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Quarterly

# Insurance Journal

July, August, September 2022

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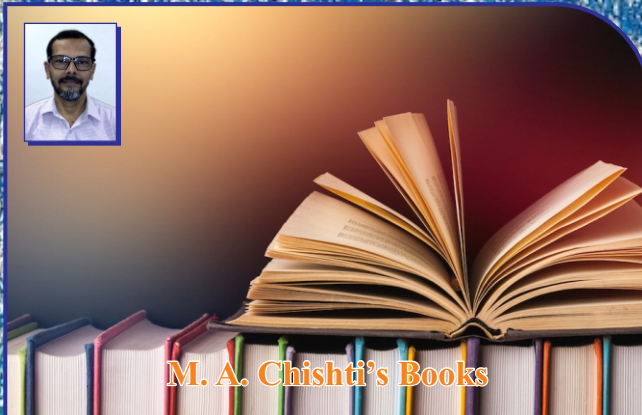
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Utmost Good Faith



Silver Nitrate Test in Marine  
Cargo Claims



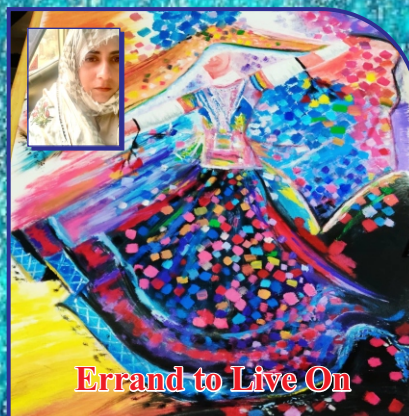
M. A. Chishti's Books



Agri Sector requires \$3.97b to recover  
from Flood Damages



Product Liability  
Insurance



Errand to Live On



Medical Emergency  
Ambulance Response  
Service (EDHI 115)



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# INSURANCE SECTOR ON PAKISTAN STOCK EXCHANGE

(Quarter: April, May, June 2022)

Compiled By: Khurram Shahzad

Company	Paid up Capital	Face Value	Higest Rate	Lowest Rate	Turnover of Shares	Announcement During the Quarter
	(Rs. in Million)	Rs.	Rs.	Rs.		
Adamjee Insurance Company Limited	3,500	10.00	35.00	29.00	14,727,000	
Adamjee Life Assurance Company Limited	2,500	10.00	19.25	19.00	91,500	
Asia Insurance Company Limited	730	10.00	-	-	-	Dividend = 3%, Bonus = 10%
Askari General Insurance Company Limited	719	10.00	23.12	16.22	2,074,000	Dividend = 27.50%
Askari Life Assurance Company Limited	1,502	10.00	6.97	5.01	334,500	
Atlas Insurance Limited	934	10.00	66.00	51.50	193,500	
Business & Industrial Insurance Company Limited	86	10.00	-	-	-	
Century Insurance Company Limited	503	10.00	26.90	16.62	242,000	
Crescent Star Insurance Limited	1,077	10.00	2.31	1.50	6,126,500	
East West Insurance Company Limited	1,599	10.00	-	-	-	Right Issue = 10%, Bonus = 7.50%
EFU General Insurance Limited	2,000	10.00	119.02	100.00	235,200	Dividend = 15%
EFU Life Assurance Limited	1,000	10.00	217.28	182.00	382,800	Dividend = 15%
Habib Insurance Company Limited	619	5.00	8.19	5.51	355,500	Dividend = 12.50%
IGI Holdings Limited	1,426	10.00	144.50	102.50	2,815,800	
IGI Life Insurance Limited	1,706	10.00	33.88	16.28	266,500	
Jubilee General Insurance Company Limited	1,985	10.00	38.49	30.00	144,000	
Jubilee Life Insurance Company Limited	873	10.00	207.99	143.05	111,700	
Pakistan General Insurance Company Limited	464	10.00	13.30	6.50	7,526,000	
Pakistan Reinsurance Company Limited	9,000	10.00	32.75	8.31	94,542,000	Dividend = 20%, Bonus = 200%
PICIC Insurance Limited	350	10.00	1.60	0.60	2,333,000	
Premier Insurance Limited	506	10.00	5.34	3.10	418,500	
Progressive Insurance Company Limited	85	10.00	-	-	-	
Reliance Insurance Company Limited	634	10.00	7.55	4.65	362,500	
Shaheen Insurance Company Limited	600	10.00	4.12	2.76	399,000	
Silver Star Insurance Company Limited	306	10.00	-	-	-	
Standard Insurance Company Limited	8	10.00	-	-	-	
The United Insurance Company of Pakistan Limited	2,950	10.00	8.44	7.07	761,500	Dividend = 10%
The Universal Insurance Company Limited	500	10.00	8.50	3.61	472,000	
TPL Insurance Limited	1,984	10.00	34.84	22.76	306,000	

# Half Yearly Statistics 2022

## Insurance Companies of Pakistan

### General Insurance:

<b>ADAMJEE INSURANCE CO. LTD.</b>	<b>2022</b> (Restated) Rs. in Million	<b>2021</b>
Paid up Capital	3,500.000	3,500.000
Gross Premium	15,077.539	10,529.637
Net Premium	7,799.632	5,869.082
Profit Before Tax	1,932.530	2,176.170
Profit After Tax	1,009.894	1,615.003
Investment Income	1,202.267	1,635.566
Investments	28,070.902	25,601.657
Total Assets	64,945.274	53,666.405
Claim Expense	4,598.381	3,290.738
Earning / (Loss) per Share - (Rupees)	2.89	4.61

<b>ALPHA INSURANCE CO. LTD.</b>	<b>2022</b> (Restated) Rs. in Million	<b>2021</b>
Paid up Capital	500.000	500.000
Gross Premium	82.100	51.514
Net Premium	69.256	39.977
Profit Before Tax	(15.830)	31.542
Profit After Tax	(17.408)	22.938
Investment Income	18.522	34.583
Investments	675.435	681.238
Total Assets	1,093.108	997.094
Claim Expense	(50.530)	1.704
Earning / (Loss) per Share - (Rupees)	(0.35)	0.46

<b>ASKARI GENERAL INSURANCE CO. LTD.</b>	<b>2022</b> (Restated) Rs. in Million	<b>2021</b>
Paid up Capital	719.019	719.019
Gross Premium	2,002.278	1,710.940
Net Premium	1,221.423	1,105.201
Profit Before Tax	294.614	259.469
Profit After Tax	178.309	184.226
Investment Income	150.528	124.523
Investments	3,059.151	2,749.514
Total Assets	6,329.516	6,031.696
Claim Expense	744.104	699.411
Earning / (Loss) per Share - (Rupees)	2.48	2.56

<b>ASIA INSURANCE CO. LTD.</b>	<b>2022</b> (Restated) Rs. in Million	<b>2021</b>
Paid up Capital	730.082	663.711
Gross Premium	537.932	463.826
Net Premium	343.474	260.498
Profit Before Tax	(31.414)	12.318
Profit After Tax	(21.590)	8.830
Investment Income	(35.444)	36.042
Investments	451.795	N/A
Total Assets	2,001.984	N/A
Claim Expense	105.161	89.639
Earning / (Loss) per Share - (Rupees)	(0.30)	0.12



# Half Yearly Statistics 2022

## Insurance Companies of Pakistan

### General Insurance:

<b>ATLAS INSURANCE CO. LTD.</b>	<b>2022</b>	<b>(Restated)</b>	<b>2021</b>
		<b>Rs. in Million</b>	
Paid up Capital	933.848		848.953
Gross Premium	2,263.350		1,738.719
Net Premium	1,008.780		866.027
Profit Before Tax	601.462		554.553
Profit After Tax	351.660		396.841
Investment Income	95.440		152.751
Investments	4,824.906		6,100.473
Total Assets	9,092.726		9,341.336
Claim Expense	345.548		269.789
Earning / (Loss) per Share - (Rupees)	3.77		4.25

<b>CENTURY INSURANCE CO. LTD.</b>	<b>2022</b>	<b>(Restated)</b>	<b>2021</b>
		<b>Rs. in Million</b>	
Paid up Capital	553.265		502.968
Gross Premium	1,015.546		884.851
Net Premium	518.644		430.001
Profit Before Tax	194.531		197.408
Profit After Tax	118.500		142.067
Investment Income	82.908		74.239
Investments	2,065.783		1,582.331
Total Assets	4,577.936		3,829.000
Claim Expense	292.415		201.889
Earning / (Loss) per Share - (Rupees)	2.14		2.82

<b>CRESCENT STAR INSURANCE CO. LTD.</b>	<b>2022</b>	<b>(Restated)</b>	<b>2021</b>
		<b>Rs. in Million</b>	
Paid up Capital	1,076.950		1,076.950
Gross Premium	64.867		50.199
Net Premium	48.072		47.111
Profit Before Tax	41.597		32.816
Profit After Tax	30.978		23.909
Investment Income	8.917		4.690
Investments	102.064		93.696
Total Assets	1,452.186		1,375.327
Claim Expense	1.143		2.268
Earning / (Loss) per Share - (Rupees)	0.29		0.22

<b>EAST WEST INSURANCE CO. LTD.</b>	<b>2022</b>	<b>(Restated)</b>	<b>2021</b>
		<b>Rs. in Million</b>	
Paid up Capital	1,599.013		1,183.358
Gross Premium	2,179.206		1,781.210
Net Premium	1,317.509		1,061.910
Profit Before Tax	268.766		225.608
Profit After Tax	197.564		164.385
Investment Income	74.089		42.274
Investments	1,753.543		1,541.425
Total Assets	5,360.727		3,987.192
Claim Expense	588.075		461.761
Earning / (Loss) per Share - (Rupees)	1.24		1.03

# Half Yearly Statistics 2022

## Insurance Companies of Pakistan

### General Insurance:

<b>EFU GENERAL INSURANCE CO. LTD.</b>	<b>2022</b> (Restated) Rs. in Million	<b>2021</b>
Paid up Capital	2,000.000	2,000.000
Gross Premium	12,718.761	9,527.901
Net Premium	5,190.177	4,753.338
Profit Before Tax	1,565.446	2,190.123
Profit After Tax	971.606	1,555.187
Investment Income	1,102.919	1,316.638
Investments	14,707.414	15,146.342
Total Assets	51,587.452	45,445.428
Claim Expense	2,863.294	2,041.823
Earning / (Loss) per Share - (Rupees)	4.86	7.78

