

## HAT TRICK: BEST CORPORATE REPORT AWARD



## FORWARD

Vol 7 / Issue 3

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**Achieving the Best Corporate Report Award for the 3rd consecutive year assures all stakeholders of our excellence in accounting management and financial reporting.**

We also bring you our activities in Marine Insurance and Risk Management, coupled with coverage on topical subject of Mobile Technology - all ably written by our Officers.

Our well-established Insurance Certificate now reaches other cities and so does JGI's interest in education at large with sponsoring Home Schools.

The quarter has been meaningful for us.

## HAT TRICK: BEST CORPORATE REPORT AWARD



Trophy awarded in 2011 for 2010 Annual Report



Trophy awarded in 2012 for 2011 Annual Report



Trophy awarded in 2010 for 2009 Annual Report

**"Stakeholders equate high quality annual reports with high quality management."**

The transparency in accounting management and financial reporting always ensures one of the best regulatory compliances and governance practices. The same also helps cement in investors' mind the perception of clean, well run and managed business. Jubilee General is continuing to ensure all the stakeholders of its excellence in accounting management and financial reporting by once again securing 1<sup>st</sup> position for the 3<sup>rd</sup> consecutive year in the Best Corporate Award in Non Banking Financial Sector (NBFI). Jubilee General has demonstrated that **"Excellence is not an act but an attitude.."**

In order to recognise the setting of high quality standards in Corporate

Financial Reporting, the Best Corporate Report Award is jointly organised by Institute of Chartered Accountants of Pakistan (ICAP) and Institute of Cost and Management Accountants of Pakistan (ICMAP). The ICAP and ICMAP joint evaluation committee comprises of top finance and accounting professionals of the country who evaluate annual reports of all listed companies to ascertain top companies in financial reporting in ten different business sectors. The NBFI sector comprises of Insurance, Leasing, Modaraba, brokerage and Asset Management companies.

Jubilee General's success story of brilliance in Corporate Financial Reporting began in 2008 when the company participated for the first time for the prestigious Corporate Report Award. The company secured 5<sup>th</sup> position for the 2008 Annual Report in NBFI sector and after that there was

no looking back. The annual report of 2009 had climbed the achievement ladder drastically by securing 1<sup>st</sup> position and continues to maintain the high standards for the 2010 Annual Report as well.

The competition criteria for the year 2011 had posed many challenges for the Company's finance team as it was modified by the joint evaluation committee of ICAP and ICMAP by focusing more on following:

- Disclosure of company's strategies to achieve its defined objectives
- Identification of associated business risks and related mitigating factors
- Company's understanding of its Corporate Social



Shabita Khatwani, AVP-Finance displaying the 3 Annual Reports that won for us the Best Corporate Report Awards, in the 1<sup>st</sup> position in the Non Banking Financial Sector, for three consecutive years

Responsibility (CSR) and detail disclosure of CSR activities carried out

- Compliance of code of corporate governance.

Jubilee General is always determined to ensure creditability and transparency in providing financial and other information to all its stakeholders. The company believes that business growth and corporate governance go hand in hand; therefore, the company has followed best practices of the governance which are properly disclosed in the 2011 Annual Report. The Company has also acknowledged its social responsibility and took active part in CSR activities which has now become an important component of financial reporting.

In 2011 criteria, the timeline of

issuance of financial results was also shortened to make it more challenging for Jubilee General's finance team. However, Jubilee General's finance team has accepted all the challenges and now displayed the superlative example of team work by scoring hat trick of achieving 1<sup>st</sup> position in NBF1 sector.

It was indeed a joyous moment for our Managing Director, Mr Tahir Ahmed and other senior executives of the company who attended the award ceremony which was held on 8<sup>th</sup> October, 2012 at local hotel in Karachi where the winning trophy was presented to our Executive Director, Mr Atiq Anwar Mahmudi. In his award acceptance speech Mr Mahmudi highlighted the fact that in recent times where financial scams are on the rise, need for true and fair financial reporting is high in order to build the confidence of investors and other users of the

financial information. He added that lifting the 1<sup>st</sup> position trophy for third consecutive time has brought more responsibility for company's future Financial Reporting. In this regard, he has reiterated Jubilee General's commitment to provide transparent and accurate financial information to its stakeholders. The other distinguished speakers also emphasised that a good Annual Report helps in better understanding of the operating results and financial position of the business as well as governance practices adopted by the entity.

