



## **MEDIA RELEASE**

For immediate release

### **LETSHEGO BANK TANZANIA PARTNERS WITH ASSEMBLE INSURANCE TANZANIA TO SUPPORT CUSTOMERS WITH PERSONAL BANCASSURANCE SOLUTIONS**

***Dar es Salaam, Tanzania; 05 August 2022:*** Letshego Bank Tanzania, a subsidiary of Letshego Holdings Limited (Letshego Group) has recently partnered with Assemble Insurance Tanzania to offer Bancassurance products covering Medical and General Insurance which will be available across all Letshego Bank Tanzania branches.

Through this partnership, Letshego Bank will offer all Bancassurance products available at Assemble Insurance Tanzania, and additionally, customers will have access to Insurance Premium Finance, enabling them to pay their premiums in Instalments

Speaking at the launch, **Letshego Bank Tanzania's Chief Executive Officer Omar Msangi** commented; *"Our Partnership with Assemble Insurance which is among the largest and most successful private Insurance companies in East Africa will deliver concrete benefits for our customers and communities in line with Letshego's purpose and brand promise, to Improve Lives for Tanzanians."*

Assemble Insurance Tanzania is a local private insurance company operating in Tanzania with its services extended to cover the whole of East Africa. They have been offering insurance services for over 37 years and used to be known as AAR Insurance. The company provides Medical Insurance as well as a range of General Insurance solutions and seeks to improve the insurance penetration rate to benefit more Tanzanians. Assemble Insurance Tanzania and Letshego Bank Tanzania are committed to continuing to bring innovative and affordable insurance and financial products

On her part, Ms Tabia Massudi, the General Manager of Assemble Insurance added "We are equally excited to launch this partnership with Letshego Bank, through this many Tanzanians will be able to benefit and enjoy our insurance products swiftly. Assemble Insurance Tanzania and Letshego Bank Tanzania will continue to clear all the hurdles so as everyone can acquire insurance either for their health (Medical Insurance products) or for their properties (General Insurance Products)"

Letshego Bank Tanzania aims to empower their individual customers, small traders and Micro and Small Entrepreneurs (MSEs) to achieve their aspirations by creating access to innovative and affordable financial solutions that meet their evolving needs and improve livelihoods. The Group has recently launched its flagship Digital Mall, a digital banking platform where customers have 24hr access to apply for loans, insurance, savings accounts, and other lifestyle products.

**ENDS.**

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### NOTES TO EDITORS:

#### **About Letshego Bank Tanzania**

Letshego Bank (T) Limited is a licensed Commercial Bank operating in Tanzania and is a subsidiary of Letshego Letshego Holdings Limited (leading in inclusive finance across Africa). Letshego Bank (T) Limited through its efficient alternative channels not limited to 5 branches 3 outlets, LetsGo mobile, agency (over 200 third party agencies), Western Union, ATM Cards, E-Money and Bank Transfer (TISS). Letshego Bank Tanzania has more than 79 employees, offering credit, savings and transactional solutions in affordable housing, education and health sectors. For more information, visit: [www.letshego.com/tanzania](http://www.letshego.com/tanzania) Follow us on Facebook: @Letshego Bank Tanzania

#### **About Assemble Insurance Tanzania**

Assemble Insurance Tanzania .....

### FOR FURTHER ENQUIRIES, PLEASE CONTACT:

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