<b>HABIB INSURANCE CO. LTD.</b>	<b>2022</b> (Restated) Rs. in Million	<b>2021</b>
Paid up Capital	619.374	619.374
Gross Premium	1,013.549	853.442
Net Premium	556.786	376.807
Profit Before Tax	42.892	102.964
Profit After Tax	32.517	72.106
Investment Income	29.565	90.771
Investments	1,469.633	1,408.203
Total Assets	3,992.085	3,909.004
Claim Expense	279.811	160.377
Earning / (Loss) per Share - (Rupees)	0.26	0.58

<b>JUBILEE GENERAL INSURANCE CO. LTD.</b>	<b>2022</b> (Restated) Rs. in Million	<b>2021</b>
Paid up Capital	1,984.912	1,984.912
Gross Premium	7,281.338	5,602.970
Net Premium	2,627.574	2,543.999
Profit Before Tax	979.613	1,228.870
Profit After Tax	552.728	870.558
Investment Income	697.751	908.830
Investments	14,579.793	13,775.031
Total Assets	31,187.097	25,599.631
Claim Expense	1,602.494	1,435.606
Earning / (Loss) per Share - (Rupees)	2.78	4.39

<b>PICIC INSURANCE CO. LTD.</b>	<b>2022</b> (Restated) Rs. in Million	<b>2021</b>
Paid up Capital	350.000	350.000
Gross Premium	-	-
Net Premium	-	-
Profit Before Tax	0.611	(0.285)
Profit After Tax	0.611	(0.285)
Investment Income	2.718	1.737
Investments	52.881	27.641
Total Assets	81.948	77.216
Claim Expense	-	-
Earning / (Loss) per Share - (Rupees)	0.02	(0.01)

# Half Yearly Statistics 2022

## Insurance Companies of Pakistan

### General Insurance:

<b>PREMIER INSURANCE CO. LTD.</b>	<b>2022</b> (Restated) Rs. in Million	<b>2021</b>
Paid up Capital	505.650	505.650
Gross Premium	161.987	171.454
Net Premium	136.849	118.046
Profit Before Tax	(112.212)	5.390
Profit After Tax	(114.681)	2.946
Investment Income	(6.413)	126.744
Investments	749.800	1,049.117
Total Assets	3,284.725	3,760.359
Claim Expense	157.738	135.783
Earning / (Loss) per Share - (Rupees)	(2.27)	0.06

<b>RELIANCE INSURANCE CO. LTD.</b>	<b>2022</b> (Restated) Rs. in Million	<b>2021</b>
Paid up Capital	603.519	603.519
Gross Premium	298.632	238.968
Net Premium	161.381	143.611
Profit Before Tax	23.972	48.289
Profit After Tax	16.569	37.235
Investment Income	22.915	49.712
Investments	807.024	833.080
Total Assets	1,727.084	1,722.716
Claim Expense	36.343	30.028
Earning / (Loss) per Share - (Rupees)	0.26	0.59

<b>SPI INSURANCE CO. LTD.</b>	<b>2022</b> (Restated) Rs. in Million	<b>2021</b>
Paid up Capital		575.000
Gross Premium		280.946
Net Premium		231.647
Profit Before Tax		(0.647)
Profit After Tax	N/A	3.015
Investment Income		7.612
Investments		313.725
Total Assets		1,204.977
Claim Expense		59.303
Earning / (Loss) per Share - (Rupees)		0.05

<b>SHAHEEN INSURANCE CO. LTD.</b>	<b>2022</b> (Restated) Rs. in Million	<b>2021</b>
Paid up Capital	600.000	600.000
Gross Premium	172.364	111.798
Net Premium	105.905	97.182
Profit Before Tax	35.465	16.689
Profit After Tax	27.047	14.501
Investment Income	32.596	25.795
Investments	608.520	605.075
Total Assets	1,171.808	1,113.088
Claim Expense	23.516	31.207
Earning / (Loss) per Share - (Rupees)	0.45	0.24

# Half Yearly Statistics 2022

## Insurance Companies of Pakistan

### General Insurance:

<b>SINDH INSURANCE LTD.</b>	<b>2022</b> (Restated) Rs. in Million	<b>2021</b>
Paid up Capital	1,000.000	1,000.000
Gross Premium	87.335	54.555
Net Premium	109.285	59.023
Profit Before Tax	255.019	234.800
Profit After Tax	179.755	167.656
Investment Income	210.272	224.308
Investments	3,723.751	3,652.242
Total Assets	4,576.749	4,551.320
Claim Expense	36.745	3.210
Earning / (Loss) per Share - (Rupees)	1.80	1.68

<b>TPL DIRECT INSURANCE CO. LTD.</b>	<b>2022</b> (Restated) Rs. in Million	<b>2021</b>
Paid up Capital	1,171.913	1,171.913
Gross Premium	1,808.023	1,373.235
Net Premium	1,422.617	1,120.362
Profit Before Tax	(64.618)	37.540
Profit After Tax	(54.667)	26.837
Investment Income	(45.207)	81.001
Investments	1,434.056	1,174.816
Total Assets	4,957.322	4,127.954
Claim Expense	690.490	512.355
Earning / (Loss) per Share - (Rupees)	(0.24)	0.64

<b>UNITED INSURANCE CO. LTD.</b>	<b>2022</b> (Restated) Rs. in Million	<b>2021</b>
Paid up Capital	2,950.000	2,950.000
Gross Premium	3,001.309	2,111.689
Net Premium	1,636.193	1,303.144
Profit Before Tax	631.903	498.349
Profit After Tax	491.129	383.734
Investment Income	50.273	17.511
Investments	1,578.331	543.614
Total Assets	10,597.846	9,680.928
Claim Expense	299.170	237.668
Earning / (Loss) per Share - (Rupees)	1.66	1.30

### Life Insurance:

<b>ADAMJEE LIFE ASSURANCE CO. LTD.</b>	<b>2022</b> (Restated) Rs. in Million	<b>2021</b>
Paid up Capital	2,500.000	2,500.000
Gross Premium	9,894.587	9,552.792
Net Premium	9,618.980	9,327.159
Profit Before Tax	271.011	88.250
Profit After Tax	165.578	61.933
Investment Income	2,343.175	1,400.338
Investments	50,801.162	49,678.147
Total Assets	64,323.606	N/A
Claim Expense	5,829.283	4,043.917
Earning / (Loss) per Share - (Rupees)	0.66	0.49

# Half Yearly Statistics 2022

## Insurance Companies of Pakistan

### Life Insurance:

<b>ASKARI LIFE ASSURANCE CO. LTD.</b>	<b>2022</b>	<b>(Restated)</b>	<b>2021</b>
		<b>Rs. in Million</b>	
Paid up Capital	1,501.720		1,101.720
Gross Premium	499.813		296.760
Net Premium	406.972		195.322
Profit Before Tax	(156.766)		(99.558)
Profit After Tax	(156.969)		(99.779)
Investment Income	46.742		30.875
Investments	1,016.608		798.844
Total Assets	1,290.586		997.293
Claim Expense	60.016		56.037
Earning / (Loss) per Share - (Rupees)	(1.05)		(0.66)

<b>EFU LIFE ASSURANCE CO. LTD.</b>	<b>2022</b>	<b>(Restated)</b>	<b>2021</b>
		<b>Rs. in Million</b>	
Paid up Capital	1,000.000		1,000.000
Gross Premium	18,379.681		17,381.258
Net Premium	17,761.945		16,696.299
Profit Before Tax	1,227.632		1,062.882
Profit After Tax	620.292		758.497
Investment Income	8,145.478		5,659.018
Investments	152,927.102		147,879.172
Total Assets	166,039.671		159,850.736
Claim Expense	12,774.398		11,512.161
Earning / (Loss) per Share - (Rupees)	6.20		7.58

<b>IGI LIFE INSURANCE LTD.</b>	<b>2022</b>	<b>(Restated)</b>	<b>2021</b>
		<b>Rs. in Million</b>	
Paid up Capital	1,705.672		1,705.672
Gross Premium	2,940.163		3,577.347
Net Premium	2,813.553		3,466.223
Profit Before Tax	15.197		(200.416)
Profit After Tax	10.822		(142.294)
Investment Income	931.976		763.286
Investments	18,089.920		19,071.550
Total Assets	21,367.928		22,709.039
Claim Expense	2,802.367		2,463.747
Earning / (Loss) per Share - (Rupees)	0.06		(0.83)

<b>JUBILEE LIFE INSURANCE CO. LTD.</b>	<b>2022</b>	<b>(Restated)</b>	<b>2021</b>
		<b>Rs. in Million</b>	
Paid up Capital	872.638		872.638
Gross Premium	23,159.495		23,259.127
Net Premium	22,125.932		22,348.984
Profit Before Tax	1,771.587		1,403.922
Profit After Tax	967.940		988.699
Investment Income	8,037.650		6,185.848
Investments	172,426.302		182,448.788
Total Assets	184,894.138		195,157.720
Claim Expense	20,728.770		18,565.227
Earning / (Loss) per Share - (Rupees)	11.09		11.33



**Riaz Hussain Khan Jadoon**  
 Member Chartered Institute of Loss  
 Adjusters (UK),  
 LLMIT (Lloyds & London Market),  
 Authorized Surveying Officer (The SECP),  
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# Silver Nitrate Test in Marine Cargo Claims

Insurance companies in developed markets routinely take advantage of forensics and lab testing for investigation and determination of the proximate cause of loss in addition to conducting routine activities of obtaining and validating several claims supporting documentation through Loss Adjusters / Surveyors.

Steel products including coils of rolled steel sheet, pipes, tubes and steel plates shipped on sea routes sent through containerized cargo or otherwise frequently suffer wetting damage. Claims of such nature are often discussed during routine conversations with our colleagues in insurance companies.

Damages to cargo may either be caused by the dampening effect of sweat also known as condensation or by the penetration of seawater into the hold or container. The wetting of cargo through Sea water is the most common and easy way for an Insured to claim for their loss under their marine insurance policies. To distinguish between these causes or to rule out the possibility of seawater damage, a seawater test is performed using the silver nitrate method, which detects the presence of chloride ions which is found in abundance in seawater i.e. 19,400 mg per liter approximately. Seawater contains fluoride, chloride, bromide and iodide ions.

Silver nitrate, a crystalline salt in its pure form, is particularly used in the pharmaceutical industry as well as some other commercial industries. Silver Nitrate is a commonly used chemical to detect the presence of halide ions in the given solution. Chloride or halide contaminants on steel products which are mostly high value cargoes are checked by preparing a test solution. This test solution can be prepared by mixing two parts nitric acid, two parts silver nitrate and 96 parts distilled water.