No doubt three strikes in a row have provided a great sense of achievement but the company's strives to strike more because we believe that **"Success is not a destination...it's a journey."**

**Nawaid Jamal**  
J EVP-Finance

# Our Representation on IAP's Marine Committee



Tasman Spirit at Karachi

*Mr Brendan T D' Lima (BD), our Executive Vice President, has served on the Marine Committee of IAP for more than a decade and has shared his thoughts and experience of working on the Committee:*

**Forward: First of all congratulations on being nominated once again for the marine committee of the IAP. How often have you served on this committee?**

BD: 4 times as a Member, 3 times as Vice Chairman and twice as Chairman.

**Forward: When did you chair the committee and what has been your memorable experience or achievement.**

BD: I was the Chairman in 2010 and 2011. However my most memorable experience is when the Committee re-drafted the Inland Transit Clauses. All member companies were involved and we all had a say in the new version. When we placed this before the Central Committee they appreciated and approved the draft. Lot of hard work went into this and with the final version all member companies were satisfied.

**Forward: In your opinion what role has this technical committee played in service of the industry?**

BD: In late-1980s there was couple of cases where ship-owners defaulted and left cargo owners goods stranded. The IAP Marine Committee drew a plan to retrieve the cargo from stranded vessels and also helped them obtain their goods back, although they had to pay extra freight for the same.

**Forward: Can you tell us the impact/role/benefit of guarantees for General Average (GA) by the insurance companies, under the forum of IAP in service of the clients.**

BD: General Average is declared by a ship owner following fire or some other mishap. Under the circumstances the ship

owner looks for contribution from the cargo owners to continue the voyage. Since GA is the basic marine insurance cover under the Institute Cargo Clause "C", IAP Marine Committee ensured that the insurance guarantees were provided by the insurance companies in timely manner to ensure the voyage continued and the cargos reached their destination. The IAP Marine Committee generally too facilitates and guides cargo owners and liaises on matters on their behalf to ensure required guarantees are provided.

**Forward: Let us take the classic case of oil tanker Tasman Spirit (TS) which broke on shore of Karachi on arrival in 2005 and the role of IAP in resolving the complex issues that ensued.**

BD: Through the IAP Marine Committee all affected insurance companies were able to meet at one forum and take decisions on what was required to be done to salvage the cargo and help the insured. IAP helped negotiate with W K Webster, the claim settling agents for the salvage of PRL's oil and a second ship was arranged to pump oil out of TS and stop further leakage. The committee / senior executives also negotiated with the lawyers for all legal matters. The ground work done by the Committee helped the top brass of the affected insurance companies to take decisions in the matter and resolve many complex issues that ensued.

**Forward: What would you consider to be the unexplored areas where the marine committee can have an impact on the industry?**

BD: The industry needs to reach consensus on procedures for writing Inland Transit Insurance. IAP can continue to remain a forum for this discussion, so that eventually uniform procedures are in place making Inland Transit Insurance a profitable business for the industry.

**Forward: Thank you for taking the interview and for sharing your experience.**



# Role of Sea Transport in Pakistan Economy



Our J EVP Ather Abbas (on right) with other organisers



First row, l to r: SM-Claims Umair Asif; AVP-Corporate M Hashim Khan and SVP-Claims Abdul Alim

Shipping is one of the most important modes of international transportation as **about 90% of the world trade is transported through ocean vessels**. Its efficient operation is of crucial significance to any country's economy. To highlight and discuss the importance and problems of Pakistan's shipping industry, International Institute of Marine Surveying – UK (IIMS) organized first international seminar in Pakistan on 29th September, 2012. The topic of the seminar was "Role of Sea Transport in Pakistan Economy".

As the insurance industry covers marine losses of both the cargo and hull, it is widely linked to the performance and developments in the shipping industry. Therefore up-to-date information is vital for the success of insurance companies. To understand the key opportunities and issues of shipping industry, Jubilee General also nominated its executives and officers to attend this seminar. From Jubilee General Mr Ather Abbas, Mr Abdul Alim, Mr Munawar Ali Siddiqui, Mr Hashim Khan, Ms Amna Saleem and Umair Asif attended this seminar.

