



LIFE

BUILDING
CONFIDENCE BY
PROTECTING YOUR TOMORROW
CLAIMS REVIEW 2023

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INTRODUCTION

At EFU Life, our unwavering dedication extends beyond policies and numbers it's a commitment to standing alongside our clients and their families during challenging chapters. The pride of our claims team lies not just in delivering exceptional service, but in providing empathetic and considerate assistance.

Understanding the complexities that accompany a claim, our foremost aim is to alleviate financial strains and extend remarkable care. Each claim's journey is a distinctive narrative, and we approach every case armed with expertise, unyielding commitment, and personalized support tailored to the unique needs of claimants and their families, regardless of the claim's nature.

Our steadfast dedication remains unchanged we share the load with claimants and their families, offering unwavering support and compassionate care throughout their claims expedition. Your comfort and well-being are at the forefront of our mission, and we are resolute in ensuring a smooth and empathetic journey during this pivotal phase.

This newsletter serves as a testament to our ongoing dedication—a reflection of the values that drive us to be your constant support, providing comprehensive assistance as you navigate through your claims journey.

Welcome to the EFU Life community, where your peace of mind and welfare take precedence.

CLAIM PROCESS

Family/claimant notifies us about the event.



Our team contacts the claimant & provides guidance on the claims process/documentation to submit.



Claimant completes & submits the required documents along with the relevant claim forms for evaluation by our team.



We provide regular updates & keep you informed throughout the process.



Once approved, Claimant receives the approved claim benefit promptly.