An article published on the website of International Institute of Marine Surveying has detailed guidance available on conducting this the silver

nitrate test which can be easily found on internet. The guidance on the site states that the presence of Chloride or halide contaminants on steel products or any other shipment product can be checked by preparing a test solution by mixing two parts of nitric acid, two parts of silver nitrate and 96 parts of distilled water. It should be stored in a dark bottle with dropper type applicators which can be utilized for on-site testing. A small quantity of silver nitrate from the dropper bottle is applied to exposed surfaces of any accessible product. On reaction, the solution turns milky in colour for positive results. If we particularly talk about steel products, the following



results are obtained.

Negative.....No reaction  
Brackish.....Limited reaction  
Positive.....Strong reaction

Silver Nitrate Testing is one of the most basic and essential tests to determine the source of loss to consignment transported by sea in Marine Import Claims. Bear in mind though that Silver nitrate test alone does not sufficiently confirm sea water contamination and further lab investigations are required for determination of the damaging source. Silver nitrate test does not give any indication of the source of chlorides and the level of chlorides. It only points to the presence of chlorides. If the chloride level is above 500 parts per million (500ppm), it will be considered as sea water while any concentration less than 500 ppm is taken as fresh or rain water which can be confirmed through detailed analysis in Lab testing.

During routine marine claims, it is



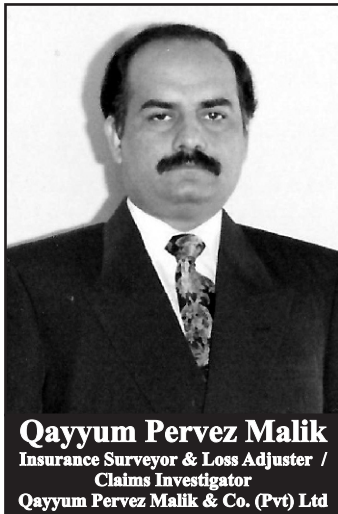
generally not taken as seriously as it should be either due to lack of knowledge or the habit of slacking amongst the Surveyors and Insurance fraternity. The test is an essential tool in sea transported water damage insurance claims to determine whether the damage is caused by seawater, condensation or rainwater and depending upon the result may

change the nature of how the insurance policy would respond.

In summary, silver nitrate testing should be seen only as a means of establishing the presence of chlorides. If there are any doubts as to the origins of those chlorides, then further chemical analysis and testing would be necessary.

## B2B Agro Livestock - Press Release

**B2B Agro Livestock is pleased to announce that SECP has approved the surveyor license and authorized the Company to act as an Insurance Surveyor for Agriculture (crops) and Livestock. The SECP has also slightly changed the company name, 'B2B Agro Livestock (Pvt.) Ltd.' is now 'B2B Agro Livestock Surveyors (Pvt.) Ltd.' in order to offer more comprehensive professional services to conventional and Islamic (Takaful) insurance companies. The management team in the Company has over 15 years of experience in agriculture and livestock.**



# Utmost Good Faith

The contract of insurance is widely based on the doctrine of utmost good faith. It is a principle followed in insurance contracts, through which all parties are legally obliged not to mislead each other and conceal the material facts which considered essential to draft an insurance contract. So, it demands honesty by the parties entered into the insurance contract to be followed at every critical stage of contract formation.

All the parties in contract are legally bound to disclose the material facts to one another providing the required information on account of terms, conditions, warranties, clauses, endorsements, risk, value, location, subject matter, deductibles, depreciation, measures of indemnity under insurance, premium, exclusions, etc.

Utmost good faith goes into the root of an insurance contract ignoring which may cause serious consequences leading to turn the whole contract as null and void as well as declination and/or repudiation of claim under insurance policy.

Revealing and disclosing all the relevant information as well as material facts which could influence the parties in contract in their decision-making process whether to sign a contract or not and it is signed on what terms/conditions and rate of premium. Now if there is any

misleading, deception and/or misrepresentation of any kind occurs which affect the contract adversely and influence the decision of an insurer whether to accept or reject the contract, it might turn harmful for the existence of contract.

Morality, faithfulness and honesty are the key factors in utmost good faith whereas the deception, concealment, misrepresentation, fraudulent intentions, lies, forgery etc., are termed as violations of utmost good faith. So, it is essential that all the parties who enter into such contract must be given equal opportunity to see a true picture with full information and material facts related to subject matter of insurance.

Utmost good faith is considered as “implied conditions” to fulfill for the reason that the insurers usually do not have an adequate knowledge / information of the facts about the subject matter of insurance. That is the reason as to why the insurance contract is based on the implied condition of utmost good faith. The duty of good faith has to be observed by both sides of the participant before and during the insurance contract in letter and spirit.

Briefly, the undermentioned facts are material to be disclosed following the principal of utmost good faith while signing a contract of insurance.

For example...





1. Specific questions on the proposal form and/or verbally asked during negotiating an insurance contract.
2. Facts leading to identify the moral hazards and the history of such claims.
3. Facts about hazards.
4. Facts leading to analyze the risk.

It is all done just to discourage the deceptive attitude of the proposer as well as the insurance company as the principle of utmost good faith applies on both the parties.

On ground, we have witnessed that the breach of utmost good faith may be innocent or deliberate, is being made. The claimants, at the time of claim face various kind of difficulties in settlement of claim with the objections from insurers that the subject matter damaged was not covered in the policy, cause of loss not covered, location of loss not covered and so on. The issues of application of deductibles, penalties, excess, franchise etc., also raise usually. In most of the cases the insured does not go through the insurance policy, clauses, endorsements, warranties and conditions. If at all he goes through, the terms of insurance are understandable for him.

Most of the times the contract of insurance is not signed in exchange with proposal form so lot of ambiguities created. Some insurance agents and other related officials are not fully qualified, experienced and educated in the field of insurance so they remain unable to explain the terms/conditions/warranties/clauses of insurance contract to the insured. Moral hazard also gets involved at some stage and then the deceptive attitude of some officials from both sides. Later, the federal insurance ombudsman as well as SECP (Insurance division) took up the task of controlling all these issues and delivered some valuable instruction in shape of issuing the policies etc., in local language (Urdu) side by side for better understanding of the insured. Similarly, the insurance policies are loaded with some instructions for the insured to go through the insurance policy with in certain period of time and get all ambiguities cleared by raising the valid objections on the wording of insurance policy. It is also seen that the meetings have been conducted between the insured/proposer and the insurers to discuss the issue and resolving it with mutual consent. So, the warranties etc., are being drafted with consensus. It is also recommended to take the intermediaries i.e. Surveyors/loss adjusters on board by taking their input as well as by taking them

onboard while drafting policies, clauses, warranties etc., as they maintain ground knowledge and information of the subject matter which is material to any insurers for drafting of an insurance contract. In this respect it is importantly considered that the stake holders in this matter i.e., Insurers, Insured, mortgagees banks and the surveyors/loss adjusters must be given due importance, respect and trust in order to develop uniformity, trust, respect, experience, understanding with the best output result in form of smooth sailing of insurance business.

Mutual respect is the key factor to run the insurance industry smoothly and that is the way the insurance industry could progress and prosper meeting with the National and International challenges. It is seen unfortunately that this element of trust and respect has erased from the attitudes of all the stake holders. Insured has complaints from the banks, insured and insurers, the insurers have the complaints from insured, banks and surveyors, banks maintain such complaints as well and surveyors maintain complaints from the insurers, insured, banks and so on causing mental agony, disturbance, resistance, delay in discharging professional duties, conflicts, doubts and mistrust etc.





**Atique Ahmed Chishti**  
Unique Insurance Brokers  
(Pvt) Limited

# M. A. Chishti's Books

Gone are the days when people had ample time to do what they wanted. It is evident from the history that there were many people in each and every field who spent their precious time for the growth of their respective sectors. I recall when I started my professional career in insurance, there were some insurance professionals who were dedicated and very keen to lift the insurance industry to new horizons. One of them was M.A. Chishti. He needs no introduction in the insurance circle. He devoted his entire life time for the promotion and development of the insurance industry.

M.A. Chishti has been associated with insurance since the creation of Pakistan. The services rendered by him for the Pakistani Insurance Industry will be remembered for a long time. He was the most dedicated and committed person always standing in the front line to defend the interest of insurance sector on all occasions. He has also made a major contribution for the promotion of insurance education in Pakistan. He is well known for his dedicated untiring efforts to safeguard the insurance industry through his regular articles and books. He is the only one in our insurance industry who has written 5 books on the subject of insurance. I still remember that once upon a time, M.A. Chishti told me that whenever people would

need to know about the history of Pakistan Insurance industry, only my books would be there to provide such information. These books are, of course a great source of reference as well as helpful for education and training to insurance personnel. But I am afraid these books would disappear from the market in the near future, if they are not preserved. I wish some institutes like Pakistan Insurance Institute or Insurance Association of Pakistan or any other educational institutes should think about this serious issue and take initiative to save these important books for new generations in the future.

It would not be out of place to mention here that it is the era of

modern technology allowing to move physical data to visual storage. The technology provides an easy and safe place to save data and information in the respective web server. Almost all institutes have their own websites sharing information on a particular subject. We just need to add a new tab with the name of publication or library on the websites, if it does not exist already. M.A. Chishti's books can be saved by uploading them on the website. In this way the books will not only be preserved forever but also available for study and reference particularly for those interested in research work on Pakistani insurance industry.

Given below is a brief introduction of M.A. Chishti's books.



The first book of M.A. Chishti on **"Insurance Industry, Policies and Practices"** is a compilation of papers, reports and articles published during the period from 1966 to 1986. This book covers not only the insurance scenario in Pakistan but also provides a new perception of business, development and practices in Pakistan. It is very useful as a reference book for professionals and students alike.

His second book titled **"Beema Kya Hai"** (in Urdu) provides the basic knowledge of insurance. After reading it, one can understand what insurance is and how it protects the property, trade, commerce and people against financial losses as well as its role in the contribution to the capital formation.

The third book dealing with **"How to Sell Insurance"** is most important that provides basic principles and

knowledge necessary to become a successful person in the field of insurance. This book is very important for the beginners who have entered into insurance sector with a dream to make their future bright in it.

The fourth book on **"Some Thoughts on Insurance"** is a collection of papers written by M.A. Chishti since 1987 to 2001. The subjects covered under the book are very informative and important for the people connected with the insurance industry. This book provides good reading material describing the history of the changing insurance scene in Pakistan.

