Tune Protect Malaysia launches critical illness insurance plan

KUALA LUMPUR, Aug 24 (Bernama) -- Tune Insurance Malaysia Bhd (Tune Protect Malaysia) has launched its first critical illness insurance product, Critical Safe+, targeting the millennial and zillennial market segment.

The affordable online health insurance product covers advanced stages of critical illnesses, offering flexible options and a wide range of benefits.

Chief executive officer Jubin Mehta said that customers can customise their insurance plan based on their budget and obtain the necessary financial protection against critical illnesses.

"Our customers can decide on the extent of coverage, sum insured and optional add-ons.

"They are free to decide on the plans that are optimal for them, which may not necessarily be as expansive or as costly," he said during the launch of Critical Safe+ in Kuala Lumpur today.

According to the **Department of Statistics Malaysia**, millennials (those born between 1981-1996) and zillennials (those born between 1997-2012) account for 69.6 per cent of Malaysia's total population.

The company said Critical Safe+ is available online through Tune Protect's website and mobile app, and all purchases online will be eligible for a 15 per cent discount.

"The claiming procedure is also fast and easy as customers can claim through the same online channels, making the journey hassle-free and convenient, and they can also opt for a monthly premium payment to ease their financial commitment," it said.

Customers who purchase Critical Safe+ will also receive RM50 credit in their e-wallet in a special campaign that ends on Sept 30, 2022.

Those who wish for more information or to purchase Critical Safe+ may visit the company's website at www.tuneprotect.com/products/criticalsafeplus/ or download Tune Protect's mobile app from the Apple App Store or Google Play Store.

Tune Protect Malaysia is the Malaysian general insurance subsidiary of Tune Protect Group Bhd.

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