

AIA Group



Background of AIA



With almost a century of history, AIA is the largest independent publicly listed pan-Asian life insurance group – with a presence in 18 markets across the Asia-Pacific region. AIA’s vision is to be the world’s pre-eminent life insurance provider and the company’s purpose is to play a leadership role in driving economic and social development across the region.

International Ranking



In its pursuit of being the world's pre-eminent life insurance provider, AIA is now the largest independent publicly listed pan-Asian life insurance group, the second largest life insurer in the world and is ranked #1 worldwide for MDRT (Million Dollar Round Table) members.

Geographical Spread



AIA has a presence in 18 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan,

Vietnam, New Zealand, Macau, Brunei, Cambodia, a 97 per cent subsidiary in Sri Lanka, a 49 per cent joint venture in India and a representative office in Myanmar.

Figures Including Claims



AIA has achieved consecutive growth year on year and the company currently owns USD 200 billion in assets (as of 31st May 2017), has more than 30 million individual policies, has more than 16 million group scheme members, has paid 13 million benefits during the year 2016 and has a total sum assured of over USD 1 trillion.

CSR



Focused on doing the right thing, the right way with the right people, the group undertakes initiatives to stimulate economic growth and invests heavily in sustainability. While focusing on improving the health and wellbeing of employees, agents, customers and communities, the company also proactively engages in managing and mitigating its environmental footprint.

Innovation



Innovation plays a critical role at AIA in delivering growth and success. A team dedicated to developing and progressing bold new ideas that challenge the status quo are constantly looking for ways to improve the way the company interacts with customers, employees and distribution channels.

AIA's market-leading interactive Point of Sales (iPoS) system is a tablet-based sales suite that includes financial needs analysis and the ability to obtain quotations, complete applications with electronic signature and make payments.

The exceptional success of iPoS led AIA to elevate the platform to a new level with the interactive Mobile Office (iMO). iMO contains a comprehensive new suite of applications that assist AIA's advisors and sales leaders to plan their business and recruit the right talent, monitor and manage sales activity and further develop sales-related skills.

Products and Services



AIA recognises everyone has different needs at different stages of life and is committed to helping customers meet their medical and financial needs. With a wide range of life and health protection and long-term savings products, AIA has solutions specially designed to meet customer needs. AIA's dedicated team of professionals offer high-quality advice and support that provides customers insurance covers they need to meet the challenges of life.

AIA Sri Lanka



History of the company



The AIA brand was introduced to Sri Lanka in 2012. However AIA Sri Lanka comes with over three decades of experience since the inception of CTC Eagle Insurance – in 1989. Since then the company has gone through three major brand changes with globally recognized household names in the insurance industry.

Market Share Details



AIA Sri Lanka has declared a dividend of 9.46% per cent for its policyholders. This is yet another year of AIA delivering impressive dividend figures to their customers and this consistency is testament to the strength and outstanding investment strategy of AIA's life fund, which now stands at LKR 32 Bn.

Products and Services



AIA Sri Lanka offers a range of products to suite the varying needs of Sri Lankans, including savings, retirement, protection, health and investment. AIA's latest innovative offering, AIA Vitality, is a science backed programme that helps Sri Lankans get healthy and fit.

CSR



AIA Sri Lanka's initiatives are nationally relevant and contribute meaningfully to the well-being of the community. The company's primary focus is on three endeavours: Safety, Education and Healthy Living with various activities planned throughout the year to drive economic and social development across the region.

Special Achievements



AIA Sri Lanka has won multiple awards over the years which are testament to the competence and good governance of the company as well as our commitment to uplifting the community. Most recently AIA Sri Lanka was entered into 'Sri Lanka's Best Companies to Work for - Hall of Fame,' as the company collected its 5th consecutive Great Place To Work® recognition. AIA has also been #1 in MDRT in Sri Lanka (Million Dollar Roundtable) for 2 years consecutively (2015, 2016).

Customer Base and Claims



AIA Sri Lanka has served Sri Lankans for almost three decades, providing customers with a superior service through its branches located across the island. As at 31st December 2016, the total amount protected was recorded at Rs 331 billion.

Wealth Planners



AIA's team of dedicated, competent and specialized Wealth Planners are equipped with the best of both local and international training as well as the latest of technology to provide the best possible advice and world class solutions. Most notably, AIA has the most number of MDRT members in Sri Lanka, with a total of 110 MDRT certificates awarded to AIA Wealth Planners and Bancassurance Executives in 2016.

Management and People



AIA's management team comprises of veterans in the industry and are proven leaders who have greatly contributed to the growth of the company. Together with a team of highly professional and dedicated employees, the company continues to raise the standards of the insurance industry and reinforce the company's values

Strengths of AIA Sri Lanka



Investments and Assets



With almost a century of experience in the insurance space, the AIA brand is here to stay. To attest its commitment to Sri Lanka, the company has invested in its communities and has significantly grown its asset base. Currently standing at over Rs 46.3 billion, the company is determined to further strengthen its financial position in the country to better serve Sri Lanka's generations to come.

Bank partnerships



The leader of Bancassurance in Sri Lanka, AIA has exclusive partnerships with three of the leading banks in the country which include, NDB Bank, DFCC Bank and Standard Chartered Bank. AIA is able to leverage its extensive Bancassurance expertise across the region to provide our partner Banks' clientele with a range of financial protection solutions under one roof. AIA Bancassurance also produced 30 MDRT members in 2016, which was the highest Bancassurance MDRT membership in the country.