

Takaful4All

Malaysian Takaful Association (MTA) aims to raise awareness and promote the benefits of Takaful within the Malaysian community.

WHAT IS IT?

Takaful4All is an industry effort to consolidate its awareness and visibility of Takaful programmes through a series of activities. The campaign focuses on educating the public about Takaful and promote inclusive and sustainable Takaful to the society.

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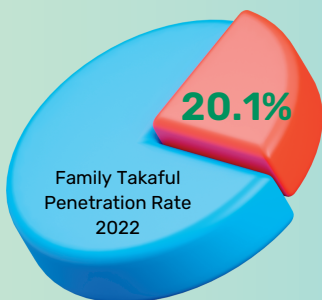
Takaful and Retakaful Operators

pledge supports for Takaful4All

CAMPAIGN TIMELINE



throughout the year 2023



OBJECTIVES OF THE CAMPAIGN

01

Awareness and visibility of Takaful

Through a series of awareness activities across multiple platforms including roadshows, contests, engagements as well as a media engagements.



02

Encouraging Participation

Encourage individuals and businesses to consider Takaful as a reliable means of managing risks and protecting their financial well-being.



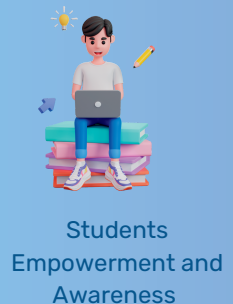
03

Financial Literacy

Support the creation of a more diversified and inclusive financial system and financially-literate population



AMONG ACTIVITIES



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