

# VOICE OF ADAMJEE LIFE



- Message from Leadership
- Give To Gain
- Adamjee Life Digital App
- Growth and Developments
- Nigehbaan CSR Initiative

#GIVE  
TO  
GAIN

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A Message from

# Leadership

Give to Gain: A Mindset for Sustainable Growth

“ Creating lasting value through contribution, trust, and purpose  
As we progress into 2026, it is a timely opportunity to reflect not only on our goals, but on the mindset that drives our success. The theme for this edition of VOAL, “Give to Gain,” is both simple and powerful. It challenges us to move beyond transactional thinking and embrace a more meaningful cycle of value creation.

At Adamjee Life, we operate in an industry built on trust, empathy, and long term commitment. These are not outcomes we can demand. They are outcomes we earn. And we earn them by consistently giving. Giving our time to understand our customers, giving our effort to innovate and improve, and giving our integrity to every promise we make.

“Give to Gain” is not just a philosophy. It is a strategic mindset. When we invest in our people, we gain stronger teams. When we empower our customers with knowledge and security, we gain their loyalty. When we contribute meaningfully to society, we gain relevance and respect as an organisation. The returns may not always be immediate, but they are always lasting.

Over the past year, we have seen this principle come to life across the organisation. Whether it is our growing focus on customer centricity, our investment in digital transformation, or our efforts to build a more open and collaborative culture, each initiative reflects a conscious decision to give first. In doing so, we are steadily strengthening the foundation for sustainable growth.

As we move forward in 2026, I encourage each one of you to embrace this mindset in your daily work. Look for opportunities to contribute beyond your defined roles. Support your colleagues. Add value to every interaction. In the long run, the success of Adamjee Life will not be defined by what we take from the market, but by what we give to it.

Let us continue to build an organisation that leads with purpose, acts with integrity, and grows through contribution.

Wishing you all a successful and fulfilling year ahead. ”

**Manzar Mushtaq**  
CEO, Adamjee Life Assurance Co. Ltd.

# International Women's Day

Adamjee Life marked Women's Day by bringing together and recognizing the remarkable women who continue to inspire change and uplift those around them.

The celebration reflected our belief that when we invest in empowering women—through recognition, support, and opportunity—we create a ripple effect of growth that benefits not just individuals, but entire communities.

Through **Give to Gain**, we continue to champion initiatives that contribute to long-term progress, reinforcing our commitment to inclusion, financial well-being, and collective success.



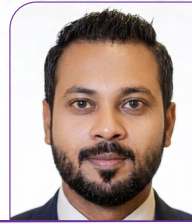
# List of ISO Quality Auditors



**Salman Ahmed**  
Deputy Manager  
Administration



**Nazish Hayat**  
Talent Acquisition &  
OD Specialist



**Syed Saad Hassan**  
Deputy Manager  
Finance



**Rehan Hafeez**  
Area Sales Manager  
Bancassurance



**Umair Ali Zahid**  
Deputy Manager Information  
Systems Operations



**Fahad Islam**  
Senior Manager  
Underwriting IL



**Hafiz Sajid Aslam**  
Regional Sales  
Manager



**Muhammad Tayyab**  
Senior Officer  
Direct Distribution Operation Takaful



**Mashab Jadoon**  
Assistant Operations Manager  
Takaful



**Simran Thontya**  
Deputy Manager  
Risk Management



**Soban Nazeer**  
Regional Manager  
Direct Distribution

# List of ISO Quality Auditors



**Salman Yousuf**  
Deputy Manager  
Business Systems



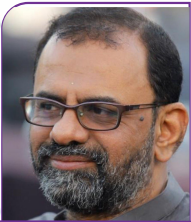
**Tassawur Zubair**  
Manager  
Complaints & Grievances



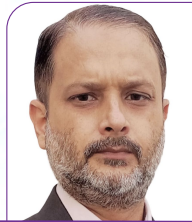
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Manager  
Customer Services



**Saniya Hashim**  
Assistant Manager  
Claims



**Sajid Ahmed**  
Head of IT Business  
Partner & Program Management



**Muhammad Ali**  
Information Security Officer &  
IT Governance Lead



**Shilpa Shamlal**  
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**Saud Ahmed**  
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**Amber Shamim**  
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**Mohammad Daniyal**  
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Finance