The speakers in the seminar emphasized the importance of ports and shipping in Pakistan due to prospects of openings of trade to and from the land-locked Central Asian Republics especially after the expansion of Economic Cooperation Organization.

Most of the professional mariners were of the opinion that nationalization of shipping industry in 1974 was a disaster. They believe shipping can best run by private sector enterprises and ever since the industry has not been able to recover from this dilemma.

In the seminar it was also pointed out that **Pakistan is only handling about 7% of its international trade through its flagged vessels**, which is causing substantial drain of the economy. Due to large volume of global trade conducted through ocean vessels, there is huge opportunity for investors in Pakistan to invest in the shipping industry. However to attract the investors, we need suitable reforms in the country's

shipping policies, effective legislation and truly friendly atmosphere to increase investors' confidence. Concrete measures are to be taken by the successive governments to adopt investor-friendly policies to re-invigorate the Pakistani Ship-ownership Sector which has suffered greatly.

Shipping industry not only earns foreign exchange by providing the services to its customers but also acts as a catalyst for setting up of allied industries such as cargo handling companies, ship repairers and ship breaking, marine surveying, insurance etc. It also creates employment & professional training opportunities for the local human resources.

Amongst the speakers Capt Azhar Ehtesham Ahmed of Alfalah Insurance Co. Limited also presented his paper and called himself as a hybrid of Sailor and Insurer. He said the shipping world is more specialised than it was in the past, especially with the advent of containerised shipments, self trimming bulk carriers and double skin tankers. Although the marine losses have decreased with the advent of **developments in the shipping industry, yet the premium rates have come down much sharply in comparison with the losses**. Subsequently loss ratios rose drastically over the previous years. He also highlighted the impact of marine losses due to incidents of piracy.

The organisers presented mementos to the speakers of the conference as well as the members of the organising committee and also presented the certificates to all participants. The seminar ended with a vote of thanks from the organisers.

The event was indeed an excellent exposure for the participants to exchange views and share knowledge with the experts of the industry. It also gave a platform to understand the technological developments globally and opportunities available in the shipping and related industry.

**Umair Asif**  
**SM – Marine Claims**

# Risk Management

## - Underwriting Perspective



Overlooking exact nature of the risk being insured can jeopardise the interest of both the insurer and the insured.

Risk management is an inevitable part of modern day underwriting practice. It not only acts as eyes and ears of the underwriters, but also helps the insured in a big way in identifying and improving the insured's assets. Risk management serves the insurance industry in various dimensions: underwriting, re-insurance and clients' safety. All of which are matters of core importance and risk management assists the industry in all these areas.

Universally, risk management process comprises of three main steps which are risk identification; detailed risk analysis (considering the parameters of severity and frequency); and economical risk control based on risk analysis; but to make the process a continuing one, usually a fourth step of 'risk monitoring /review' is incorporated which enables to restart the risk management process from its first step i.e. risk identification.

In insurance risk management, four step model of risk management process is usually followed and first step of risk identification is carried out through a risk assessment survey.

Surveying the insured (or to-be-insured) premises is integral part and foundation of risk management process. It not only

plays vital role in identifying hazards, but also in checking the contents being insured that whether they are in line with the coverage offered to the client.

To highlight importance of a survey prior to underwriting, let us share an anecdote.

One of our branches was intimated to provide cover for a rental power plant involving high value, which reportedly was lying in containers and was located at a site in the countryside. Considering the high value at risk and high hazard of theft/burglary, it was decided to conduct a risk survey prior to the issuance of policy. Though rates were quoted at that time considering the fact that the plant was just a stock of machinery apparently bearing no serious hazard of fire, but to our utter surprise when we arrived, eager to see containers wherein power plant was supposed to be, we were shocked to know that the said plant was already installed and commissioned successfully, and was operational on trial and testing basis, supplying power to the national grid.

