

# Our History

## 1992

Janashakthi Life Insurance Company Ltd. was incorporated in Sri Lanka as a public company with limited liability on the 29th of October 1992

## 1993

Janashakthi Life Insurance Co. Ltd's operational platform was progressively established

## 1994

Janashakthi Life Insurance Co.Ltd commenced operations as Sri Lanka's first specialised Life Insurer, on 15th of September 1994

## 1995

Establishment of the Janashakthi General Insurance Co.Ltd as Sri Lanka's first specialised General Insurer on 20th September 1995

## 1996

Janashakthi took the concept of insurance to people's doorstep, with a rapid regionalisation programme and established one of the widest branch networks in the industry

## 1997

Janashakthi Life made a significant profit and the company declared it's first bonus to policyholders. Also Janashakthi launched an aggressive advertising and marketing strategy through the Sri Lanka Vs India Test series sponsorship

## 1998

Janashakthi undertook major Corporate Social Responsibility activities with several projects involving highway safety for pedestrians

## 1999

Operationally the Life and the General Divisions were merged

## 2000

Janashakthi Life and Janashakthi General merged to form Janashakthi Insurance Co. Ltd.

## 2001

The Company acquired controlling interest in National Insurance Corporation Ltd.

Janashakthi marked a record year, with premium income exceeding Rs.1 Billion

The Life Operations Department received ISO 9002 International Service Quality Accreditation and also was the first insurer in Sri Lanka to receive this certification

Janashakthi sponsored two major Test Cricket match series – Sri Lanka Vs West Indies and Sri Lanka Vs Zimbabwe

## 2002

Janashakthi launched a branch office in Male, and became the first private insurer in Sri Lanka to open a representative office overseas.

The Jaffna and the Batticaloa branches were established in the Northern and Eastern Provinces

## 2003

The Janashakthi Group diversified into banking, development banking, financing, porcelainware, property development and agriculture by investing strategic stakes in different companies

## 2004

Janashakthi in it's 10th year of operations reached a unique achievement of booking Rs.3.1 billion premium income and thus became the only insurer in Sri Lanka to surpass the Rs.3 billion mark within the first 10 years of operations

Re - launched the comprehensive motor insurance policy as "Janaratha Full Option" with an unmatched package of benefits, including onsite claim settlement and a dedicated 24 hour Call Center to support customer needs

## 2005

Janashakthi became the 3rd largest insurer in Sri Lanka by the end of the first quarter of 2005, in terms of overall Gross Written Premium (GWP) that was recorded

## 2006

The No1 Service Brand in the country at the SLIM Brand Excellence Awards 2006

Janashakthi Full Option is adjudged the Most Innovative Brand of the country at the SLIM Brand Excellence Award 2006

## 2007

Janashakthi was the only Insurance Company in Sri Lanka to be awarded at the SLIM Brand Excellence Awards 2007, carrying away 3 awards

Launched Janashakthi Awaranaya, Sri Lanka's first- ever comprehensive Household and Traders Insurance policy equipped with a burglar alarm system

Janashakthi Insurance tied up with ICICI bank for an exclusive bancassurance distribution agreement