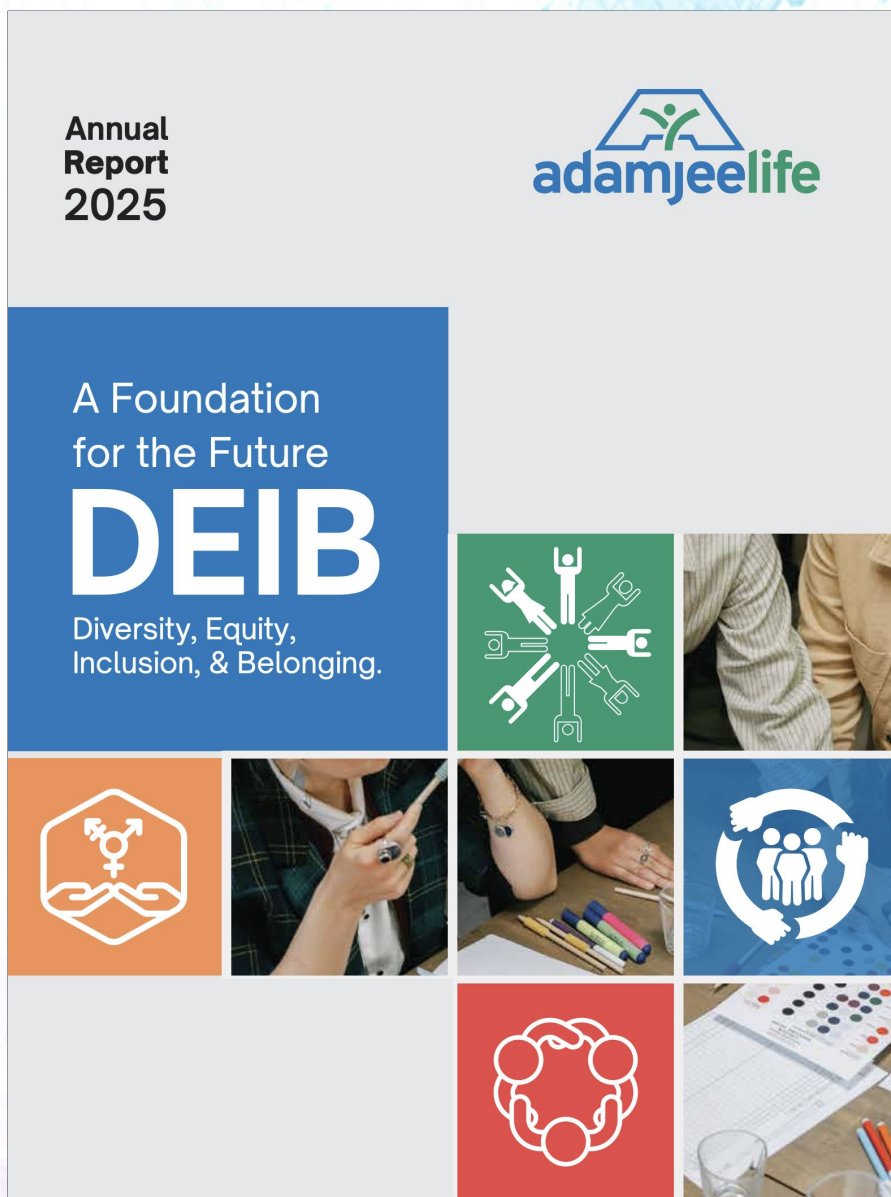


**Ayesha Jameel**  
Senior Officer  
Training Operations

# Achievements and Accomplishments

## Annual Report 2025

The Adamjee Life Annual Report 2025 is officially out and this one belongs to every person who helped build the year behind it.



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# Internal Audit Updates

*Approximately*

**88%**

*of the identified process improvements were **successfully implemented.***




# Real Stories. Real Assurance

## Testimonials

At Adamjee Life, customer experiences define our success. These snippets from our satisfied clients reflect the trust they place in us and the assurance we strive to deliver every day.

