

INSURANCE COMPANY OF THE YEAR

Open to all insurers authorised to conduct business in the Tanzania

The shortlist for this category will be made up of the firms that the judges believe have demonstrated, through their entries, in the BIMA AWARDS categories - including - but not restricted to - Personal Lines Insurer of the Year, Commercial Lines Insurer of the Year, Customer Care, Claims Initiative, Investing in the Profession and Digital Insurance Innovation - that they are a business that stands out from the field.

The firms shortlisted for this award will be expected to do a short presentation to the Tanzania insurance Award judges. At this presentation, they will be able to fully explain their commitment to meeting customer demands; a broad strategic vision; track record of innovation and growth/ profitability.

The Judges will:

- a) These awards will be largely voted by insurance consumers.
- B) Entities that shall have satisfactory met regulatory requirement stand the higher chance
- C) Demonstrate - within the context of an overall brand strategy - how their organization has used a range of techniques to improve market share, enhance customer loyalty, raise awareness or break into new markets.



THE **TANZANIA**
INSURANCE
AWARDS **2019**

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