

Great Eastern General Insurance Indonesia Perluas Pasar Ritel Bekerja Sama dengan Bank BTPN



Jakarta, 11 September 2023 – Aktivitas perekonomian Indonesia mulai kembali bergairah. Badan Pusat Statistik mencatat pertumbuhan ekonomi triwulan II di angka 5,17 persen. Kembali normalnya mobilitas mendorong konsumsi masyarakat yang tumbuh 5,23 persen.

Kondisi ekonomi yang sudah mulai membaik menjadi momentum Great Eastern General Insurance Indonesia (GEGI) untuk memperluas bisnis di sektor ritel. Salah satunya dengan berfokus pada pengembangan saluran distribusi melalui segmen *bancassurance*. Maka dari itu, GEGI terus menambah kolaborasi dengan beberapa perbankan tanah air. Terbaru, GEGI menggandeng PT Bank BTPN Tbk (Bank BTPN) sebagai mitra baru distribusi *bancassurance*.

Kolaborasi tersebut ditandai dengan penandatanganan perjanjian kerja sama yang dihadiri Bapak Jeffrey Tjoeng, Head of Business Banking Bank BPTN, dan Ibu Linggawati Tok sebagai Direktur Marketing mewakili GEGI. Linggawati berharap melalui kerja sama ini, GEGI dapat menjangkau layanan produk bank dan asuransi secara bersamaan, sehingga dapat memenuhi permintaan dan kebutuhan seluruh pelaku usaha mikro, kecil, dan menengah (UMKM) hingga ke berbagai daerah di seluruh

Jakarta, 11 September 2023 – Indonesia's economic activity is starting to rise again. Central Bureau of Statistics recorded economic growth in the second quarter at 5.17 percent. The return to normal mobility encouraged public consumption which grew by 5.23 percent.

Economic conditions that have begun to improve are the momentum for Great Eastern General Insurance Indonesia (GEGI) to expand its business in the retail sector. One of them is by focusing on developing distribution channels through the *bancassurance* segment. Therefore, GEGI continues to add collaborations with several banks in the country. Most recently, GEGI collaborated with PT Bank BTPN Tbk (BTPN Bank) as a new *bancassurance* distribution partner.

The collaboration was marked by the signing of a cooperation agreement attended by Mr. Jeffrey Tjoeng, Head of Business Banking of BPTN Bank, and Ms. Linggawati Tok as Marketing Director of GEGI. Linggawati hopes that through this collaboration, GEGI can reach bank and insurance product services simultaneously, so GEGI can meet the demand and needs of all micro, small and medium enterprises (SMEs) to various regions throughout Indonesia.

Indonesia.



"Ke depannya, GEGI berkomitmen untuk terus menghadirkan produk-produk yang inovatif agar dapat melayani kebutuhan masyarakat luas," kata Linggawati.

Senada dengan Linggawati, Jeffrey mengatakan kolaborasi ini akan memberi perubahan berarti, baik bagi konsumen GEGI maupun nasabah Bank BTPN.

"Bank BTPN berkomitmen untuk terus melayani nasabah dari berbagai segmen dalam memenuhi kebutuhan finansial mereka. Melalui kolaborasi ini, kami juga ikut serta dalam program pemerintah untuk mewujudkan tujuan pembangunan berkelanjutan dengan mendukung pertumbuhan usaha kecil dan menengah di Indonesia," kata Jeffrey.

Sinergi GEGI dan Bank BTPN diawali dengan enam produk, yaitu asuransi semua risiko industri (*industrial all risk*), asuransi gempa bumi, asuransi marine cargo, asuransi kendaraan bermotor, asuransi semua risiko kontraktor (*contractor all risk*), dan asuransi *contractor's plants and machinery*. Produk-produk tersebut khusus bagi nasabah Bank BTPN yang membutuhkan perlindungan usaha dan asetnya.

Nasabah bisa mengakses produk asuransi tersebut melalui pinjaman atau kredit di Bank BTPN. Nah, jika ingin mengagunkan atau pembiayaan properti, Bank BTPN akan

"In the future, GEGI is committed to continue providing innovative products in order to serve the needs of the wider community," said Linggawati.

In line with Linggawati, Jeffrey said this collaboration will make a significant difference, both for GEGI customers and BTPN Bank customers.

"BTPN Bank is committed to continue serving customers from various segments in meeting their financial needs. Through this collaboration, we also participate in the government's program to achieve sustainable development goals by supporting the growth of small and medium enterprises in Indonesia," said Jeffrey.

The synergy between GEGI and BTPN Bank begins with six products, namely industrial all risk insurance, earthquake insurance, marine cargo insurance, motor vehicle insurance, contractor all risks insurance, and contractor's plants and machinery insurance. These products are specifically for BTPN customers who need to protect their businesses and assets.

Customers can access these insurance products through loans or credit at BTPN Bank. If they want to collateralize or finance their property, BTPN Bank will offer GEGI insurance to protect

menawarkan asuransi GEGI sebagai perlindungan aset mereka. "Kami berharap kerja sama dengan Bank BTPN dapat membuat nasabah memerdekakan diri dari rasa khawatir dan takut akan aset yang diagunkan," lanjut Linggawati.

Didukung oleh jaringan kantor cabang Bank BTPN dan jangkauan nasabah yang luas, GEGI yakin kerja sama yang telah terjalin akan memperkuat komitmen dalam melayani kebutuhan para nasabah dan masyarakat Indonesia.

their assets. "We hope that our partnership with BTPN Bank can free our customers from worry and fear about their mortgaged assets," said Linggawati.

Supported by BTPN's Bank branch network and extensive customer reach, GEGI believes the partnership will strengthen its commitment to serving the needs of its customers and the people of Indonesia.

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