Each review is more than feedback, it is a testament to our commitment to reliability, service excellence, and financial security.



**Comment Card**

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“We are satisfied with the service of company and we are thankful to Adamjee Life.”

**Name:** Panjal Khan

**Claim Type:** Death Claim

**Inayat Masih**

Thank you very much for your support and for processing this promptly. I truly appreciate your support throughout this process.

Thanks A lot!

★★★★★

**Hafiz Liaquat Ali**

I am very Thankful of Adamjee Life Claims Department for their good work and timely guidance.

InshAllah, I will be dedicating this insurance for my daughter.

★★★★★

# Positive client feedback

## Turning Every Concern into Confidence

At Adamjee Life, every client interaction is an opportunity to deliver better, faster, and more reliable service.



Our inbound call analysis for the first quarter shows a strong customer satisfaction rate of 94%, with 2,801 out of 2,990 client queries successfully resolved.

# Awards & Accolades

## A recognition that matters Indus Hospital & Health Networks

Adamjee Life was recognized at the CSR Partners Symposium 2026 in appreciation of its generous support towards a shared vision with the Indus Hospital & Health Network providing free, quality healthcare to those in need.

As a long-standing partner, Adamjee Life continues to contribute towards accessible healthcare, reinforcing its commitment to meaningful, community-driven impact.



Total  
**Claims Paid**

PKR **339.7** Million



# Talent & Growth

## New Joiners of Quarter 1

Welcoming our newest team members to the ALIFE family as we continue to grow together.

Wahaj Ahmed Khan	Area Sales Manager - Bancassurance
Muhammad Ammar Saleem	Assistant Manager Information Systems Operations
Muhammad Affan Yousfi	Officer Underwriting
Abdul Wahab Agar	AGM - Customer Services
Syed Irfan Abbas Zaidi	Regional Sales Head Corporate Distribution Central
Rimsha	Business Support Executive (BSE)
Atif Nazir	Senior Manager Finance
Agha Ahmad Hassan	Senior Manager Business Planning & Analysis
Huzaifa Khan	Relationship Officer - Bancassurance
Syed Touseef Ali Zaidi	Relationship Officer - Bancassurance
Muhammad Daniyal Peerzada	Relationship Officer - Bancassurance
Syed Umer Ali Bukhari	Relationship Officer - Bancassurance
Muhammad Adnan	Relationship Officer - Bancassurance
Shoaib Usman	Relationship Officer - Bancassurance
Muhammad Saeed	Relationship Officer - Bancassurance
Muhammad Awais	Relationship Officer - Bancassurance
Muhammad Shan	Relationship Officer - Bancatakaful
Waqas Abdul Razzaq	Relationship Officer - Bancassurance
Muhammad Shoab	Relationship Officer - Bancassurance
Muhammad Junaid Ahmad	Relationship Officer - Bancassurance
Muhammad Salman Haider	Relationship Officer - Bancassurance
Junaid Arshad	Relationship Officer - Bancassurance
Muhammad Aqil Raza Naqvi	Relationship Officer - Bancassurance
Muhammad Ashhad ul Haq	Finance Associate
Bilal Elahi	Relationship Officer - Bancassurance
Hasan Siddiqui	Finance Officer
Saddam Hussain	Relationship Officer - Bancassurance
Afzaal Ahmed	Finance Associate

# Career Fair 2026

## Institute of Business Management

As part of our continued efforts to connect with emerging talent, Adamjee Life participated in career fair at the Institute of Business Management (IOBM).

These engagements provided an excellent platform to interact with aspiring professionals, share insights about career opportunities at Adamjee Life, and showcase our dynamic work culture. Our team actively connected with students, discussed potential career paths, and highlighted growth opportunities within the organization.



# Career Connect 2026

## Habib University

At Habib University Career Connect 2026, Adamjee Life connected with ambitious young professionals, fostering conversations around growth, opportunity, and purpose-driven careers.

The engagement reflected our commitment to nurturing emerging talent and building meaningful connections with future industry leaders through a culture grounded in integrity, learning, and excellence.



# Strategy Business Meeting FY-2026

Our Annual Strategy Business Meeting FY-2026 brought together key stakeholders to reflect on 2025 business performance and align on the strategic priorities shaping the year ahead.