The fifth book titled **"Insurance the Gateway to Prosperity"** is a compilation of Mr. Chishti's writing over the period from 2003 to 2007. This is very useful reference book for all people engaged in the insurance

industry particularly for future research scholars.

The last but not the least, M.A. Chishti is no more with us. It will be the best form of giving tribute to M.A. Chishti by preserving his all books on the website to meet the future requirements. Mr. Robert Woodthorpe Brown says "All serious insurance and reinsurance companies in developing countries have libraries for reference and for the education of management and staff, Mr. Chishti's book should feature in all of these. It will certainly be purchased also by reinsurance brokers and companies who deal with the Pakistani insurance market".

It is hoped that the above suggestion will have the consideration of the educational institutes as well as the other insurance related entities.



**B2B Agro Livestock Surveyors (Pvt.) Ltd.**  
signed an Agreement with  
**Salaam Takaful Limited**  
for Livestock Takaful Inspections



**Tanveer Ahmed**

Chief Executive Officer

B2B Agro Livestock (Pvt.) Ltd.  
SECP approved Insurance Surveyors, Valuers &  
Loss Adjusters for Agriculture & Livestock

# Agri Sector requires \$3.97b to recover from Flood Damages

As per a report issued by the Planning Ministry, Pakistan's agriculture, food, livestock and fisheries sectors required at least \$3.976 billion to recover from the damage caused by the recent floods and torrential rains.

According to the Post Disaster Needs Assessment (PDNA), the floods incurred loss of over \$3.725 billion or Rs 800 billion to the agriculture sector while the total loss to the sector has been estimated at over \$9 billion.

The PDNA was conducted by the Ministry of Planning, Development and Special Initiatives in collaboration with other international development partners including World Bank, Asian Development Bank, European Union and the United Nations agencies with technical facilitation by the United Nations Development Programme (UNDP).

The floods affected 33 million people and more than 1730 lost their lives. They are particularly impacting the poorest and most vulnerable districts. The situation is still evolving, with flood waters stagnant in many areas, causing water-borne and vector-borne

diseases to spread, and more than 8 million displaced people now facing a health crisis. The crisis thus risks having profound and lasting impacts on lives and livelihoods. Loss of household incomes, assets, rising food prices, and disease outbreaks are impacting the most vulnerable groups. Women have suffered notable losses of their livelihoods, particularly those associated with agriculture and livestock.

The report added that total damage is estimated at Rs 3.2 trillion (US\$14.9 billion), total loss at Rs 3.3 trillion (US\$15.2 billion), and total needs at Rs 3.5 trillion (US\$16.3 billion).

The sectors that suffered the most damage are housing at Rs 1.2 trillion (US\$5.6 billion); agriculture, food, livestock, and fisheries at Rs 800 billion (US\$3.7 billion); and transport and communications at Rs 701 billion (US\$3.3 billion).

Sindh is the worst affected province with close to 70 percent of total damages and losses, followed by Balochistan, Khyber Pakhtunkhwa, and Punjab. The PDNA Human Impact Assessment highlights that the national poverty rate may increase by 3.7 to 4.0 percentage points, potentially pushing between 8.4 and 9.1 million more people below the poverty line.





**Nasir Siddique**

ACII (UK), CPCU (USA), MBA (I & RM)  
AGM / Team Lead (Underwriting)  
IGI General Insurance Limited

# Product Liability Insurance

Product liability insurance transfers the risk of defects, including expenses related to product lawsuits and other claims related to faulty products.

If your company manufactures or sells a product that has a defect and that defect causes injury or property damage, your business could be held liable.

The product may be virtually any type of good sold to consumers or businesses, from basic products like food and clothing to complex products like machines and medicines. The injured third party may be virtually anyone who comes into contact with your product, including the buyer, users, or even a bystander.

A preferred product liability policy should cover a wide array of costs stemming from product-related claims, including the following: the cost of getting rid of your defective products, the cost of replacing defective products, business disruption and business costs, and fees potentially owed to retailers or wholesalers.

It should also cover the cost of public relations efforts aimed at rehabilitating the reputational damage caused by product-related claims.

Product liability insurance is in some ways similar to general liability insurance, but it is a unique form of insurance that is specifically designed for businesses that manufacture and sell products.

## Product Liability vs General Liability

Product liability insurance responds specifically to claims that are related to the use of products that your company sells, manufactures, or distributes. On the other hand, a general liability policy will cover

claims that are related to the complete operations of your business.

For example, if a customer or partner comes to your business locations and injures themselves on the premise, this is something that a general liability policy would cover.

Another aspect of product liability insurance that is important to note is that you are not covered in claims related to a product of yours that simply doesn't work. Product liability covers claims in which the defect or faulty design of your product caused



bodily injury or property damage to a third party.

What makes these types of claims complex is the fact that a defect can occur at every stage of your product's development, from design to manufacturing and distribution.

For example, if someone suffers bodily damage because the instructions and directions included on the product's label were faulty, you can still be held accountable, even if your product works the way it should.

### Who Is It For?

If you are manufacturing products, you should consider Product liability insurance. Manufacturers are more frequently the party held liable in product liability claims.

If your company repairs damaged products, you should consider product liability insurance as well, because there is always a chance that the injury or damage caused by the product could have been related to something that occurred as a result of your business repairing or customizing the product.

Finally, many sellers are surprised to learn that they are also liable to claims. While many states limit a seller's liability, the claims can get complex with many parties citing blame on each other.

As such, many businesses dealing with product manufacturing, distribution, sale, or repair will not work with other companies that do not carry adequate product liability insurance. Therefore, purchasing adequate product liability insurance will likely be required at some point by your customers or partners.

### Why Do Businesses Need Product Liability Insurance?

Simply put, businesses need to protect themselves from the greater

risks. For even the most diligent manufacturers, product liability claims happen. Product liability insurance covers product-related claims of product defects, product failures, and product-related personal injury.

Product liability insurance is an essential element of doing business. It protects you from lawsuits resulting from product defects, product failures, and product-related personal injury. It's required by law in most states (or can be purchased to give your company that added layer of legal protection), but it should be viewed as valuable coverage that provides additional protection and peace of mind.

### Why product liability insurance is necessary:

1. You depend on your product to make a profit, and you can't afford product liability claims that could wipe out your company's profits—or worse, put you out of business altogether. Product liability insurance provides the funds needed to successfully resolve product-related lawsuits so you can stay in business.

2. Product liability insurance increases product sales revenue by minimizing product-related legal expenses. If you're worried about product defects harming consumers, product recall costs, or product safety issues that could lead to product failures and product liability claims, then fear is a powerful deterrent for potential customers. When consumers feel confident buying your products, product sales revenue increases.

3. Product liability insurance is designed to provide product manufacturers, product distributors, product retailers, and product advertisers with protection against claims resulting from personal injury or property damage allegedly caused by their products or product

advertising. Product liability insurance also covers product-related claims of false advertising, express warranty, implied warranties, and service contracts.

4. Product liability insurance provides product manufacturers, product distributors, product retailers, and product advertisers with liability coverage up to the policy limits. Product-related personal injury claims include product defects in design, manufacturing, labeling, or warning. They also include product failures that result in bodily injury or property damage caused by an undetected product defect which is responsible for the product failure.

According to the United States Consumer Product Safety Commission:

- There were an estimated 240,000 toy-related injuries treated in U.S. hospital emergency departments in 2016.
- There were an estimated 144 unintentional non-fire CO poisoning deaths associated with consumer products in 2013.
- There was an estimated annual average of 28,300 emergency department-treated injuries as a result of television, furniture, and appliance product instability or tip-over incidents in 2018.

### What Does Product Liability Insurance Cover?

Typically, product liability claims arise from design defects, manufacturing defects, warning or use defects, and strict liability.

- Design defects are claims related to the product issues that were present even before it was made.
- Manufacturing defects are claims related to problems that occurred while the product was being created

or assembled.

- Warning or use defects are claims that the seller failed to provide adequate labels or warnings on risks and proper use.
- Strict liability is a claim that is based on the absence of negligence but where injury or damage resulted from proper use.

In short, a good product liability insurance policy will cover you in the case of the following:

**Injury:** For example, a forklift made by your company malfunctions, which results in the injury of a worker. Your policy will pay for legal fees and any settlements related to the claim.

**Property Damage:** For example, a remote control your company sells malfunctions. Its battery explodes and burns a hole in the customer's carpet. Your product liability policy covers legal fees and settlements in such a case as well.

**Illness:** For example, you own a grocery store that sold someone cheese that was expired, which caused the person to become ill after eating it. Product liability protects you from these types of claims too.

**Wrongful Death:** To use the first example again, say your company sells a forklift that malfunctions, which leads to an accident that ends in death. In such a case, your product liability insurance can cover not just legal costs, but also burial costs and other expenses related to the death caused by your faulty product.

### What's Not Covered?

Product liability insurance does not cover the following:

**Employee Injuries:** If an employee is injured by a product defect, your product liability insurance wouldn't cover the costs of the injury. This is why businesses buy workers

compensation insurance, which pays all costs related to employee injuries and recovery.

**Third-Party Accidents:** As we already mentioned, if a customer or partner is injured on your property, that is something that would be covered by a general liability insurance policy, not by product liability insurance.

**Product Recall Costs:** A separate insurance product called product recall insurance covers the costs of recalling a defective product. This is often added as an endorsement to a product liability policy but is rarely included in one without the endorsement.

**Technology Products:** Product insurance will not cover lawsuits related to technology products. A technology error & omissions policy is what software companies and other technology companies purchase to protect themselves from claims related to mistakes made when creating software products that caused ended up causing damage to third parties.

### How Much Does Product Liability Insurance Cost?

Many factors can impact how much you spend on product liability insurance coverage. Drug companies and other businesses that manufacture medical and pharmaceutical products tend to be in the high-risk bracket and will pay considerably more for liability coverage. Products that are more likely to result in the injury of the user, such as guns or motorcycles, will also have greater liability risks and therefore face higher insurance rates.

Beyond your industry and the products you sell, the size of your company is a factor both in terms of how many employees you have, and your revenue. If your business is a huge, well-known corporation, you

are going to be a bigger target for litigation than you would be as a small mom-and-pop retailer.

Your claims history will also come into play. If your company has a long history of making great products and avoiding lawsuits, your rates will likely be lower than a new company without proven manufacturing success. For more factors, read our entire article on product liability insurance cost.

### Tips for Saving on Product Liability Insurance

There are several things that companies can do to decrease their product liability premiums. The most important and obvious one is good risk management.

