

Amāna Takaful Strategic Partner for CEAT SLADA Championship 2014

Wednesday, 17, June, 2014, Colombo: Amāna Takaful, the only fully fledged Takaful operation in the country and the flag bearer of the Takaful way of insurance in Sri Lanka extended its partnership with the Sri Lanka Auto-sports Drivers' Association (SLADA) for the second consecutive year.

Commenting on the partnership with SLADA, Adel Hashim, General Manager, Sales and Marketing Amāna Takaful, stated, "It has been a very exciting experience for us to associate ourselves with SLADA. Also the belief that 'driving fast gives a thrill in the race, while driving safe gives a thrill on the road' communicates a clear message of responsible driving to the public. We need to encourage individuals to support safe driving on our roads as road accidents and fatalities are increasing in the country and leaving many people helpless. Through this association we are able to help a fast growing sport – which also conveys safety first on the road."

Associated with the Sri Lanka Army, Sri Lanka Military Academy and Sri Lanka Air Force, SLADA runs six popular racing events in the country. Fox Hill Super Cross, Gunners Super Cross, Sigiriya Rally Cross, Cavalry Super Cross, Gajaba Super Cross and Rotherham Circuit are included in SLADA's prestigious portfolio.

Commenting on the partnership with Amāna Takaful, Yoga Perera, President, SLADA, stated, "SLADA is striving to reach international racing standards. SLADA is developing local talent to compete in international races while attracting international riders and drivers to take part in local races. We opted for Amāna Takaful as our insurance partner, as we supremely believe that Amāna Takaful has the ability to handle the risk. Amāna Takaful has displayed speed, reliability and world class service. Therefore SLADA was more than happy to continue this partnership in the coming year as well."

Amāna Takaful will be a strategic partner for all SLADA's championship races and the Takaful 'Total Drive' motor insurance policy for drivers and riders will ensure that the performance needs of drivers, riders, officials and spectators are served with total security and protection.

'Total Drive', the motor insurance policy of Amāna Takaful is unique because it offers three different cover options based on customers' requirements. The policy also gives customers the freedom to choose from three modes of claims settlements to ensure customers avoid any hassle at the time of making a claim.

With branches in 24 locations island-wide, Amāna Takaful has been successful in its journey of 15 years in establishing a strong position for the concept of Takaful in Sri Lanka. As a composite insurer, the company offers a full range of insurance solutions, delivered with unique value, the Takaful way, to corporates and individuals alike.



From L to R

Ayoob Nalir, Manager Brand, Amana Takaful PLC,; Sumedha Mirihana, Manager Marketing Activations, Amana Takaful PLC;M.G.M Ansari, Business Development Manager Motor, Amana Takaful PLC, Fazal Ghaffoor, Chief Executive officer, Amana Takaful PLC

Yoga Perera, President SLADA, Mahes Gammampila, Treasurer, SLADA, Sanjaya Kariyawasam Chief Corner Marshal & Asst. Treasurer,