Therefore the conclusion is that the fire cover which would have been given to the client would be on stock and consequently, stock rates would have applied, instead of



Two views of an installed power plant

machinery rates; whereas, in reality, it was an operating plant which definitely attracted higher rate due to difference in nature of risk and amount of hazard involved in an operational plant as compared to stock of machinery. *Such a situation is not only against interests of the company for acquiring insufficient premium amount for the risk covered, but also would jeopardise the interest of the insured in case of a loss.* Such a situation would also be open to misrepresentation at the insured's end and susceptible to create hindrances in settlement.

The above cited case is not the only one of such nature where risk being underwritten in policy turned out to be different from the actual situation.

Other aspects, where risk management plays a vital role in safe guarding the insured premises and in assisting the company in placement of risk (reinsure) in international market, the risk manager is considered the best judge to evaluate Maximum Probable Loss (MPL) of a risk.

**Asad Ullah Javed, SM-Risk Management  
&  
Fahad Javaid, DM-Risk Management**

*To be continued*

## AON Benfield Property Treaty Workshop



L to r: Mr Muhammad Sharif (Sr. Manager-Reinsurance), Mr Tariq Rafiq (Vice President- Reinsurance), Mr Charles Robertson (Sr. Director Training AON Benfield, Singapore), Mr Khurram Ali Khan (CEO AON Benfield, Karachi), Mr Muhammad Asif Arif (SECP Commissioner Insurance Division), Mr Imran Akhter (Sr. Manager- Reinsurance), Mr Rameez Ahmed Sabri (Management Trainee).

This well organised Reinsurance Workshop was conducted by Mr Charles Robertson of AON Benfield, Singapore, 28-30 August 2012.

Mr Charles has over 50 years of experience in the insurance and reinsurance industry and is like an insurance encyclopedia. He has been actively involved in reinsurance training since 1982 and conducted various reinsurance training workshops at London, Singapore, China, India, Indonesia, Malaysia, Philippines, South Africa, South Korea, Taiwan, Thailand and Pakistan.

He also has a vast teaching experience and lectures at CII, London, National

Insurance Academy, Pune, India and Singapore College of Insurance.

In this workshop Mr Charles taught us various aspects of proportional and non-proportional treaties in detail including those matters which are generally not focused in other workshops i.e Portfolio Transfer for Proportional Treaty, Slip Wordings (Proportional/ Non-proportional), Brokerage Element for Reinstatements, Loss Occurrence Clause applicable to Risk and Cat Layers (SR460/ LPO98A), Event Limitation Clause etc..

The Management had nominated four officers from reinsurance department for this workshop namely Mr

Muhammad Sharif (Senior Manager), Mr Imran Akhter (Senior Manager), Mr Rameez Ahmed Sabri (Management Trainee) and me which provided us excellent opportunity to learn various technical aspects of reinsurance.

The workshop was scheduled for three full days' extensive training programme. At the end of the workshop the Commissioner SECP presented certificates to each participant.

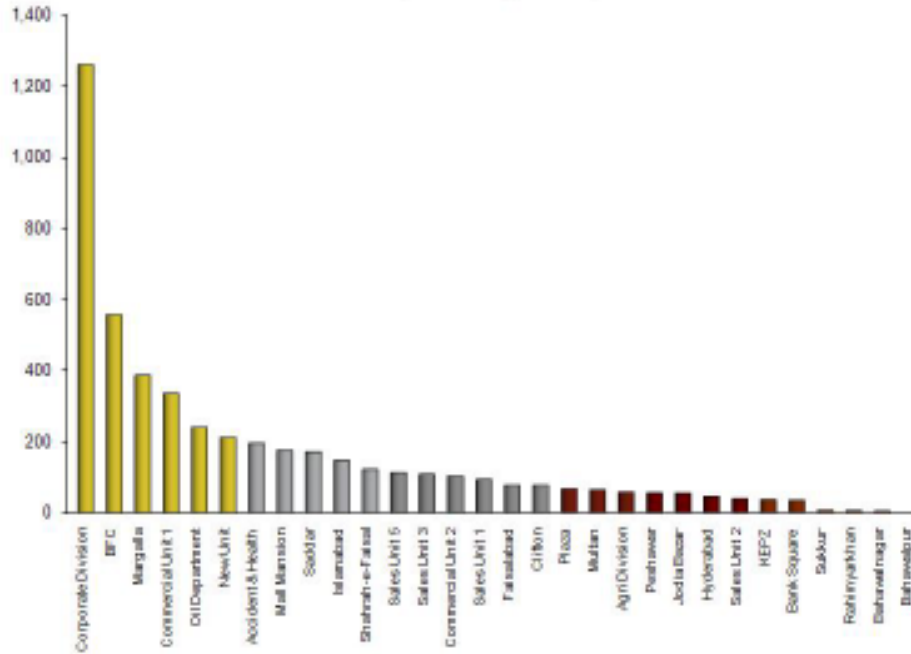
In conclusion, this was a very effective and informative workshop designed to improve reinsurance's technical aspects and conducted in a very professional manner by AON Benfield.