The fewer claims you see, the less you'll pay for coverage and vice versa. Companies who make, sell, and distribute products need to be vigilant about ensuring the quality of their products. They need to implement testing protocols and perform very strict quality control in order to make sure that their products are not defective.

Of course, employee training is also very important in this process, since the quality of their work is often a deciding factor in the quality of your products. Also, if you are working with partners who manufacture, distribute, or sell your product, make sure that you are working with trusted companies that are also well insured.

Most companies will be able to simply add a product liability endorsement to their general liability policy since only larger companies truly have a need to purchase an independent product liability policy to cover very specific coverage needs.

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# Errand to Live On

A scholar once said, "Comparison defies your personality to become someone else instead of improvisation of the existing".

Why Saturn is not like an Earth, & Jupiter is fifth and Earth is third? Because nature tells you that everyone has their place and they look balanced and perfect where they are. One can't be someone else. A human can get infatuated, influenced, inspired, or impacted but never become someone. It's so unnatural that one leaves their path of struggle and effort and starts trying to live the life of others. There are standards, one can pick and choose and fit those traits and lifestyles in existing ones.

Hence proving you can join someone's journey but you can live there. Just like when you go to college/school/office in the morning you have your path to follow and reach the destination. The least you can do is to lift or join someone's vehicle so that you both reach the same place but sharing & joining is never equal to living your partner's life.



**An art piece by Mehwish Javaid (Instagram @mjartgallery)**

**Empathy:** A feeling where one feels the other's pain and can feel what they have been through is called empathy and it's just a feeling to make you perform those acts in a proper way that an affected person can't do because of their pain and grief. A woman in grief because her husband dies of target killing, the whole community comes out to console her pain but they can live the life of that woman. But when a junior employee with poor background & qualification gets a promotion and increments in the company,



the envious environment starts to begin and everyone wants to be in his place, here the leg-pulling and competition begin. People start comparing each other based on defined indicators and no one sees the happiness of the promoted guy just like people felt the pain of that woman who lost her husband. Maybe the upgraded guy lived at a different level to achieve this status.

**Generous:** In the society where we are living right now, only 46% of the working-age population is employed (Government of Pakistan: Finance Division 2021-22). And there is no survey or assessment that shows how content or ungrateful 46% is with their jobs, lives, and people around them. Everyone is running to gain more and more in their lives but do we even know that by giving we get more and in multiplied terms? It's not karma every time that returns to us against our done things. The good work whether in terms of deeds, in kind, or money is reversed back likewise in any of these forms. But the condition here is that one has to be honest and care about the needy with good and focussed intentions. Just think that nothing is what you are getting back and now help people around you.

**Patience:** A vitamin for life, if we lack it nothing is going to be organized and sequenced in our lives. Anxiety & Depression is emerging as common life pattern just because we all lack patience while making decisions, completing life tasks, and handling relationships. A study in



**An art piece by Mehwish Javaid (Instagram @mjartgallery)**

Pakistan says that the overall prevalence of depressive disorders and anxiety is 34% (International Journal of Emergency Mental Health and Human Resilience. The suicide rate in Pakistan has crossed eight percent while one out of 200 suicide dies, (World Health Organization 2022). 58% of Pakistanis believe that the divorce rate has also increased in Pakistan. (Gallup & Gilani Pakistan 2019).

**Optimism:** What you seek is seeking you, says Jalāl al-Dīn Muḥammad Rūmī a Sufi poet and scholar. Thinking negatively and badly all the time leads to bad happenings. Keeping yourself in a positive environment and staying in distance from toxic people and behavior can bring

peace and optimistic thoughts all the time. This helps to refine and balance the life cycle and counts in as self-improvisation. There is no better conclusion than Hadith Qudsi mentioned as follows:

*Allah the Almighty said: I am as My servant thinks I am. I'm with him when he makes mention of Me. If he makes mention of Me to himself, I make mention of him to Myself; and if he makes mention of Me in an assembly, I make mention of him in an assembly better than it. And if he draws near to Me an arm's length, I draw near to him a cubit, and if he draws near to Me a cubit, I draw near to him a fathom. And if he comes to Me walking, I go to him at speed”.*



**Rana Naveed ur Rehman**  
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 Assistant Vice President (Health)  
 East West Insurance Co. Ltd

# Medical Emergency Ambulance Response Service (EDHI 115)

The purpose of this article is to create awareness among public about medical emergency ambulance response service in Pakistan. Edhi Foundation is the single best foundation across Pakistan and one of the best social welfare service providers across the world running on non-commercial, non-political, and non-communal basis, serving round-the-clock without any discrimination of color, class, and creed is enjoying exclusive credentials in the shape of awards and shields conferred upon Mr. Abdul Sattar Edhi and Mrs. Bilquis Edhi by governmental and non-governmental organizations on national and international level for rendering their exemplary services to humanity in multidimensional fields.

The diversified fields in which Abdul Sattar Edhi played his greatest role for; saving the lives of thousands of newborn babies by placing the cradles

outside the Edhi centres, fostering the abandoned babies and children, free nurturing disabled and handicapped people, free caring and feeding women and elderly people who were subjected to torture or neglected by their families, free supporting to ailing patients by providing free medication and medicines through his mobile dispensaries, hospitals, and the diabetic centre at Karachi.

In addition to above, he offered his services in many other areas—like providing land, air, and marine ambulance services during accidents to shift patients to hospitals, national and international relief and aid assistance to the affectees of natural debacles, providing relief aid to refugees in various countries, providing emergency services to the sufferers of drought, fire and flood, saving the lives of drowned people added with recovering dead bodies

from the seas and floods, free rehabilitating the drug addicts, free tracing the missing people, free arranging marriages for the helpless girls and boys, providing free food, clothing, and blankets to needy people.

Besides above, he also served the humanity by offering his services by, providing free technical education to needy people to make them self-sufficient through the technical knowledge and skills, providing religious education to the children to make them the best human beings, providing consultancy on family planning and maternity services, providing free blood and plasma to the disadvantaged people, providing free shelter, food, and caring to mentally retarded people, caring by giving shelter and food to orphan and helpless children.



**Largest**

Voluntary Ambulance Organization  
 of the World

**Holding**

Guinness Book of World Records (2000)

Services to humanity rendered by Abdul Sattar Edhi and his spouse Mrs. Bilquis Edhi never end here, he played his role in some more areas—such as; provided free legal aid to bail out or the prisoners from the prisons, financial and medical support to the prisoners, provided crutches and supporters to the handicapped people and gave exclusive free bathing and shrouding services to unclaimed dead bodies, so on and so forth. All these services are so much outstanding and exceptional that Edhi Foundation's role can truly be attributed to an unprecedented example of services to the nation and country of Pakistan as well as humanity, across the globe.

### Land Ambulance Service:

Land Ambulance Service was initially started by including a second hand Hillman Pickup Truck and that was refurbished into the first ambulance, thereby coining “Poor Patient Ambulance”. Now sixty years after, the Edhi ambulance has reached to the stage of largest fleet of ambulances in the world, thereby providing with a tantalizing number of ambulances—such as 1800 vehicles, all over our country – Pakistan.

### Air Ambulance Services:

Air Ambulance Service have 2 aircrafts and 1 helicopter to provide relief and assistance during the

natural disasters, with a view provide airlift services to the stranded or those who are injured and immediately shift to the nearby hospital, during any expected natural debacle.

### Marine Ambulance Service:

Edhi Marine Ambulance Service has 28 rescue boats to provide aid and searching people from the flood affected areas as well as recovering of the drowned people on beach side of Arabian ocean, and so on.

### Mobile Mortuary Service:

In this mortuary, there was space to keep only 16 coffins, yet now 30 coffins can be kept simultaneously, as these heirless dead bodies which usually are unidentifiable who have either killed due to bigger accidents, or bomb blast, or firing.

These coffins are kept for 3-4 days in the mortuary, and then they are buried duly displaying their personal bio-date on the tin-slate at the graveyard so that it could be easier to search and find by their heirs.

From 1986 to 2008, these unclaimed coffins were buried in the Edhi graveyard. When no space is left to bury any more dead bodies, then a plot measuring to 10 acres were again purchased in 2008 where the heirless remains are being buried there till to date.

In the Edhi Graveyard, on average 250 to 350 unclaimed dead bodies are being buried on monthly basis. For the burial of an heirless coffin, on average Rs.6000/- expenses do occur. Yearly more than 8000 unclaimed coffins are being buried, and the outlay comes to the tune of Rs.8000/- per coffin. In accordance with the record, in Edhi Mwach Goth Graveyard, 96000 unclaimed dead bodies have been buried till now.

Beside this a lot of other medical and social service are also provided by Edhi Foundation which are listed below:

- Hospital
- Children Services
- Edhi Homes & Orphanage Centres
- Helpline Service
- Educational Services
- Graveyard
- Missing Persons Service
- Refugees Assistance
- Marriage Bureau Service
- Langer Service (Free Kitchen)
- Charitable Shop
- Edhi Animal Hostel
- Edhi Rikshaw “Rozgar” Scheme
- Rehabilitation Center
- Welfare Centers
- In-House Bakery
- Kitchen
- Rooti Plant
- Workshop
- Edhi Mourge
- Online Qurbani Service

Source: [www.edhi.org](http://www.edhi.org)

### Founder Profile:

Abdul Sattar Edhi was born in 1928 in a small village of Bantva near Joona Garh, Gujrat (India). The seeds of compassion for the suffering humanity were sown in his soul by his mother's infirmity. When Edhi was at the tender age of eleven, his mother became paralysed and later got mentally ill. Young Abdul Sattar devoted himself for looking after all her needs; cleaning, bathing, changing clothes and feeding. This proved to be a losing battle against the disease, and her helplessness increased over the years.



After the demise of our beloved Abdul Sattar Edhi, the Edhi Foundation is going through a really hard time. For the past 69 years, Edhi Sb. helped this country in every possible way. Now it's our turn to return the favor especially after this catastrophic rain and its aftermath.

## EFU Life Wins 'Brand of The Year Award 2021'



EFU Life Assurance Limited, the leading private life insurance provider in the country, has been conferred with 'Brands of the Year Award 2021' for the Best Life Insurance Company by The Brands Foundation. The Company has been awarded this title 10 times.

'Brands of the Year Award' is a distinctive and premier recognition for a brand recognized as a champion in its industry category based on current year market standing and consumer preference. It honors only that single brand in each category every year which dominantly led through all the levels of selection criteria.