WE
PAID PKR **3.85**
BILLION
IN INSURANCE CLAIMS IN **2023**

CLAIMS PAID IN
LAST **5** YEARS
18 BILLION

*THIS INCLUDES DEATH, DISABILITY AND CRITICAL ILLNESS CLAIMS

OVERVIEW 2023

TOTAL CLAIMS

NUMBER OF
FAMILIES
SUPPORTED

10,577



WE SETTLED CLAIMS WITHIN AN AVERAGE
OF **5** DAYS OF REQUIREMENT COMPLETION



CORPORATE CLAIMS

INDIVIDUAL LIFE CLAIMS

4 DAYS

6 DAYS

48 YEARS
AVERAGE AGE



77% MALE, 23% FEMALE
GENDER DISTRIBUTION



31 MILLION
LARGEST CLAIM PAID



OUR PORTFOLIO



8 MILLION
TOTAL LIVES INSURED



1434 GROUP
TOTAL GROUP INSURED

OVERVIEW 2023

DEATH CLAIMS

DEATH CLAIM PAID
3.67 PKR
BILLION

DEATH CLAIM TYPE
88% NATURAL
12% ACCIDENTAL

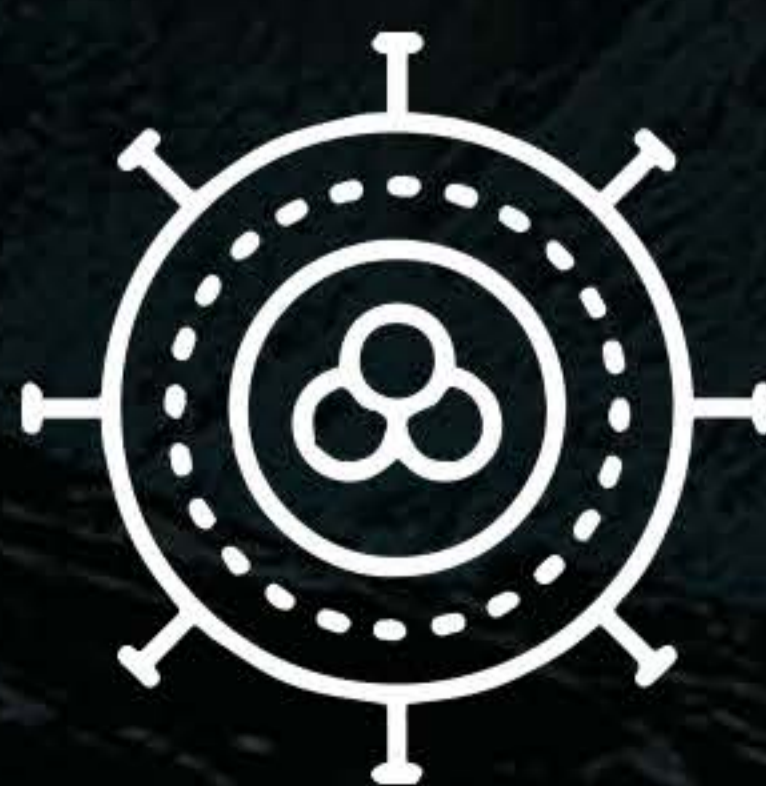
TOP 5 CAUSES OF NATURAL DEATH



CARDIOPULMONARY
ARREST



HEART
DISEASES



CANCER



GASTROINTESTINAL
DISEASES



INFECTIOUS
DISEASES

OVERVIEW 2023

LIVING BENEFIT

LIVING BENEFIT CLAIMS

173 PKR
MILLION
PAID IN 2023

CLAIMS TYPE

52%	28%
HOSPITALIZATION	DISABILITY
02%	18%
MEDICAL REIMBURSEMENT	CRITICAL ILLNESS

TOP 5 CAUSES OF LIVING BENEFIT CLAIMS



OBSTETRICS & GYNAECOLOGICAL DISEASES (C-SECTION, NORMAL DELIVERY, HYSTERCTOMY ETC.)



ACCIDENT (AMPUTATIONS, FRACTURES, SOFT TISSUE INJURY ETC.)



INFECTIOUS DISEASES



GASTROINTESTINAL DISEASES



NEUROLOGICAL DISEASES

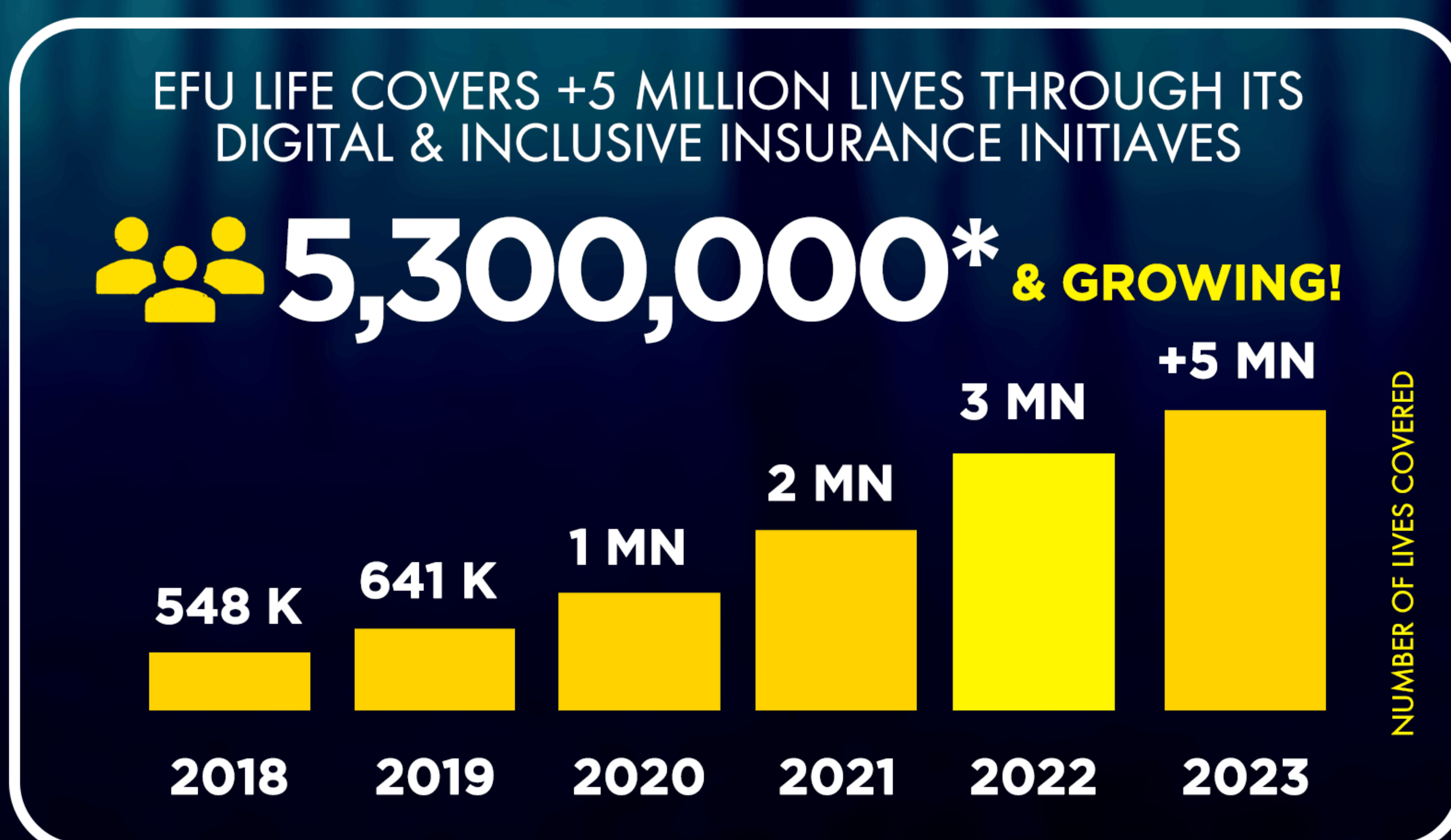
OUR DIGITAL & INCLUSIVE INSURANCE JOURNEY