**Tariq Rafiq**  
Vice President - Reinsurance

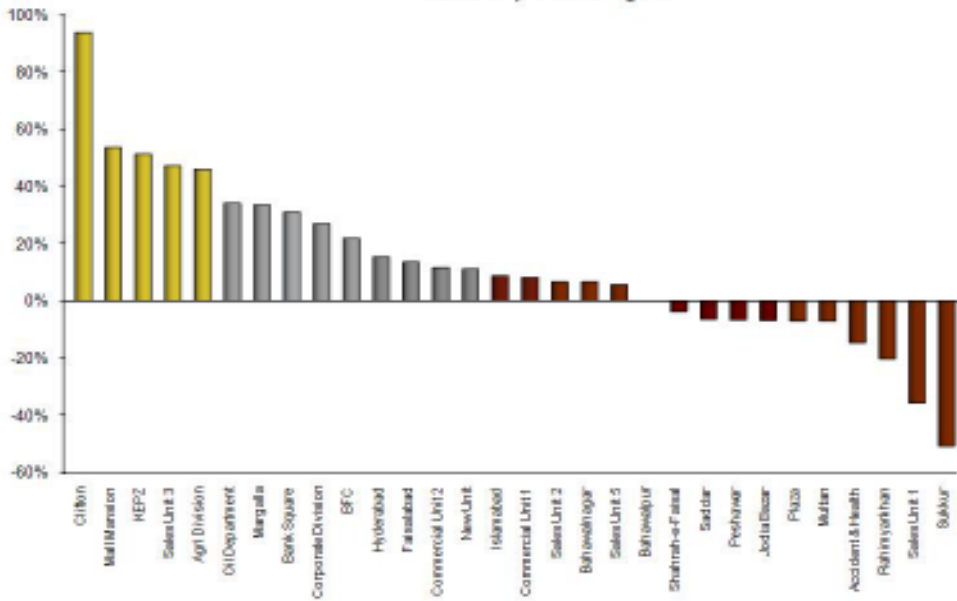


# Branch Performance as at September 2012

**Branch Growth Performance as at September 2012**  
Based on provisional figures - Rupees in million



**Branch Growth Performance as at September 2012**  
Based on provisional figures



**Marij Iqbal**  
Manager-Operations

# Marvels of Mobile Technology



Networking



NFC Concept

Mobile Technology is simply a technology that is portable. It commonly refers to capabilities delivered on one's mobile hand set and has already crossed 2 Billion mark across the globe. We are all already familiar with the Mobile Banking concept i.e. the electronic banking used for performing balance checks, account transactions, payments, credit applications and other banking transactions through a mobile device.

A mobile phone is no longer a simple device to make calls. It has become the hub for all your activities, from e-mailing and browsing to paying bills and transferring money not to mention photography. Mobile technology has evolved extensively in the recent years and the applications (apps) used in today's Smartphones are astounding. For example here is an application named as "Kaspersky's mobile security for smart phones" which I think would be highly admired in our society:-

If one's phone gets stolen, this app can remotely access the forward-facing camera on your smart phone and take a "Mugshot" of the thief. (Cool)



A relatively new technology called "HZO" makes phones waterproof by

creating a nano-scale film barrier which has special water repelling properties once applied to the inside of electronic gadgets. (so, no more Atmospheric Disturbance[A.D] Claims to expect!)

