

# Sri Lanka Insurance Life Records Sturdy Growth

Sri Lanka Insurance records a rigorous growth of 13.59 percent, surpassing the industry growth in the life insurance sector for the period that ended on September 30, 2019. Sri Lanka Insurance Life achieved total gross written premium of 11.03 billion rupees, maintaining the positive momentum of the life insurance industry. The achievement was supported by the company's three-year strategic focus on key areas such as: customer centric product portfolio, enhancement of sales force's productivity levels, customer driven ground level activities, continuous efforts in understanding emerging customer needs and the collective effort of SLIC team towards the goals.

SLIC' life insurance product portfolio extends from endowment products, retirement products, health plans and child insurance plans, which provide total life insurance solutions for all stages of life with high return to the customers within the Sri Lankan insurance industry. The life insurance product portfolio consists with latest addition of SLIC Health Plus, SLIC Wealth Plus, SLIC Freedom Lifestyle Plus and Divisavi, which is an affordable insurance plan.

The fully -ledged SLIC mobile app is a next generation platform, which facilitates customers to view policy details and products details, make premium payments of both Life and General Insurance policies and many more convenient services.

Sri Lanka Insurance also claims the largest life fund in the industry in excess of 110 billion rupees and the company has declared the highest life insurance bonuses year on year for its valuable customers. In 2019 Sri Lanka Insurance declared a Life Insurance bonus of 7.6 billion rupees, taking the total declared amount for the last ten years to 50 billion rupees.