EFU Life is pioneer of the unit linking concept in Pakistan and has always been at the forefront of groundbreaking innovations in products, technology and services with an Insurer Financial Strength rating of AA+ (Outlook: Stable) by VIS.

The Company is committed to building on to the brand and providing comprehensive accessible and affordable insurance plans to meet the diverse needs of individuals through different stages of their life.

## EFU Life Wins GBO Award 2022 For Best Domestic Life Insurance Company

EFU Life Assurance Limited, the leading life insurance provider in the country, has been awarded Best Domestic Life Insurer of the Year – Pakistan, at the Global Business Outlook (GBO) Awards 2022. As an industry leader, EFU Life is committed to innovation in its business processes and product offerings coupled with a strong technological capacity and effective use of digitalization.

This is the second consecutive year, EFU Life has been recognized by Global Business Outlook.



Speaking on the occasion, Taher G. Sachak, EFU Life’s CEO and Managing Director, said ‘as a Company, our vision is to bring as many households as possible in Pakistan under the insurance safety net by offering a comprehensive range of financial planning solutions that are affordable and suit every pocket’.

He also added ‘Whilst insurance has been slow to pick up on digitalization in Pakistan, EFU Life has been actively leveraging digital tools, engaging multiple market segments by offering micro, nano products through Commercial banks, Micro Finance Institutions, Branchless banks, Mobile Network Operators, and Micro Small Medium Enterprises (MSMEs)’.

Awarded as the Best Domestic Life Insurer of the Year at the Global Business Outlook Awards, EFU Life has embarked on several campaigns to spread awareness about life insurance through mass media, rural activations and partnerships with multiple corporate entities.

Global Business Outlook seeks to recognize and reward excellence in businesses around the world. It is designed to facilitate the outstanding work of businesses and business leaders across industries.

# UBL Insurers - Opening of a new branch



A ceremony was held on 22 July 2022, to inaugurate South Branch by Mr. Zeeshan Raza and Mr. Nadeem Raza - CFO . The event began with the CEO and CFO cutting the ribbon, accompanied by Mr. Anjum Saleem, Mr. Saad Anjum (Branch Head-South Branch), Mr. Zahid Hussain (Head of Administration) and Zara Faraz (Senior Manager-HR).

Moreover, Mr. Saad Anjum is leading South Branch as Branch Head .South Branch has been operative since July 1, 2022 and it is 24th branch of UIL. It is located at Plot 5-C-5, 3rd Floor, Al Murtaza Commercial Lane 01,Phase VIII, DHA, Karachi.

Please join us to congratulate Mr. Saad Anjum on his new position.

**MR. MUHAMMAD HUSSAIN HIRJI****Chairman****The Insurance Association of Pakistan****MR. ZAIN IBRAHIM****Vice Chairman****The Insurance Association of Pakistan**

The nominations received for the IAP's Election from Member Companies were notified in the IAP's Election Circular dated 1st September, 2022, addressed to All Principal Representatives. The election of the Executive Committee members was held to fill up six (6) seats three (3) from non-life and three (3) from life Insurance companies.

Ballot was held on 19th September, 2022 in Association's Head office at Karachi and Regional Office at Lahore for the above mentioned seats. The Commission counted the votes and determined the persons who have received the largest number of votes and elected to the above Committee.

No election was held for life insurance companies reserved seats as the nominations received were not more than the number to be elected, therefore, the persons nominated by the life insurance companies were elected unopposed.

As regards election of office Bearers (i.e. Chairman, Senior Vice Chairman and Vice-Chairman of the Executive Committee) only one nomination each for the Chairman and Vice-Chairman, from Mr. Muhammad Hussain Hijri and Mr. Zain Ibrahim respectively were received. The aforementioned persons therefore stand elected unopposed as the Chairman and Vice-Chairman of the executive Committee for the year 2022-23. No nomination for Senior Vice Chairman was received.

The composition of newly elected/continuing (\*) members of the Executive Committee for the year 2022-23 is as follows:

**Executive Committee 2022-23**

- |         |                                      |                                    |
|---------|--------------------------------------|------------------------------------|
| 1.      | Mr. Muhammad Hussain Hirji, Chairman | Century Insurance Company Ltd.     |
| 2.      | Mr. Zain Ibrahim, Vice-Chairman      | EFU Life Assurance Ltd.            |
| 3. (*)  | Mr. Altaf Q. Gokal                   | EFU General Insurance Ltd.         |
| 4.      | Dr. Bakht Jamal Shaikh               | Adamjee Life Assurance Co. Ltd.    |
| 5. (*)  | Mr. Faisal Khan                      | IGI General Insurance Ltd.         |
| 6. (*)  | Mr. Ihtsham Ul Haq Qureshi           | Asia Insurance Company Ltd.        |
| 7. (*)  | Mr. M. Faisal Siddiqui               | Sindh Insurance Limited            |
| 8.      | Mr. Nawaid Jamal                     | Jubilee General Insurance Co. Ltd. |
| 9.      | Mr. Omar Farooq                      | Jubilee Life Insurance Co. Ltd.    |
| 10.     | Mr. Saqib Zeeshan                    | Pak Qatar General Takaful Ltd.     |
| 11. (*) | Syed Kazim Hasan                     | TPL Insurance Limited.             |

## Company News



Mr. Omair Atiq Mahmudi, Head of Public Relations, EFU General is receiving '16th Consumer Choice Award 2022' for best general insurance company.



Mr. Taher G. Sachak, Managing Director & Chief Executive, EFU Life Assurance Ltd is receiving 'Corporate Excellence Award' for best life insurance company from Management Association of Pakistan (MAP).



Mr. Riaz Khan Jadoon receiving his father's award from Mr. Azfar Arshad Chairman IAP and Mr. Ali Haider Vice Chairman IAP in recognition of Mr. Majid Khan Jadoon's (late) service to the insurance industry at "IAP Annual Dinner 2022 and Flood Relief Fundraiser" held in Karachi.



Mr. Muhammad Asim Nagi, Chief Financial Officer, Adamjee Insurance Company is receiving 'Best Corporate & Sustainability Report Award' from ICAP & ICMAP.



2021 C L D 1388

[Lahore]

*Before Ch. Muhammad Iqbal and Safdar Saleem Shahid, JJ*

*Mst. ZAKIA ILYAS RAJA---Applicant*

*Versus*

**STATE LIFE INSURANCE CORPORATION OF PAKISTAN**

*and others--- Respondents*

Insurance Appeal No.8608 of 2019, heard on 7th June, 2021.

**Insurance Ordinance (XXXIX of 2000)---**

---Ss. 118 & 124---Life insurance--- Payment of liquidated damages on late settlement of claims--- Repudiation of claim---Non-payment of profit/liquidated damages on late settlement of claims---Scope- Claimant impugned order of Insurance Tribunal whereby her claim for liquidated damages on payment of life insurance claim was denied, inter alia, on ground that claimant had made the claim late and had not annexed required documents with her claim, hence the delay was not attributable to respondent insurance company--- Validity--- Record revealed that neither inquiry report regarding authenticity of policy was brought on record by respondent insurance company, nor person who allegedly led inquiry and produced report on behalf of respondent insurance company was produced as witness which prima facie negated version of the respondent insurance company that policy was obtained by decease via concealment of facts--- No evidence existed to show that claimant had filed claim late or that she had not provided correct information / documents and it was established that the policy-holder

deceased had paid the premium of said policy on time---Respondent insurance company made payment to claimant to extent of insured amount but with considerable delay and failed in its obligation to make payment within period of 90 days as mandated by S. 118 of Insurance Ordinance, 2000---Impugned order was set aside and it was held that claimant was entitled to liquidated damages along with profit as per Bank rates as required under S.118 of Insurance Ordinance, 2000--- Appeal was allowed, accordingly.

Mst. Nusrat Malik Saleem v. Federations of Pakistan through Secretary Ministry of law, Justice and Human Right Division, Islamabad and 3-others 2006 CLD 874; Jaffar Hussain vs Federation of Pakistan through Secretary Ministry of law, Justice and Human Rights Division, Islamabad and 3 others 2004 CLC 947; Mst. Nusrat Malik Saleem v. State Life Insurance Corporation of Pakistan through Chairman and another 2010 CLD 870; Messrs Adamjee Insurance Company Ltd. through authorized Representative v Zi Ullah and another 2019 CLD 526 and Universal Insurance Company Limited v.Hamayun Khan 2019 CLD 1216ref.

Shafaatullah Qureshi v. Federation of Pakistan PLD 2001 SC 142; Dr. Syed Sibtain Raza Naqvi v Hydrocarbon Development and others 2012 SCMR 377; Wapda through Authorized Attorney and 4 others v. Messrs Crescent Group of Services through Authorized Person and others PLD 2013 Lah. 221 and Haji Muhammad Hanif v. State Life Insurance Corporation of Pakistan through Chairman 2007 CLD 490 distinguished.

**Ghulam Raza Sajid v. State Life Insurance Corporation of Pakistan and another 2010 CLD 792 rel.**

**Muhammad Rafique Shad, Nadia Iffat and Raja Khurram Shahzad for Applicant.**

**Waqar Hussain Naqvi for Respondents.**

**Date of hearing: 7th June,2021.**

**JUDGMENT**

**SAFDAR SALEEM SHAHID, J:---** Instant Appeal has been preferred by the applicant/ appellant against the order dated 09.01-2019 passed by learned Additional District Judge/Special Judge Insurance

Tribunal, Sialkot, whereby applicant's application under section 118 of Insurance Ordinance, 2000 for recovery of liquidated damages regarding policy No.604102460-0 was dismissed.

2. The brief facts of the case are that the applicant Mst. Zakia Ilyas Raja filed at; application before respondent No.1/State Life Insurance Corporation of Pakistan, alleging therein that he: husband Raja Muhammad Ilyas deceased obtained the facility of Insurance policy No.604102460-0 from the respondents/State Life Insurance Corporation and after the death of her husband, she /applicant fled a claim No.L/1198/2007 for the recovery of insurance amount i.e Rs.5000.000/- which was decided in favour of the applicant on 22.10.2013 by Wafaqi Mohtasib', Lahore. Thereafter, the respondents filed a representation before the Hon'ble President of Islamic Republic of Pakistan on 02.06.2014 against the order dated 22.10.2013 which was dismissed vide order 01.07.2015. It is alleged by the applicant/appellant that State Life Insurance Corporation did not disburse the insurance amount to the applicant for a remarkable period and thereafter the respondents paid an amount of Rs.52,40,000/- and did not pay the liquidated damages as per bank rate. The applicant requested the respondents to pay the liquidated damages under section 118 of Insurance Ordinance 2000 as per bank rate but the respondents did not consider the lawful and genuine request of the applicant and delayed the matter on lame excuses. As per section 118 of Insurance Ordinance, 2000, the applicant is entitled to get recover the liquidated damages from the respondents and also to claim profit as per Dank rate but the respondents did not honour the claim of the applicant which was mandatory provisions of Insurance Ordinance. It was further alleged that the applicant filed an application before "Wafaqi Mohtasib", Lahore which was

decided on 16.02.2016. On the basis of said order, the applicant filed an application before Insurance Tribunal.

