

## Anika Stands Tall Among Peers

ITS growth has been phenomenal, and no one is complaining.

From a humble beginning four decades ago, Anika Insurance Brokers is now one of the leading independent insurance brokering companies in the country. On the international arena, this home-grown outfit added another feather to its cap in 2005 when it was invited to join Worldwide Brokers Network (WBN), the world's largest organization of independent insurance brokers, risk management and employee benefit consultants and each country is represented by one member.

Elaborating on the affiliation with WBN, Vicky says: "It effectively extends our reach around the globe and boost our network strength in terms of global expertise and specialist market knowledge. It is a step forward to continue improving our standing in the industry and the quality of service to clients.

"The growth of Anika to what it is today is way beyond expectations. It has certainly not looked back since its inception and has progressed by leaps and bounds says its proud chief executive

officer Vicky Rajaratnam. The company is optimistic of the future outlook, and judging from the turnover numbers, its confidence is not misjudged. It may sound like blowing one's own trumpet but Anika can claim to stand tall among its peers in the insurance broking industry.

From just RM6 million in the 1970s, it registered a estimated turnover of RM105 million last year. This year, the figure is expected to reach RM115 million. Vicky feels the rise of the company's fortune began following the diversification of its portfolio of products in the 1980s. During the initial years, it relied heavily on the country's public sector as a source of business. Today, the company's client base is well diversified, comprising mainly listed corporations involved in various sectors, from manufacturing and telecommunications to power generation, among others. Anika offers insurance consultancy in the fields of aviation, automobile, construction, financial institutions, gaming, golf and resort clubs, hotels, information technology, manufacturing, medical, oil and gas, power plants, printing,

professional bodies, steel, telecommunications, timber, tobacco and travel and tours.

Anika study the needs of the insured, analyse the risks exposure and recommend ways to reduce them, thereby reducing the premium rates, explains Vicky on Anika's role. The company now handles all classes of insurance, and recently started to focus on specialised areas like liability classes and health insurance.

Among its products developed by



**Vicky Rajaratnam**  
Anika Insurance Brokers  
Chief Executive Officer

Anika are the Personal Care Insurance which covers the Houseowners and Householders, Motor, All Risks, Golfers, Domestic Maids Insurances and the like was specially developed for the individual employees of Anika's corporate clients thus making Anika a "One Stop Center" for all insurance needs.

Another product developed by Anika was the ALife Care Insurance which was again developed to cater for the needs of the individual life in general. The unique feature of this product is that it was design to give the various benefits with the cheapest cost.

Anika has been awarded the MS ISO 9001:2000 Quality Management Certification by SIRIM QAS, the first insurance broker in the country to receive the honour. The accreditation acknowledges that the company has achieved internationally-recognised standards that are synonymous with quality management systems. Vicky adds the government has a vision to establish the country as the leading Islamic Financial Centre and to be part of the team to achieve this

vision, the company has established and developed a Takaful broking department and was honoured to be one of the pioneer Takaful Brokers in the country.

The company, which employs more than 80 employees, has its head office in Kuala Lumpur, with branches in Penang, Ipoh, Johor Baru and Kota Kinabalu.

On its future plans, Vicky says the main goal is to continue providing quality insurance broking and value-added services to clients. Vicky has a vision to set Anika as a global insurance broker. One of the first moves towards this vision was the recent restructuring of the corporate broking operation which involves the changes in the top management which consists of Puan Noraimi Alias, the PR Director, Mr. Bobby Tan, Chief Operating Officer and Ms. Lim Sook Kim, Assistant General Manager who are dedicated to assist in realizing the vision.

In conjunction with the 40th anniversary celebrations, the company is carrying out a rebranding exercise and has launched a new corporate logo to reflect the current times.

*Congratulations*

TO

**ANIKA**  
INSURANCE BROKERS  
OVER 40 YEARS OF GLOBAL PREMIER SERVICE

ON  
THE OCCASION OF ITS 40<sup>TH</sup> ANNIVERSARY  
AND  
THE OFFICIAL LAUNCHING OF ANIKA'S NEW LOGO

WITH BEST COMPLIMENT FROM:

