

Softlogic Life Insurance PLC (Asian Alliance Insurance PLC): Company Profile and SWOT Analysis

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Abstracts

SYNOPSIS

Timetric's 'Softlogic Life Insurance PLC (Asian Alliance Insurance PLC): 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, financial analysis, mergers & acquisitions, recent developments, key employees, company locations and subsidiaries, employee biographies as well as competitive benchmarking data.

SUMMARY

This report is a crucial resource for industry executives and anyone looking to access key information about 'Softlogic Life Insurance PLC'

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 'Softlogic Life Insurance PLC' 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.

Provides data on company financial performance and competitive benchmarking.

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 'Softlogic Life Insurance PLC'

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

Softlogic Life Insurance PLC (Softlogic Life) formerly Asian Alliance Insurance Plc, is a multi-line insurance company based in Sri Lanka. It provides a range of life and general insurance products. The company's life insurance offerings include individual protection, loan protection, group plans, child plans, retirement plans and family protection plans. Its general insurance portfolio comprises burglary insurance, motor insurance, travel insurance, personal accident insurance, medical insurance property cover, pecuniary insurance, liability coverage and personal insurance policies. Softlogic Life distributes its products and services through a network of regional distribution offices, divisional offices and back offices and branches. AAI is a subsidiary of Softlogic Holdings PLC and is headquartered in Colombo, Sri Lanka.

AAI reported gross written premium of LKR7,420.7 million during the fiscal year ended December 2016 (FY2016), representing an increase of 22.6% over FY2015. Its net earned premium was LKR7,157.7 million in FY2016, an increase of 20.9% over FY2015.

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COMPANIES MENTIONED

Softlogic Life Insurance PLC

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