

# Bharti Airtel to distribute Sanlam insurance products

Bharti Airtel has partnered with South African financial services group, Sanlam, for the distribution of insurance and health funding products across seven African countries.



By Gregory Gondwe: @Kalipochi 5 Sep 2012



According to a statement issued by Airtel Malawi, public relations and corporate communications manager Edith Tsilizani says the coverage in these countries which include Kenya, Ghana, Tanzania, Zambia, Uganda, Malawi and Nigeria is on a non-exclusive basis since both companies have a presence in the said countries.

Chidi Okpala, director and Africa head of Airtel Money, says the agreement is aimed at enhancing value for Airtel customers and increasing access to insurance which will enable Sanlam to market and sell its Life, General and Health insurance products through Airtel's extensive telecommunications networks in the seven countries.

## Offering value to customers

"We are delighted to be partnering with Sanlam on this exciting initiative. This will offer our customers in Africa access to a broad range of sophisticated products and services to support their lifestyles and aspirations, and this partnership will enable us to significantly enhance the value we offer our loyal customers," explained Okpala.

Adding that "Airtel customers stand to benefit from access to Sanlam's world-class Life, General and Health Insurance products."

Margaret Dawes, executive director for Africa at Sanlam Emerging Markets, said her firm is passionate about supplying sound financial solutions to the wider African market and are delighted by this opportunity to provide their services and solutions through Airtel's network.

"We look forward to providing competitive products that meet the client's needs - drawing on our collective years of experience and research in these markets," she declared.

## ABOUT GREGORY GONDWE: @KALIPOCHI

Gregory Gondwe is a Malawian journalist who started writing in 1993. He is also a media consultant assisting several international journalists pursuing assignments in Malawi. He holds a Diploma and an Intermediate Certificate in Journalism among other media-related certificates. He can be contacted on [gregorygondwe@gmail.com](mailto:gregorygondwe@gmail.com). Follow him on Twitter at @Kalipochi. View my profile and articles...