



Press Release:

IGI Life Vitality Bags the Consumer Choice Award

(Karachi, September 11, 2021): One of the leading insurance & takaful companies in Pakistan, IGI Life Vitality has been honored with the Consumer Choice Award for the Best Innovative Product in Life Insurance - Vitality. The award was presented by the Chief Guest, Governor Punjab, Mr. Chaudhary Mohammad Sarwar to the Head of Marketing, IGI Life Vitality, Mr. Jahangir Nazar Haidery.

IGI Life Vitality has won this award for bringing a paradigm shift in the insurance industry whereby customers get rewarded for living healthy and staying active. The concept of Vitality inspires people to get healthier by the day by making small changes in their lifestyles. The aim of Vitality is to make 100 million people more active by 20% by the year 2025. IGI Life Insurance in Pakistan is among the 30 markets in the world that have partnered with Vitality globally.

Speaking on the occasion, the Head of Marketing, IGI Life Vitality, Mr. Jahangir Nazar Haidery said that it is a proud moment for IGI Life Vitality that we have been honored for being conferred with the Best Innovative Product in Life Insurance - Vitality. By partnering with Vitality Group South Africa, we are offering our customers the opportunity to get rewarded by adopting an active regime, which helps them stay fit and healthy.

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Photo Caption:

IGI Life Vitality receives the Consumer Choice Award for the Best Innovative Product in Life Insurance - Vitality. The award was presented by the Chief Guest, Governor Punjab, Mr. Chaudhary Mohammad Sarwar to the Head of Marketing, IGI Life Vitality, Mr. Jahangir Nazar Haidery.