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Tune Ins becomes Tune Protect

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PETALING JAYA: Tune Ins Holdings Bhd has changed the company's name to Tune Protect Group Bhd, as part of its rebranding initiative to better align with its future strategy and product roadmap.

In a statement yesterday, the insurer said the rebranding initiative is in response to the dynamic change in consumer behaviour and preferences that require information on the go.

"Our passion is to constantly meet our customer expectations by providing products and services in an easy, convenient and simple manner. Hence, we have also introduced a new corporate tagline 'Insurance Made Easy'," its CEO Junior Cho said.

"Our new name and tagline reflect our firm commitment to offering innovative products and solutions that cater to the diverse consumer needs for insurance," he added.

Cho said the company is also expanding beyond its existing face-to-face and partnership channels by investing into the digital space.

"Ultimately, it is about building a more connected brand with our customers across all their interactions with us. Not only through our committed partners, brokers, insurance agents, but even when they are up and about," he said, adding its subsidiary Tune GenRe Ltd has also been renamed to Tune Protect Re Ltd.

Since its inception in 2011, Tune Protect has secured long-term partnerships with airline partners namely AirAsia, Air Arabia, Cebu Pacific and a network of business partners and agents across the region.

It also covers a wide range of general insurance through its network of more than 1,000 agents nationwide, with more than 350 employees currently.

"Our focus is to provide customers with insurance products and services that are relevant, affordable, and meaningful. We will continue to leverage on Tune Group's strong brand and core values to become a leading digital insurer with a ubiquitous footprint in the region," Cho said.

Opinion <>



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