

*For Immediate Release*

## Hong Leong MSIG Takaful Berhad Launches New Brand Campaign

**TRUST | LEGACY | DEDICATION**

**We Support You Every Step of the Way**

**Petaling Jaya, 16 July 2021** - Hong Leong MSIG Takaful Berhad (HLM Takaful), one of the fastest growing Family Takaful provider, has launched a brand promise campaign which focuses on three core values: **trust**, **legacy** and **dedication**.

Our brand message on these values resonates even more in this current time as life is unpredictable. As we continue to sharpen our digital capabilities to strengthen our customer relationships, we embrace these three vital values. It is these three values that connect us together as we place them first in everything we do.

The **trust** of our customers drives our inspiration to serve them better. Their **legacy** is at the centre of our commitment to safeguard a secure future for them and their loved ones. Their **dedication** to their family is our aspiration to support them every step of the way. These are the shared values that will help us achieve our goals together.

HLM Takaful pursues excellence in offering the best service and solutions to its esteemed customers as their **Preferred Takaful Provider**. For more information on our products and campaigns, kindly contact any of our friendly HLM Takaful consultant, call 03-7650 1800 or visit [www.hlmtakaful.com.my](http://www.hlmtakaful.com.my)

### **HLM Takaful Tenang & Tenang 50**

#### **Affordable protection plans**

- Contribution for as low as RM 50 per year.
- Hassle free as the plans are auto renewed without any underwriting and change in contribution.
- Increasing sum covered at every renewal.

*\*Terms and conditions apply.*

## HLM Takaful Pro-Vax Campaign

### Complimentary COVID-19 post vaccination coverage

- Daily hospitalisation benefit of RM100 per day up to 7 days upon admitted to government or private hospital due to complication after vaccination within 30 days.
- Compassionate benefit of RM 5000 per life in the event of death related to post vaccination complication within 30 days.
- To qualify for the complimentary coverage:
  - Malaysians aged 18 and above who are residing during the time of registration, can sign-up for free at [www.hlmtakaful.com.my/NoticeOnCovid19-Admin/CovidCommunity.aspx](http://www.hlmtakaful.com.my/NoticeOnCovid19-Admin/CovidCommunity.aspx)

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### About Hong Leong MSIG Takaful Berhad

Hong Leong MSIG Takaful Berhad (HLM Takaful) is a licensed takaful operator since 2006 and is a key component of Hong Leong Financial Group's Islamic financial services, an integrated platform offering Islamic Banking, Islamic Investment, Islamic Wealth Management and Takaful on a Shariah compliant basis.

**For more information, please contact:**

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