

**INSURANCE
ASIA NEWS**

**COUNTRY AWARDS
FOR EXCELLENCE**
2023





PHILIPPINES



Best General Insurer



**PARAMOUNT
LIFE & GENERAL
INSURANCE**

Paramount Life & General Insurance (PLGIC), a leading composite insurer in the Philippines, has set itself apart with its customer-centric approach, both locally and internationally, which has helped it establish its market position and foster lasting relationships with its clients.

The recognition of PLGIC as the Best General Insurer is a testament to its exceptional strengths and unique market position. As PLGIC continues its journey, it can leverage this recognition to further expand its market presence and solidify its position as a leader in the insurance industry.

With a history dating back to 1950, PLGIC's journey is a story of perseverance, innovation, and commitment to excellence. Founded by Daniel C. Go, PLGIC has grown from its humble beginnings into a market leader, setting industry standards and gaining recognition for its exceptional services.

PLGIC has quickly built a reputation for its prompt claim settlement process. This ethos remained central to the company's mission as it expanded its operations nationwide, expanding an extensive branch network with over 70 branches strategically located across the country. This wide-reaching presence ensures convenient access to services, enabling clients to readily connect with their local branch for support and assistance.

Looking beyond the Philippines, PLGIC recognised the distinct challenges faced by the country's modern-day heroes and took on the mantle of protecting the welfare of our overseas Filipino workers (OFW) through its OFW insurance. Over the years, PLGIC was able to build trust within the OFW community by staying at the forefront of a select few accredited OFW insurance providers.

Nurturing partnerships

PLGIC is a leading consolidator in the insurance industry, continually acquiring companies to fill market gaps and meet unique customer needs. Having successfully assimilated its acquisitions, PLGIC promotes a collaborative environment in a culture that is uniquely PLGIC. Through strategic and long-standing internal and external partnerships, PLGIC achieved remarkable success in providing satisfactory service to its clients.

As the insurance industry is geared to undergo a rapid digital transformation, PLGIC has shifted its focus towards the integration of advanced technologies – revolving around data analytics and artificial intelligence (AI) to draw valuable insights into customer behavior, preferences, and risk profiles.

As PLGIC continues to evolve, embracing these digital advancements will not only benefit the business but also empower its customers with greater control and satisfaction in managing their insurance needs.