



Media Release

AIA's Expressway to growth



A glimpse of the highway

Colombo 11th August 2014: A fast emerging network of highways is connecting the nation. The Kottawa – Kaduwela Outer Circular Highway snugly encircles Colombo and links with the expressways placing the bustling town on the fast track to progress. Educational institutes, hospitals, and newly opened office complexes have helped to change the face of Kaduwela.

AIA Insurance has made this vibrant interchange, the location for its newest branch office as the insurer sets out to partake in the post-war development in the country. The Company is expanding its network of branches and is recruiting more top-notch sales personnel. AIA already has 117 branch offices spread out across the length and breadth of the island and plans to open up 11 more new branches in strategically selected locations before the year ends. This rapid expansion supports the Company's plans to join the nation's fast track to progress and bring peace of mind and protection to more people.

The opening of the array of new branch offices goes hand in hand with the company's ambitious recruitment drive that brings greater employment opportunities especially to the nation's youthful school leavers, stay-at-home housewives and dynamic retired seniors. The recruitment drive in the recent years has resulted in a massive 39% increase in the number of new AIA Wealth Planners.

AIA Wealth Planners are equipped to provide customers with the best possible advice and world class solutions. As Sri Lanka's pioneers in the use of Interactive Point of Sales (iPoS) and iPads to provide insurance solutions, AIA's Wealth Planners are well equipped to help customers complete the buying process with greater speed and simplicity.

Reiterating AIA's aspirations, Upul Wijesinghe, Deputy Chief Executive said "The rapid expansion of our network of branches and extensive recruitment drive is very much a part of our progressive pathway to provide our customers with the right tools to achieve their dreams whatever happens in life."

Chief Executive Officer, Shah Rouf said: "AIA takes great pride in contributing to the dynamic changes taking place in Sri Lanka by playing a leadership role in supporting economic and social development, providing world class insurance solutions to a much larger segment of the population."