First let us have a clear concept of Smartphones "A smart phone is a mobile phone built on a mobile operating system, with more advanced computing capability and connectivity than a feature phone".

Two of the main platforms of a smart phone are iOS and Android

**iOS (previously iPhone OS)** is a mobile operating system developed and distributed by Apple Inc. Which is a user interface based on the concept of direct manipulation.

&

**Android** is a Linux-based operating system developed by Google and was released as an open source. Its "apps" are available for download through Google Play or third-party sites.

Smart phones allow moving between home screens and switching between apps seem effortless. These have faster orientation changes and faster responses.

## BATTLE OF TECHNOLOGIES:

The world's two largest makers of high-end phones have accused each other of copying designs and technology for mobile devices and are fighting patent battles on four continents to retain their

dominance in the \$219 billion global smart phone market. The court case is still ongoing.

## NOW FEW Hardcore CONCEPTS REGARDING SMARTPHONES: Near-Field Communication (NFC):

In the realm of new technologies, near field communication (NFC) is a promising concept.

NFC has made a beginning in Pakistan with the swipe card concept and gradually we will see the extended application as seen in picture on next page.

NFC allows a device, usually a mobile phone, to collect data from another device or NFC tag at close range. In many ways, it's like a contactless payment card that is integrated into a phone.

In other ways, it is similar to Bluetooth, except that instead of programming two devices to work together, they can simply touch to establish a connection.

Phones like the Samsung Galaxy Nexus use a near-field communication (NFC) chip that only has to make contact with a reader to process a transaction. Major outlets like McDonald's already use NFC-equipped terminals. You can use the Google Wallet service to track purchases as well. NFC saves time because you just tap your phone on the terminal.



Future real application of NFC

NFC will go well beyond financial transactions. Today you can exchange data between two Galaxy Nexus phones using the Android Beam service. You place the phones back-to-back to swap browser pages, YouTube videos, and contacts. Also, we will start seeing Bluetooth gadgets that use NFC to authenticate the connection—between phone and a headset, for example—by tapping the devices together. Finally, no more Bluetooth pins!

#### Bluetooth Health Device Protocol

In 2012 a new protocol called Bluetooth Health Device Protocol could become a raging success. The idea is that your phone can connect to heart monitors, step-counting sensors in your shoes, and even the exercise bike at the gym without having to attach a transmitter Bluetooth HDP, which is available on the Google Nexus, works without having to use an external adapter.

#### Mobile Security Gets More Advanced:-

Service called Carrier IQ, which acts like a rootkit and can even monitor text messages and email. By the way hackers could do the same thing, or even install an app that records video and sound even when you are not using the built-in camera. But fortunately when you connect over a 3G or 4G signal, the carrier constantly watches traffic to and from your phone, as you move around town and jump between cellular towers, carriers change the connection

automatically, which makes it difficult for a hacker to install a rootkit. Some Smartphone apps use a threat management service called Lookout that analyses traffic and flags harmful malware, blocking access to your phone's operating system.

#### Speech Recognition Expands:-

The 'Siri' service on the iPhone 4S proved that voice recognition on a mobile device can actually work. You can speak complex commands, like setting a reminder about an appointment, that will appear when you leave work, based on your GPS location. The service even reads incoming text messages. 'Siri' has inspired a lot of hype.

New apps will go even further, as natural language search—speaking just about anything (not just trigger commands) and having your phone or car understand your intent and respond appropriately—gets better. The 'Mlingo' app for Android reads all incoming messages, including emails—an impressive achievement because email tends to include a larger and more complex vocabulary than texts. 'Mlingo' also goes beyond 'Siri' in that it lets you control apps; you can look up restaurants with the 'Yelp' app simply by speaking.

#### BESIDES SMARTPHONES THERE IS ALSO "iPod Nano":

It is yet another full redesign of Apple's music player. It is taller and slimmer,

with a 2.5 inch capacitive touchscreen display. It also has a physical home button (which I truly admire), I was amazed by the fact that it has no Internet connectivity and cloud-based syncing. It is by far the perfect device for listening to music, audiobooks or podcasts, or watching short videos. Its operating system is easy to use for adults also who are not used to any techy stuff as it has big icons on the home screen, which you can tap and move to personalised liking.

One cool thing about Nano is that it is a great choice for runners. Not only one can carry music while running, but the built-in pedometer and Nike+ support make for a great workout coach. After your run or walk one can sync the device to Nike to track the progress. As I have told you there is no Wi-Fi, so one cannot connect to the Internet or download music and apps, or text with friends, which by the way is best suited for younger kids who are not yet ready to have a connected device. There is, however, built-in Bluetooth.

Global smart phone users top 1bn according to a recent news pertaining to the 3rd Quarter 2012, hence this symbolizes the fact that Mobile Technology will continue to influence our lives and will hopefully provide ease in terms of Financial Transactions and in day to day communication.

**Bilal Khan**  
**DM-Claims**

## Our take on the T20



The jubilant winners: West Indies



Shane Watson 'Man of the Tournament' , (on left)

The 4<sup>th</sup> ICC World Twenty-20, famously known as T20 World Cup ended in style with a **thumping victory for West Indies** who beat the favorites and host country Sri Lanka in the Final, although West Indies were not favorites to win the World Cup but they played exceptionally well especially in the Semi Final where they beat the Mighty Australians and rode to the final where they outclassed the Sri Lankans.

No doubt this victory will help in the revival of West Indian cricket like they were in the 70's and 80's when they ruled the world and were almost unbeatable. You may remember that West Indies have played first Three ODI World Cup Finals winning Two and losing the Third one to India which is still considered as the biggest upset in the History of World Cup.

As far as the performance of Pakistan cricket team is concerned it was an average performance neither good nor bad. The performance against the Australians in the last match of Super 8 was exceptionally good but if you look at the matches against India and in semi final against Sri Lanka, the performance was considered to be pathetic. The senior players like Kamran Akmal, Shoaib Malik and

Imran Nazir did not perform to the expectations and the performance of BOOM BOOM (Shahid Afridi) was very very poor which cost Pakistan the World Cup.

The salient feature of this T20 World Cup was that the Australian All Rounder **Shane Watson won the Man of The Tournament** being the Top Scorer (249 Runs) and taking 11 Wickets and Four consecutive Man of the Match Awards. Chris Gayle scored most sixes 16, while the Kiwi Brendon McCullum scored the only century of the Tournament 123 against Bangladesh and Sri Lankan spinner Ajantha Mendis took most wickets 16 including a 6/8 against Zimbabwe.

**Jubilee General Insurance** also gave daily analysis of the T20 tournament on their Radio show named **Jubilee Insurance Sports Show** where Mr Azfar Arshad, Mr Nawaid Jamal and I - as the host of the programme -, updated the listeners of FM-101 on the T20 tournament.

This Radio Programme is aired thrice a week every Monday, Wednesday and Friday from 8:30am to 9:00 am.

**Munirul Haq**  
**SVP-Saddar Branch**



## T20 di Balle-Balle!

### Fayyaz A Khan, Head of Margalla Branch:

Jubilee Insurance advertisements *nay tay T20 di balle-balle kur diti ay. (hurrah to our ads as they brightened the T20 Tournament)*. Being in Urdu the message reached 90% of our population as against the advertisements in English which only a small percentage understand well. The ads were outstanding and congratulations to everyone involved in the concept and design of the advertisements. Now when I introduce myself to clients they immediately connect the company with the advertisements they have seen.

### Haroon Bukhari, SVP-Marketing, SU-III, Lahore

A soft manner in which the message was conveyed with humour was greatly appreciated. All round I have received a positive feedback that the TVCs created awareness of insurance and re-branding.

### Jawad Shaheen, SM-Marketing, Mall Mansion Branch, Lahore

I will give my feedback from clients and friends as well as my own as a business graduate. Two essentials of advertising (a)recall and (b)perception of the product /company(in our case) were well met. Most people had very good recall of the ad content as well as of the Jubilee Insurance brand which was a major success. The perception they formed about the company through the ad was that it is a lively and progressive company with a vibrant environment, not frequently seen in the insurance sector. They also felt that we have the best practices if we have such an approach and environment.