Our vision of Inclusive Insurance is to include everyone in Pakistan in the insurance net to provide coverage for any unforeseen event. It has emerged as a transformative tool, providing financial protection to those individuals and families as well who are underprivileged and are not usually covered under traditional insurance products. At EFU Life, we recognize the profound impact, inclusive insurance can have in fostering resilience and advancing financial inclusion. Driven by a dedication to innovation and customer-centricity, we have made substantial strides in enhancing our insurance net, particularly in streamlining the claims process.

EFU Life now extends coverage to over 5 million lives through our digital & inclusive insurance initiatives, having disbursed a total of 500 million in claims and supported more than 11,000 families through our inclusive insurance endeavors. These efforts in providing claim payouts align with our vision towards attaining various Sustainable Development Goals (SDGs):



By addressing financial vulnerabilities, microinsurance claim disbursements contribute to building resilience and advancing the broader objectives of sustainable development.



*NUMBER OF LIVES COVERED DURING THE YEAR 2023

** AS OF LAST SIX YEARS (2018-2023)

EMBRACING SUSTAINABILITY

In Insurance Claims

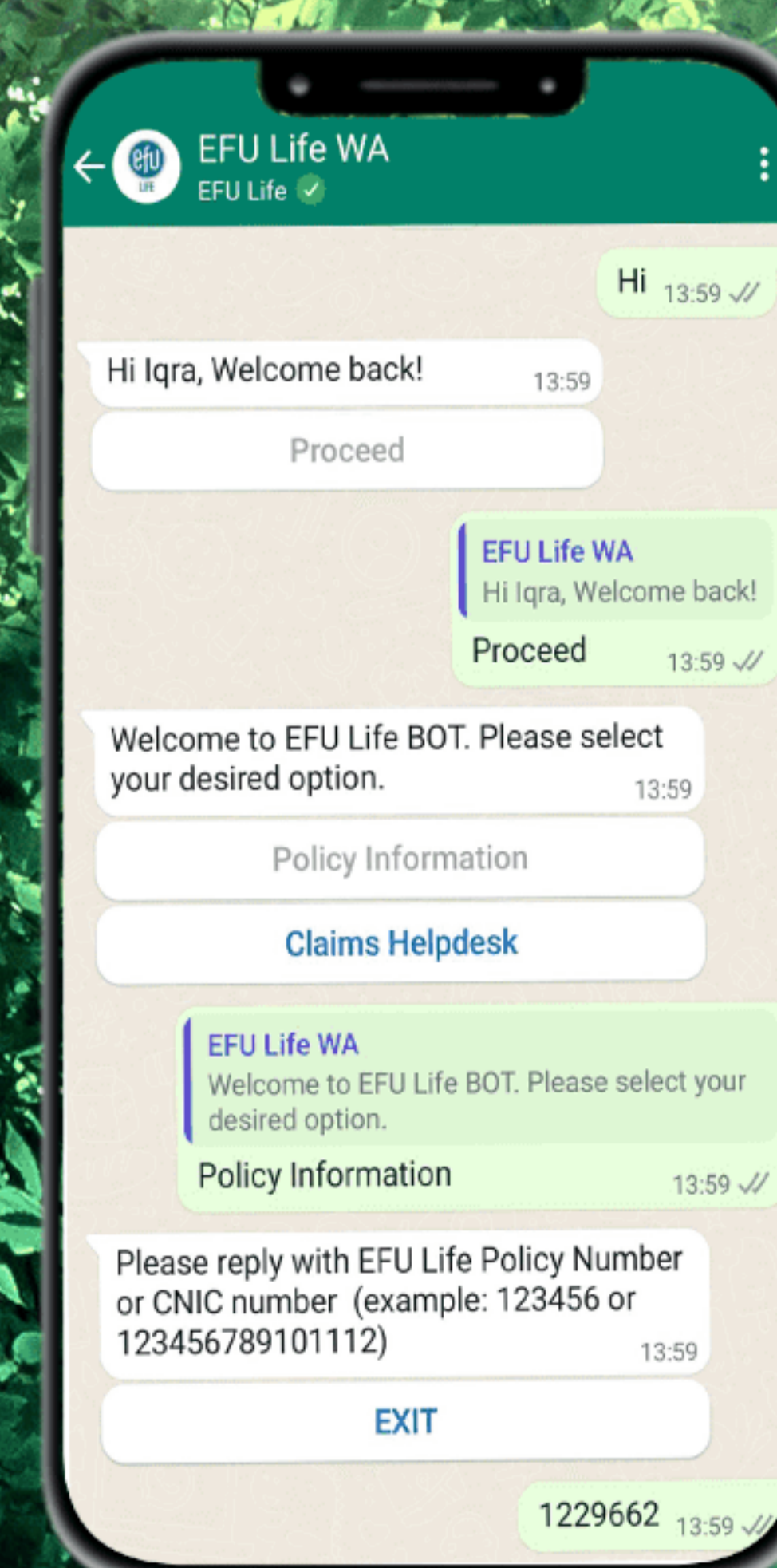
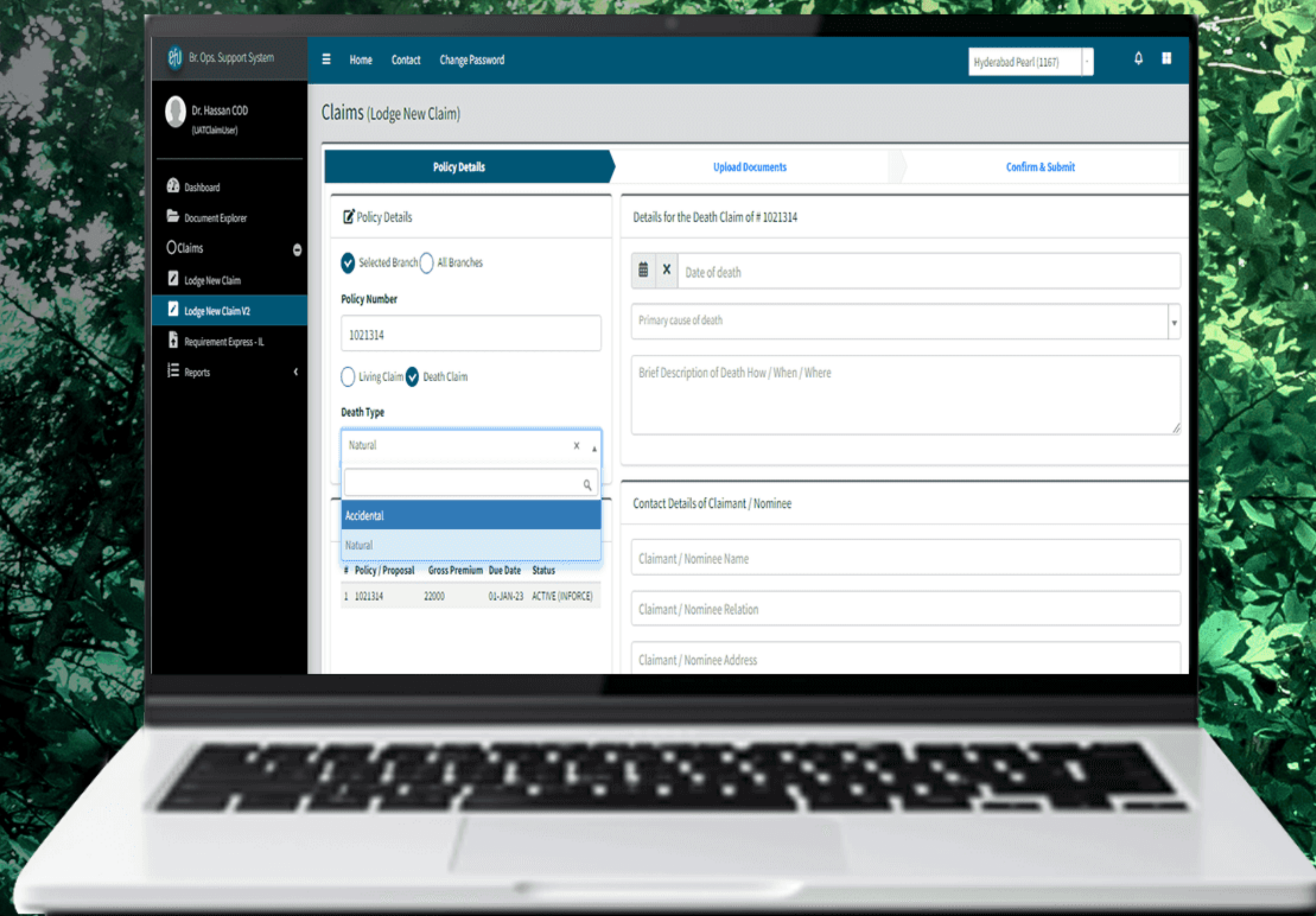


