

# Century Insurance Company Limited (CENI): Company Profile and SWOT Analysis

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## Abstracts

### SYNOPSIS

Timetric's 'Century Insurance Company Limited (CENI): Company Profile and SWOT Analysis' contains in depth information and data about the company and its operations. The profile contains a company overview, key facts, major products and services, SWOT analysis, business description, company history, key competitors, financial analysis, key employees, company locations and subsidiaries as well as employee biographies.

### SUMMARY

This report is a crucial resource for industry executives and anyone looking to access key information about "Century Insurance Company Limited"

The report utilizes a wide range of primary and secondary sources, which are analyzed and presented in a consistent and easily accessible format. Timetric strictly follows a standardized research methodology to ensure high levels of data quality and these characteristics guarantee a unique report.

### SCOPE

Examines and identifies key information and issues about 'Century Insurance Company Limited' for business intelligence requirements.

Studies and presents the company's strengths, weaknesses, opportunities (growth potential) and threats (competition). Strategic and operational business

information is objectively reported.

The profile also contains information on business operations, company history, major products and services, key employees, and locations and subsidiaries.

## REASONS TO BUY

Quickly enhance your understanding of 'Century Insurance Company Limited'

Gain insight into the marketplace and a better understanding of internal and external factors which could impact the industry.

Increase business/sales activities by understanding your competitors' businesses better.

Recognize potential partnerships and suppliers.

## KEY HIGHLIGHTS

Century Insurance Company Limited (Century Insurance), a subsidiary of The Lakson group, provides insurance solutions. The company offers a range of non-life insurance solutions to its customers. Its portfolio of insurance products includes fire and allied perils, marine, motor, engineering, home safe and travel insurance. The company's miscellaneous insurance products include personal accident insurance, product liability insurance, public liability insurance, employer's liability insurance, workmen's compensation insurance, health insurance and money insurance. Century Insurance also provides claims handling services. Through these products and services, the company serves individuals and business customers. The company distributes its products and services through its branches located in Clifton, Islamabad, Lahore, Multan, Faisalabad and Sialkot. Century Insurance is headquartered in Karachi, Pakistan.

The company reported gross written premium (GWP) of PKR1,008.6 million in fiscal year 2016 (FY2016), with an annual decline of 2.5% over FY2015. The net written premium (NWP) of the company was PKR659.3 million in FY2016, an increase of 28% over FY2015

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