3. The application of the applicant was contested by the respondents while submitting written reply and prayed for its dismissal.

4. Out of pleadings of the parties, following issues were framed by the learned trial Court:-

### ISSUES:

1. Whether the applicant is entitled to recover liquidated damages on late settlement of claim under section 118 of Insurance Ordinance on the facts stated in the amended application? OPA

2. Whether the application is not maintainable and not competent? OPR.

3. Whether the application is time barred? OPR

4. Whether, this Tribunal lacks jurisdiction to adjudicate upon the instant matter? OPR.

5. Relief.

The learned Special Judge Insurance Tribunal while deciding the Issue No.1 against the applicant/appellant observed that since there was no fault on the part of the respondent/Insurance Corporation for disbursing the amount of claim, therefore, the respondent/State Life Insurance Corporation was not under obligation to pay any liquidated damages as required under section 118 of Insurance Ordinance, 2000. The learned Special Judge, Insurance Tribunal gave his decision on issue No.1 on the basis of statement of A.W-1 who admitted in his statement that his claim was rejected due to filling of insufficient papers, therefore, it cannot be alleged that the delay was caused by the

respondent/company and the applicant/appellant has miserably failed to discharge her onus upon her fatal issue and it was decided against the applicant. Issued No.3 was regarding the limitation. The objection was raised by the respondents and onus to prove this issue was upon the respondents but since the respondents did not produce any evidence on this point and also did not press this issue before the learned trial Court, Therefore, this issue was decided against the respondents. The Tribunal dismissed the application of applicant on the ground that delay for disbursement of insurance amount/claim of applicant was not caused by the respondents/State Life Insurance Corporation, rather, it was on the part of the applicant who had not submitted the complete papers which was the basic requirement for disbursing of insurance amount.

5. The counsel for applicant/appellant argued that there was no delay on the part of the applicant as the applicant filed the application immediately after the death of Policy Holder; that State Life Insurance Corporation/respondent did not inform the applicant that her claim application was incomplete or defective in any way; that vide letter dated 31.05.2007 without commenting therein that claim forms submitted by the applicant were insufficient or that the claim was rejected on account of providing insufficient documents by the applicant. It was further argued that only reason mentioned in repudiation letter dated 31.05.2015 was that concealment of material facts were made by the deceased Policy Holder the time of getting the Insurance policy; that nothing was mentioned in the said letter regarding insufficient documents, if any, thereafter the Insurance accompany paid on amount of Rs. 52,40,000/- through cheque to applicant/appellant without liquidated damages on 09-10-2015; that the respondent/State Life

Insurance Corporation was bound to pay the liquidated damages in terms of section 118 of Insurance Ordinance 2000; that the order of learned Special Judge Insurance Tribunal is not in accordance with the record and evidence available on record; that no objection was raised in the first declining letter regarding insurance amount/claim of applicant qua any incomplete documentation, therefore, respondent/State Life Insurance Corporation was under obligation to pay the liquidated damages of late settlement of claim under section 118 of Insurance Ordinance, 2000. Reliance is placed on the cases reported as “Mst.Nusrat Malik Saleem v. Federation of Pakistan through Secretary Ministry of law, Justice and Human Rights Division, Islamabad and 3 others” (2006 CLD 874), Jaffar Hussain v. Federation of Pakistan through Secretary Ministry of Law, Justice and Human Rights Division, Islamabad and 3 others (2004 CLC 947, Lahore), Mst. Nusrat Malik Saleem v. State Life Insurance Corporation of Pakistan through Chairman and another (2010 CLD 870 Lahore), Mst. Nusrat Malik Saleem v. Federation of Pakistan through Secretary Ministry of Law, Justice and Human Rights Division, Islamabad and 03-others (2006 CLD 874 Lahore), Messrs another (2019 CLD 526, Lahore) and Universal Insurance Company Limited v. Hamayun Khan (2019 CLD 1216 Lahore).

5. The learned counsel for the respondents on the other hand resisted the arguments advanced by learned counsel for the applicant. While relying on cases reported as “Shafaatullah Qureshi v. Federation of Pakistan” (PLD 2001 Supreme Court 142), “Dr. Syed Sibtain Raza Naqvi v. Hydrocarbon Development and others” (2012 SCMR 377), “Wapda through Authorized Attorney and 4-others v. Messrs Crescent Group of Services through Authorized Person and others” (PLD 2013 Lahore 221), “Haji Muhammad

Hanif v. State Life Insurance Corporation of Pakistan through Chairman” (2007 CLD 490 Lahore) learned counsel for the respondents argued that respondent No.1 is not responsible for causing any delay for the payment of Insurance amount/claim; that the application of applicant was incomplete because the required documents were not annexed with the application; that the State Life Insurance Corporation / respondents informed the applicant regarding the said defects and thereafter her application was rejected; that the appellant/applicant filed an application before Ombudsman and much time was consumed in the proceedings before Ombudsman and thereafter the company approached the President of Pakistan but after rejection of said appeal, the company immediately deposited the insured amount of Rs. 52,40,000/- in the account of the applicant; that there was not deliberate delay on the part of the company for making the payment of insured amount; that infact the delay was caused by the applicant/appellant because she did not submit the document as required by the company at the relevant time; that learned Special Judge Insurance Tribunal has rightly passed the order after proper appreciation of evidence with cogent reason.

6. We have carefully examined the contention as adduced on behalf 'of the parties in the light of relevant provisions of law and record of the case. We have scanned the entitle evidence and perused the impugned judgment of the learned trial court. The learned Special Judge Insurance Tribunal decided issued No.1 against the appellant /applicant, whereby, claim of the appellant/applicant was dismissed, and it was held that the respondents/State Life Insurance Corporation was not liable for causing delay in the payment of insurance amount and was not under obligation to pay the liquidate damages of late settlement of claim

under section 118 of Insurance Ordinance, 2000. In support of issue No.1, Muhammad Iqbal, Special Attorney of appellant Mst. Zakia Ilyas Raja appeared as AW-1 and submitted his special attorney as Exh.A-1 and narrated all facts regarding the submission of the claim. According to AW-1 the husband of applicant/appellant, Raja Muhammad Ilyas purchased the policy on 01.07.2005 and also paid the premium of said policy. On 02.02.2006 Raja Muhammad Ilyas died and then the applicant/appellant approached the State Life Insurance Corporation/respondents and filed the claim. “The claim was filed within the time. He (AW-1) tendered all the relevant documents in his evidence. It 'was further alleged that in the year 2007, Insurance Corporation rejected the claim of the applicant/appellant. Feeling aggrieved, the appellant approached Ombudsman where the matter remained under consideration for one year. On 22.10.2013 the Ombudsman decided the matter. A.W-1 submitted the copy of decision Exh.A-2. The respondents filed an appeal before President of Pakistan which was dismissed on 01.07.2015 and thereafter respondents on 10.10.2015 deposited an amount of Rs.52,40,000/- in the account of applicant/appellant. The grievance of the appellant was that respondent No.1/bank only deposited the insured amount whereas liquidated damages were not awarded to the applicant and for that the applicant/appellant again approached Ombudsman and on the direction of Ombudsman, the applicant/appellant filed an application before learned Special Judge Insurance Tribunal. On behalf of respondents the said witness was subjected to cross-examination. During cross-examination A.W-1 has categorically stated that after the death of policy holder the applicant/appellant filed the claim papers immediately and there was no delay on the part of the applicant for filing the claim before the respondents. The said witness was

cross-examined at length but his evidence could not be shaken during the process of cross-examination regarding the delay if any on the part of the applicant/appellant and nothing was brought on record that the policy was obtained by concealment of facts. Through the cross-examination only proceeding before different forums i.e Ombudsman and President of Pakistan between the parties were questioned. On behalf of State Life Insurance Corporation, Muhammad Afzal Manager, State Life Insurance Corporation of Pakistan, appeared as DW-1. He has deposed that according to section 15 of Policy Bond, the State Life Corporation has a right to investigate regarding the worth of the policy if someone expired within the period of two years after getting the policy. According to D.W-1 the State Life Insurance Corporation inquired the matter and found that the policy holder was not eligible to obtain the policy of an amount of Rs.50-lacs. On this ground the State Life Corporation rejected the claim of the legal heirs of the Policy Holder. In this regard he submitted the document Exh.D-2. D.W-1 further deposed that there was no fault on the part of the company for issuing the amount of claim late and infact the original required amount of Rs.52,40,000/- was disbursed to the policy holder. Record reveals that neither the inquiry report regarding the authenticity of the policy was brought on record by the respondents/State Life Corporation not the person who allegedly inquired the matter and prepared the report on behalf of State Life Insurance Corporation, was produced in the witness box which prima facie negates the version of the respondents that the policy was obtained by concealment of facts. In this regard reliance is placed on case law reported as "Ghulam Raza Sajid v. State Life Insurance Corporation of Pakistan and another" (2010 CLD 792).

7. Perusal of record shows that policy holder purchased the policy on

01.07.2005 whereas first premium i.e Rs. 3,59,950/- of said policy was also paid. After about six months, on 02.02.2006 the policy holder was expired and within the required time the applicant/wife of the deceased filed the requisite claim. The State Life Insurance Corporation / respondents were responsible for the payment of the claim within the prescribed period as the application was filed within the time but it is observed that they objected on the claim and through document, Exh.D-2 letter dated 31.05.2007, the claim was rejected. On perusal of letter Exh.C-2 it reveals that the application of the policy holder was rejected on the ground that policy holder did not provide the correct information at the time of obtaining the policy. So the State Life Insurance Corporation regrets from the payment of claim. The version of the respondents/State Life Insurance Corporation while appearing in the witness box although was different, yet they did not produce any evidence according to their objection. No evidence was produced by the respondents in order to establish that the applicant legal heir of deceased/policy holder filed the policy claim late. So-far-as the objection of the respondents that the policy holder did not provide the correct information and some facts were concealed by the policy holder at the time of obtaining the policy is without force and same is afterthought because it was not the time for making an inquiry regarding genuineness or un-genuineness of the policy, rather, before issuance of policy as per company conditions contain inquiries are conducted then the policy is issued. The respondents / State Life Corporation received the first premium i.e. Rs.13,59,950/- of said policy and did not object regarding anything at that time and as well as in the life time of policy holder. Keeping in view the facts and circumstances of the case, we are of the considered view that the letter Exh.D-2 was not a proper reply to the claim application of the policy holder.

