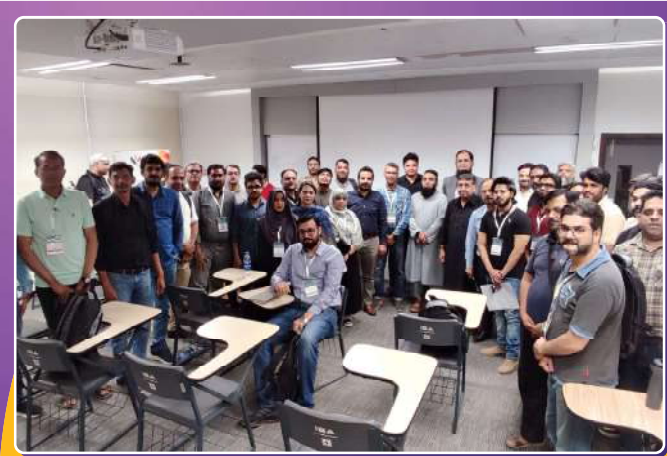
Family Takaful and Product Development By Mr. Waqas Ahmed



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PII Congratulates



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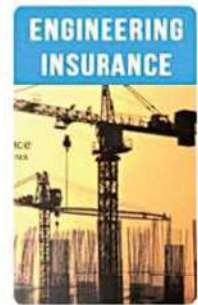
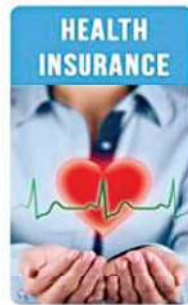
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Draft Insurance Bill 2026: A New Regulatory Era in Insurance and Takaful Market of Pakistan

Aneel Akhtar – Head of Compliance – 5th Pillar Family Takaful Limited

Pakistan is about to change the way insurance and Takaful works. The Insurance Bill 2026, placed before the National Assembly in May, would replace the old Insurance Ordinance of 2000 and for the first time, it gives Takaful and digital distribution a proper place in the law.

The Bill formally defines **digital insurance** as coverage distributed, serviced, and administered primarily through digital means, and introduces an entirely new *digital-only insurer* category, providing a dedicated legal identity for insurtech operators that rely on technology across all business functions. Digital distribution through websites, mobile applications, and electronic platforms is explicitly recognized under the intermediaries framework.



Index-based or parametric insurance is introduced as a defined product class, enabling automated, data-driven claim settlements triggered by predetermined indices without individual loss assessment. Built for agriculture, climate and disaster cover, it depends on solid data and automated triggers and marks an area where effective use of AI and Machine learning can expedite the business solutions.

Electronic policy issuance, regulatory return submissions, and digital communication with policyholders are codified throughout the Bill, while SECP gains broad powers to prescribe IT governance frameworks, cybersecurity standards, and data management requirements as licensing conditions.

On the Takaful front, the Bill is truly transformative in a way by defining Takaful and retakaful, recognizing standalone and window Takaful operators as distinct licensed entities, mandating retakaful arrangements at par with conventional reinsurance, extending the full Act's applicability to Takaful business through a *mutatis mutandis* provision, stipulating microtakaful for financial inclusion, and development outreach frameworks specifically for Takaful sector. It also mandates creation of statutory guarantee fund designed to protect policyholders in the event of insurers' insolvency.

The Bill consolidates the regulatory mandate of the Securities and Exchange Commission of Pakistan (SECP) with significantly expanded supervisory powers, including risk-based licensing, enhanced fit-and-proper criteria for directors and key executives, and mandatory minimum paid-up capital revisions for both life and non-life insurers. On the enforcement side, the Bill introduces tiered penalties, debarment powers, and provisions for compounding of offences, signaling a move toward a more assertive, risk-proportionate regulatory posture aligned with international best practice standards.

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Events in the Industry

EFU Life Wins 'Brand of the Year' Award 2025-2026

EFU Life Assurance Ltd., a leading Life & Health insurer and Family Takaful operator in Pakistan, has been awarded 'Brand of the Year Award 2025-2026' for the Best Life Insurance Company by The Brands Foundation.

This marks the 14th time the Company has received this distinguished recognition.

Mr. Azeem Pirani, Chief Operating Officer and Executive Director at EFU Life, received the award from the Chief Guest, Mr. Qaiser Ahmed Sheikh, Federal Minister for Investment, Government of Pakistan.

The Brand of the Year Award is presented annually to a single brand in each category, for excellence in market leadership, brand strength, and consumer preference.

For over three decades, EFU Life has played a pioneering role in Pakistan's life insurance industry, introducing innovative products and digital solutions designed to meet the evolving needs of customers.

Guided by its vision, 'Every family in Pakistan insured with EFU Life,' the Company continues to work towards ensuring that no household remains uninsured by increasing insurance penetration across Pakistan. EFU Life offers comprehensive and affordable financial planning, protection, savings, health, investment, retirement, and Family Takaful solutions to support individuals and families at every stage of life.



Beyond Ignite Adamjee Life Annual Sales Conference - 2026

The Adamjee Life Annual Sales Conference 2026 brought together the Company's top-performing sales professionals from across Pakistan for a memorable celebration of excellence, dedication, and achievement.

Beyond the awards and accolades, the conference fostered meaningful conversations, encouraged the exchange of ideas, and inspired fresh perspectives, strengthening the collective spirit of the Adamjee Life sales force and reaffirming a shared commitment to delivering greater value to our customers.

As colleagues celebrated milestones and shared success stories, the event reinforced Adamjee Life's commitment to cultivating a high-performance culture where excellence is recognized, ambition is encouraged, and every achievement translates into better service, stronger relationships, and lasting financial security for the individuals and families we proudly serve.



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