

ATL Bags Gold in the Life Insurance category at the National Sales Congress 2016

ATL (Amāna Takaful PLC) shone at the National Sales Congress 2016 as Mohamed Niyaz Mohamed Shafraz was bestowed with the Executive/Supervisor GOLD AWARD in the Life Insurance category. The National Sales Congress is the premier event dedicated to recognize the efforts and performance of Sales Personnel, organized by the Sri Lanka Institute of Marketing (SLIM), the national body for marketing. It also happens to be the only national level event that recognizes and rewards the Sales Force of Sri Lanka. Presently a Team Leader attached to ATL Life, Shafraz embodies the high quality sales force that characterises the success of ATL.

Commenting on the award, Fazal Ghaffoor – CEO, Amana Takaful PLC said: “We are proud of Shafraz for having won the prestigious Gold award at the National Sales Congress, which is the apex awarding body that recognizes the efforts of the industry’s sales force. Shafraz’s dedication and passion to serve the company’s customers reflects the vision of ATL to differentiate its offering based on high quality and personalized service. We strive to achieve excellence across our operations and believe in engendering a culture of learning and development to empower our employees further.”

Bringing further fame to the company, Channa Abeywickrema, Manager – Underwriting, ATL, has been adjudged as the ‘Most Outstanding Candidate in Sri Lanka at the Chartered Insurance Institute Examinations (UK) for 2015’. Meanwhile, Mohamed Waseem, Executive – Motor Claims, Galle Branch, has secured 1st place amongst Sri Lankan candidates in the Associateship examination conducted by the Insurance Institute of India in 2015. All these outstanding employees were felicitated recently by the upper echelons of ATL.

ATL operates its state-of-the-art Takaful Academy of Skills and Knowledge (TASK) centre to help develop the company’s staff and expand their current knowledge and skill set. ATL serves all segments of customers and engages a x strong team across its network of x branches.

ATL continues to be in the forefront of the insurance industry in Sri Lanka and caters to all segments of customers. ATL operates on the concept of bringing people together to be part of a system that gives them the opportunity to help each other. Since its inception over 17 years ago, ATL been successful in establishing a strong position for the concept of Takaful amidst stiff competition from established conventional players. One of the few ISO-certified insurance providers in Sri Lanka, ATL operates with nearly 30 branches and is set to expand further to better serve customers across the country. ATL continuously reaches out to customers from all segments of society and offers innovative and state-of-the-art insurance products that are convenient, affordable and reliable. As part of its commitment to remain ‘open to all’, ATL serves all communities and employs a multi-ethnic team across its network. The company was also recently upgraded by the Lanka Rating Agency to a rating of BBB/P3/Stable and recently achieved ISO 9001:2008 re-certification.



Winners with the upper echelons of ATL at the felicitation.

from left : Mohamed Shafraz / Tyeab Akbarally - *Chairman, ATL* / Mohamed Waseem / Channa Abeywickrema / Fazal Ghaffoor – CEO, ATL / Gehan Rajapakse - CEO ATL Life