### Muhammad Khurram, AVP-Marketing, Faisalabad Branch

The earlier campaign that we ran was noticed but the one we had with the T20 was seen by far larger number and therefore we also got a stronger response to these advertisements. We should continue to advertise at the correct time because our earlier campaign was taken in the 'routine'. I also had couple of new clients call me after seeing our advertisements and knowing that there is Jubilee Insurance as a company. While some thought that it was owned by Jubilee Textile which is a prominent company in Faisalabad, later they learnt that we are an independent insurance company. Overall the response to both our campaigns was good.

### Atta Ul Haq Shaiikh, VP-Marketing, Multan

Our advertisements are very much liked and clients have commented that 'only a strong company can spend on such advertising, which means Jubilee is a good company for us to insure with!'

### Sajjad Chaudhary, VP-Marketing, SU-V, Lahore

Our clients knew that we have changed our name but because of the advertisements their staff also became aware that New Jubilee was now Jubilee Insurance. I had the pleasure of explaining to many clients' employees about this change. It was also observed by the market that after nearly a gap of 15-20 years an insurance company had placed advertisements on television.

### Azam Sultan, VP-Marketing, Clifton Branch, Karachi

The advertisements were well received even by the kids. People came to know what insurance is all about but in a humourous way. The company's new name and logo were also very much liked by the people.

### Khalid Jamil, VP-Marketing, Plaza Branch, Karachi

I got excellent feedback during the T20 matches, but on the lighter side one friend commented 'how-come you have EFU in your ad?' and when I asked what he meant the reply was 'the wife of one of the EFU officers was in one of our ads!'. To this I would say that that was the level of preference and support for our campaign

### Ammanullah Khan, VP-Marketing, Peshawar

Children loved the message and the action, but adults found the message quite complex as to how can breaking glass be shown by in insurance company. On the other hand, Jubilee is now instantly recognised by people because of the advertisements.

### Abid Hussain, VP-Marketing, Islamabad Branch

Many of our clients have found our advertising campaign both in print and electronic media very interesting, informative, thought provoking and meaningful.. Some persons have passed good comments regarding the advertisement style and its beautiful/colourful presentation. Through these ads some of them have thought of getting insurance to cover unforeseen losses.

### Tariq Hasson, VP-Marketing, BFC Branch, Karachi

The ads during T20 were liked by most people but many commented that after breaking of the glass, just Jubilee Insurance appears and would have preferred if 'Jubilee Home Insurance' had appeared to make the matter clear. *(He was informed that this campaign was to create awareness about the company, in fact its new name, rather than any specific product.)*

## They earned the JGI Insurance Certificates!



### At Karachi:

Top row and down 1 to r:

**Moderator:** Laique Ahmed, Senior Manager- Human Resource

All awards are presented by our Managing Director Mr Tahir Ahmed to:

**Trainers:** Imran Mughal, SVP-Bancassurance; Umair Ismail, VP-Operations; Ali Raza, AVP-Financial Institutions and Asad Ullah Javed, SM-Risk Management

**Distinction Holders:** Bilal Khan, Rameez Ahmed Sabri, Asma Usman, Marij Iqbal & Maliha Shuja

**Regular Certificates:** Adnan Qadir, Khalid Hameed and Muhammad Arif

### At Islamabad:

Clockwise from 2nd last row on page across:

Awards presented by Head of Islamabad Branch Mr Ejaz Mahmood to: Saqib Ali; Shazia Sarfaraz; Muhammad Bashir and Arshad Waseem.

**At Lahore:**

L to r in top row: Certificates awarded by Head of Lahore Zone, Mr Mahboob Parvez to: Khurram Ali, Kashif Shakoor, Naveed Ahmed and Shahzad Tabasum.

2nd row: some of the officers at the event





# Our visit to JGI-Sponsored Home Schools

Senior Manager-HR Laique Ahmed and Manager-Administration Iqbal Qazi - accompanied by Senior Coordinator HOPE-NGO Sohail Hussain - visited 4 Jubilee General sponsored Home Schools run by HOPE.

Home School at Rehri Goth, Steel Town: Teacher Ms Fouzia



Home School at Pepri, Shah Town, Steel Town: Teacher Ms Sadaf



Home School at Ghaggar Phatak: Teacher Ms Rehana



Home School 2 at Ghaggar Phatak: Teacher Ms Saima

