



### **Mr. Farhan Akhtar Faridi**

Mr. Farhan Akhtar Faridi, (Group Head - Retail Distribution) at Jubilee Life Pakistan, holds vast working experience spanning over 26 years in both life insurance and banking sectors in Pakistan. His core expertise includes launching different distribution models including Bancassurance and Worksite Marketing. He launched successful Bancassurance partnerships with specialties in sales & distribution, product and business development, relationship management, training and human resource development.

During his stint at Jubilee Life (Pakistan), has played an instrumental role in not only pioneering Bancassurance setup in the Pakistani insurance industry but also led Jubilee Life (Pakistan) to become the market leader in Bancassurance business of entire life industry. Today, the GWP of Bancassurance business of life industry is over 40 billion. He has also played a pivotal role in launching innovative products including cancer protection and different life protection products suited specially for low income group. Mr. Faridi also headed life business for Jubilee Holdings in East Africa.