QR LINK FOR
WHATSAPP CHATBOT

EFU Life Insurance is leading the charge in transforming insurance operations with a focus on user-friendliness and sustainability. Our initiatives streamline processes, particularly in handling insurance claims, by embracing a paperless environment and optimizing workflows. Through methods like IBFT settlements, SMS reminders, and digital document management, EFU Life ensures faster interactions, thereby improving customer engagement. We actively educate stakeholders and promote user-centric practices, fostering innovation and sustainability.

Recently, we introduced 'Digital Claim Intimation' in our Branch Operation Support System Portal, further enhancing convenience and expediting the claims process. This reflects our commitment to modernization and customer satisfaction. Additionally, the integration of technology, such as WhatsApp Chatbot, plays a pivotal role in our sustainability journey. Our WhatsApp Chatbot provides round-the-clock assistance, streamlining queries, and claims procedures, thus improving efficiency while reducing reliance on physical resources.

In conclusion, EFU Life Assurance stands out for its dedication to sustainability, which not only benefits the environment but also enhances customer experiences and operational efficiency. By embracing innovative approaches and a steadfast commitment to environmental responsibility, EFU Life sets a benchmark for seamlessly integrating sustainability and success in the future.



TESTIMONIALS



KAMRAN MALIK

MANAGER COMMERCIAL AND PROCUREMENT



“

I FACED A CHALLENGING SITUATION WHEN I SUFFERED A HEART ATTACK WHILE UNEMPLOYED. THANKFULLY, THE INSURANCE POLICY I BOUGHT IN 1995 CAME TO MY RESCUE. I WAS DIAGNOSED WITH A CRITICAL HEART CONDITION FOR WHICH I WAS REQUIRED TO SEE URGENT MEDICAL TREATMENT. MY INSURANCE COVERED ALL THE EXPENSES FOR THE RECOMMENDED BYPASS SURGERY, PROVIDING IMMENSE RELIEF AMIDST MY FINANCIAL STRUGGLES. RECOGNIZING THE VALUE OF INSURANCE, I PURCHASED TWO MORE POLICIES TO SECURE THE FUTURE OF MY FAMILY. I WOULD SAY THAT LIFE INSURANCE IS A TRUSTWORTHY FRIEND, SAVING MY LIFE AND OFFERING SUPPORT DURING A DIFFICULT TIME. ”



MALIK GHULAM ABBAS

BROTHER OF MALIK ASLAM AWAN (DECEASED)



“

IN THE WAKE OF MY LATE BROTHER MALIK ASLAM AWAN'S PASSING, THE SIGNIFICANCE OF LIFE INSURANCE HAS BECOME GLARINGLY EVIDENT. MALIK, A RESPONSIBLE PROVIDER FOR TWO FAMILIES, FORESAW THE IMPORTANCE OF SECURING THE FUTURE FOR HIS LOVED ONES. HIS WISE DECISION TO INVEST IN A LIFE INSURANCE HAS BEEN A LIFELINE FOR BOTH FAMILIES—PROVIDING ESSENTIAL FINANCIAL SUPPORT FOR DAILY EXPENSES AND ENSURING A BRIGHTER FUTURE THROUGH INCOME BENEFITS FOR HIS CHILDREN. IN OUR GRIEF, THE INSURANCE POLICY HAS BEEN A BEACON OF STABILITY, A TESTAMENT TO THE FORESIGHT AND CARE MALIK HAD FOR THOSE HE CHERISHED MOST. ”





LIFE

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