Centered on the theme “Built Together—One Foundation, Shared Effort & Lasting Impact,” the meeting focused on strengthening organizational alignment, strategic clarity, and execution discipline.

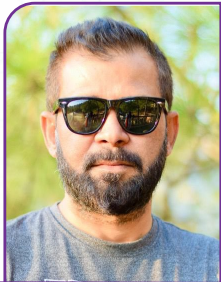
The session served as a platform to review performance, identify future opportunities, and translate cross-functional priorities into actionable initiatives with clear ownership, timelines, and success measures.

Covering key areas such as financial goals, workforce enablement, operational efficiency, governance, and marketing, Built Together reinforced the importance of shared effort in driving focused execution, measurable outcomes, and long-term organizational impact.



# Bancassurance

## Super Achievers



**Khurram Amman**  
North - Regional Branch Head



**Waqas Gul Khan**  
Central - Regional Branch Head



**Abdul Jabbar**  
North - Territory Manager



**M. Jawad Anwar**  
North - Territory Manager



**Kashif Nadeem**  
North - Regional Manager



**Mohsin Iftikhar**  
North - Regional Manager



**Yasir Mushtaq**  
North - Regional Manager



**Tehseen Anjum**  
North - Regional Manager



**Talha Ahmed**  
North - Regional Manager



**M. Salman Yusfi**  
Karachi - Regional Manager



**Shahzaib Ahmad**  
North - Regional Manager



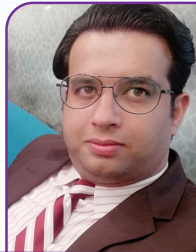
**Haris Chowhan**  
South - Hyderabad Regional Manager

# Bancassurance

## Super Achievers



**Tayyab Masood**  
North - Regional Manager



**Hafiz Ali Raza**  
Central - Regional Manager



**Mahnoor**  
Karachi - Banca Sales Officer



**Mirza Umair Akhtar**  
North - Regional Manager



**Abdul Wadood**  
Central - Regional Manager



**S. Touseef Ali Zaidi**  
Central - Territory Lead



**Muhammad Talha**  
North - Territory Manager



**Ali Arshad**  
Central - Banca Sales Officer



**Natasha Noor**  
North - Banca Sales Officer



**Maryam Alam**  
North - Banca Sales Officer

# Nigehbaan CSR Initiative

## Eid Milan at Kiran Foundation | Celebrating Togetherness

As part of Adamjee Life's CSR initiative, Nigehbaan, the Eid Milan celebration was organised to reflect the values of care, inclusion, and community support. The initiative created a warm and welcoming environment where children could celebrate the spirit of Eid while feeling valued, recognised, and included.

Rooted in Nigehbaan's focus on care-led community engagement, the event highlighted Adamjee Life's commitment to creating meaningful experiences beyond business objectives. It served as a reminder that purposeful impact is built not only through support, but through moments that foster dignity, belonging, and joy.

Through initiatives like Nigehbaan, Adamjee Life continues to strengthen its role as a responsible organisation committed to community wellbeing, inclusivity, and long-term social value.



## Editor's Note

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Every quarter brings its own direction, energy, and achievements.

The January to March 2026 edition of VOAL captures the momentum with which Adamjee Life has begun the year. From business milestones and customer focused initiatives to employee engagement, learning programs, partnerships, and community impact, this quarter reflects the collective efforts of our teams across the organisation.

What stands out most is the consistency, collaboration, and purpose behind each achievement. Every initiative featured in this edition is a reminder that progress is built through people working together with dedication and shared ambition.

As you go through these pages, I hope you find a meaningful reflection of the quarter gone by and the momentum we continue to build as one Adamjee Life.

Thank you to everyone who contributed and helped bring this edition of VOAL to life.

Warm regards,

**Afnan Khan**

*Editor, Voice of Adamjee Life*

# Thank You Note

Thank you for making VOAL a success! It would not have been possible without the dedication, coordination, and commitment of our incredible team. A special note of appreciation to the team members who played a vital role in bringing VOAL to life.

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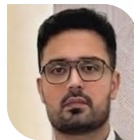


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