The respondents/State Life Insurance Corporation were responsible for causing delay in the payment of insurance amount. The relevant provision of section 118 of Insurance Ordinance 2000 is reproduced as under:-

“Payment of liquidated damages on late settlement of claims—(1) it shall be an implied term of every contract of insurance that where payment on a policy issued by an insurer becomes due and the person entitled thereto has complied with all the requirements, including the filing of complete papers, for claiming the payment, the insurer shall, if he fails to make the payment within a period of ninety days from the date on which the payment becomes due or the date on which the claimant complied with the requirements, whichever is later, pay as liquidated damages a sum calculated in the manner as specified in subsection (2) on the amount so payable unless he proves that such failure was due to circumstances beyond his control. Explanation. For the purposes of this subsection, failure or delay by any person in making payment (including without limitation payment under a contract of reinsurance) to an insurer shall not constitute circumstances beyond the control of the insurer”

Since the agreement between policy holder and State Life Corporation was intact and it was not struck down through any means, no legal notice was issued by the State Life Corporation for striking down the agreement with the policy holder. Neither any notice/intimation was given to the policy holder in his life time regarding disclosing of wrong information for obtaining the policy nor after his death or immediately after filing of the claim, rather after passing of the considerable period through letter dated 31.05.2007 Exh.D-2 it was informed to the applicant/appellant by the respondents that the requisite claim was rejected by the company on

account of concealment of facts. The respondents were failed to rebut the evidence of applicant / appellant because as per record the applicant filed the application within time and on wrong interpretation the applicant's claim was rejected and due to that reason the applicant/appellant had to file an application before Ombudsman and much time was consumed for that process and delay was caused due to the act of the respondents for which the applicant / appellant cannot be made liable. Is pertinent to mention here that the company/respondents made the payment to the applicant to the extent of insured amount but with delay and did not raise any objection at that time qua the concealment of facts. The company was under obligation to make the payment within a period of 90-days under section 118 of Insurance Ordinance, 2000 which they have failed to do so and that the company was also not justified to establish that the delay was caused due to the act of applicant/appellant.

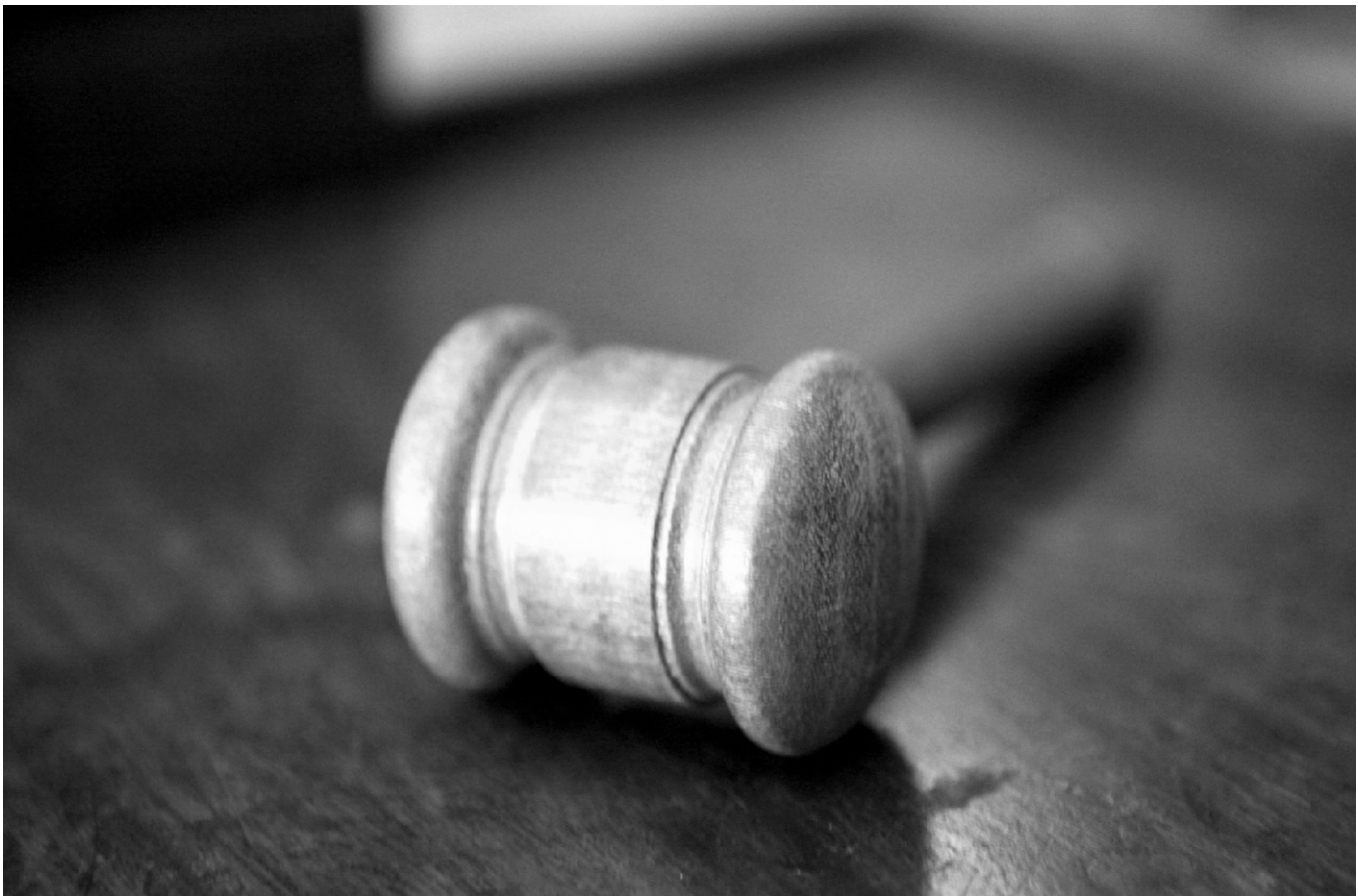
The case laws referred to by learned counsel for the respondents are not applicable to the present proposition because the application for requisite claim was filed within the time by the applicant/appellant and through evidence on record the applicant has proved the same. Keeping in view the evidence available on record, we are justified to hold that learned Special Judge Insurance Tribunal while deciding the issue No.1 had committed material irregularity as no cogent evidence was produced by the respondents to rebut the evidence of the appellant. The document Exh.D-2 on the basis of which the claim was rejected is available and its verdict is clear which has no nexus with the issue framed by the court because it is straight away mentioned that due to concealment of facts the claim was rejected whereas there is no issue of filing the incomplete papers and it cannot be interpreted in any way in the light of document Exh.D-2, therefore, findings recorded by learned trial court on issued No.1 are

reverses and same is decided in favour of the applicant/appellant against the respondents, whereas, all the remaining issues have already been decided in favour of the applicant/appellant, therefore, we are of the considered view that the applicant's claim was genuine.

8. In view of what has, been discussed above, instant appeal is accepted and order dated 09.01.2019 passed by learned Special Judge Insurance Tribunal Sialkot is set aside and applicant/appellant is held entitled for the liquidated damages along with profit as per present bank rate as required under section 118 of the Insurance Ordinance, 2000. No order as to costs.

**KMZ/Z-17/L**

**Appeal Allowed.**





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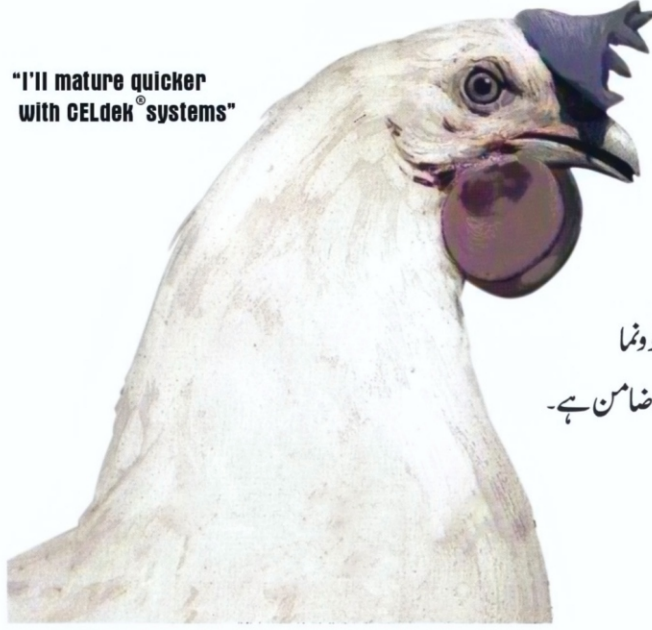




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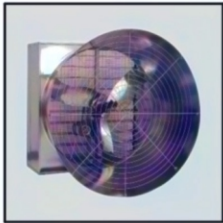
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میری بہتر نشوونما  
آپ کے زیادہ منافع کی ضامن ہے۔

When rearing poultry, maintaining a controlled climate is more important to optimal growth than even feed or stocking density. Conventional ventilation systems in poultry houses simply do not compensate adequately for temperature and humidity fluctuations caused by body heat and the sun's radiation. CELdek® system, on the other hand, maintain an optimal temperature and humidity, safely, efficiently throughout the production cycle.

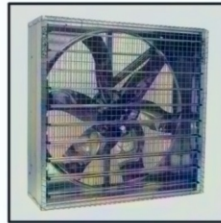
A healthy, unstressed bird is a productive bird. CELdek® systems address the bird's total rearing environment to help eliminate stress and improve weight gain and feed conversion. And the more you do for the well-being of your poultry, the more they' ll do for you.



Cone fan



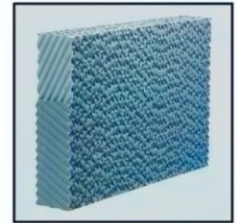
Euroemme fans (Em 36)



Euroemme fans (EM 50n)



Air heaters



CELdek® evaporative cooling pads



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*(Steve Jobs, Co-Founder and Ex-CEO of Apple Inc.)*

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