

Pan Asia Bank partners with Softlogic Life



Naleen Edirisinghe, Director/CEO, Pan Asia Bank exchanging the agreement with Iftikar Ahamed, MD, Softlogic Life Insurance in the presence of L-R: Thilan Illangasinghe, Manager – Retail Credi; Buddhika Perera, AGM Deposit Mobilization; Sheron Hamidon, Head Private Banking; Gayanath De Silva, DGM – Credit, Pan Asia Bank and Piyumal Wickramasinghe, Executive Vice President/Chief Distribution Officer, Softlogic Life Alternate Channel; Yohan Ebell, Head – Retail; Iroshini De Silva, Senior Manager – Legal, Pan Asia Bank; and Dilanka Amaratunga, DGM – Softlogic Life Alternate Channel.

Pan Asia Bank has entered into a strategic bancassurance partnership with Softlogic Life Insurance to introduce an International Health Insurance solution for its Privilege Banking segment. This initiative reflects the Bank's continued commitment to delivering holistic financial and lifestyle solutions, particularly for its affluent clientele.

By combining premium banking services with global health protection, the Bank aims to enhance its value proposition through innovation, strategic alliances, and personalized offerings. The partnership is designed to meet the evolving expectations of Premier customers, particularly in areas such as wellness, global mobility, and access to high-quality health care.

Through this collaboration, Pan Asia Privilege Banking clients will benefit from comprehensive international health insurance plans that are reinsured by AXA, a

globally recognized Fortune 500 insurance leader. This ensures strong financial backing, global expertise, and high standards of clinical care.

One of the key highlights of the offering is its extensive global reach, providing access to over 1.9 million medical providers worldwide. This enables policyholders to receive top-tier healthcare services regardless of their location. The plans also offer substantial annual coverage limits ranging from USD 100,000 to USD 10 million, covering a wide range of medical needs, including inpatient treatment, organ transplants, and emergency medical evacuation. Naleen Edirisinghe, CEO, Pan Asia Bank emphasized that the partnership goes beyond traditional banking by delivering solutions that enhance lifestyle and provide global health security. Similarly, Iftikar Ahamed, MD, Softlogic Life highlighted the company's commitment to offering world-class health protection solutions supported by strong global partnerships, ensuring customers enjoy both security and flexibility in an increasingly mobile world.