



**LIFE**

*Because Life is Precious*

# LIFE MATTERS



Message  
From The  
Managing  
Director

Dear Friends

Your company has now completed 15 years of operations and continues to be the largest private life insurer in Pakistan. I thank you all for the support you have provided over the years and we look forward to your continuing support in the future.

I am absolutely delighted to report our excellent performance last year. Your trust in the company resulted in an annual premium income of Rs. 4.8 billion in 2007, an annual growth of 44%. We have increased the paid-up capital of the company to Rs. 750 million, which is the highest amongst all private life insurance companies in Pakistan. Based on our financial strength, good management practices and ethical business conduct, JCR-VIS, an affiliate of internationally renowned Japan Credit Rating Agency Ltd., has upgraded our Insurer Financial Strength rating to 'AA-' (Double A Minus). This rating demonstrates our sound capability to meet our insurance payout obligations.

In conclusion, may I assure you of our commitment to provide you with the best possible insurance services in the future.

Yours sincerely

Taher G. Sachak

**EFU GROUP – Pakistan's Largest Insurer**



*Another Glorious Year*

**EFU GROUP**  
2007 Premium Over Rupees

**14.5  
BILLION**

(Over Rs. 1,450 Crore)

*Thank You All*



**GENERAL**

EFU GENERAL INSURANCE LTD  
[www.efuinsurance.com](http://www.efuinsurance.com)



**LIFE**

EFU LIFE ASSURANCE LTD  
[www.efulife.com](http://www.efulife.com)

**Allianz**



**HEALTH**

ALLIANZ EFU HEALTH INSURANCE LTD  
[www.allianzefu.com](http://www.allianzefu.com)



# NEWS ROUNDUP

## EFU Life wins the 25th Corporate Excellence Award



Mr. Taher G. Sachak, Managing Director & CEO of EFU Life receiving the award from Mr. Hussain Dawood (Chairman Engro Chemicals), Mr. Asif Qadir (President Engro Asahi), President MAP and Mr. Waqar A. Malik (CEO ICI Pakistan) Chairman Corporate Excellence Award committee can also be seen in the picture.

In an august ceremony held on May 14th 2008, EFU Life was awarded the prestigious 25th Corporate Excellence Award by the Management Association of Pakistan, the premier body of professional managers and entrepreneurs in Pakistan. The award recognizes companies

which have shown outstanding performance and demonstrated progressive and enlightened management practices.

EFU Life is the first life insurance company in Pakistan to win this award. The award has been given in the 'Financial Category'

which comprises all companies in the financial sector including Commercial Banks, Investment Banks, Insurance Companies, Modaraba & Leasing Companies, Mutual Funds and Securities Companies. Your company was adjudged the best among all companies in the financial sector.

## Paid-up Capital Increased to Rs.750 million

EFU Life, as part of its long term strategy and rapid growth in business over the last few years, has made a conscious effort to enhance its paid-up capital consistently over the previous couple of years. In 2007, after the 2006 valuation, EFU Life paid-up capital was increased to meet the SECP minimum paid-up capital requirement of Rs. 500 million which was applicable for 2010. As a result of 2007 valuation, EFU Life has further increased its paid-up capital to 750 million rupees.

This makes EFU Life the company with the highest paid-up capital in the private sector.

## EFU Life Rating upgraded to AA- from A+

JCR-VIS Credit Rating Co. Ltd. (JCR-VIS) has upgraded the Insurer Financial Strength (IFS) rating of EFU Life to 'AA-' (Double A Minus) from 'A+' (Single A Plus) with a 'Stable' Outlook.

This is a major achievement by EFU Life, especially since the rating upgrade has been done after only one year of the initial rating of the Company. JCR-VIS during the rating process has commented that all indicators of the Company are on a positive growth trajectory and

the Company is financially very sound and leading the life insurance market in the country.

The entry of EFU Life into the AA band of the rating structure now places us amongst the top corporate entities of Pakistan. There are very few companies in the country which have the distinction of being in this high rating category.

The press release issued by JCR-VIS which gives more details about the rating can be downloaded from our website: [www.efulife.com](http://www.efulife.com).

## EFU Life and JS Bank Sign Bancassurance Agreement



Mr. Naveed Qazi, President & CEO, JS Bank with Mr. Taher G. Sachak, Managing Director, EFU Life on the occasion of the signing ceremony. Other senior officials from EFU Life and JS Bank are also present.



## EFU Life launches New Islamic Unit Linked Fund



Noor and Asasa are the latest unit linked products launched by EFU Life. Noor focuses on child education and marriage planning while Asasa is a multi purpose savings and wealth accumulation

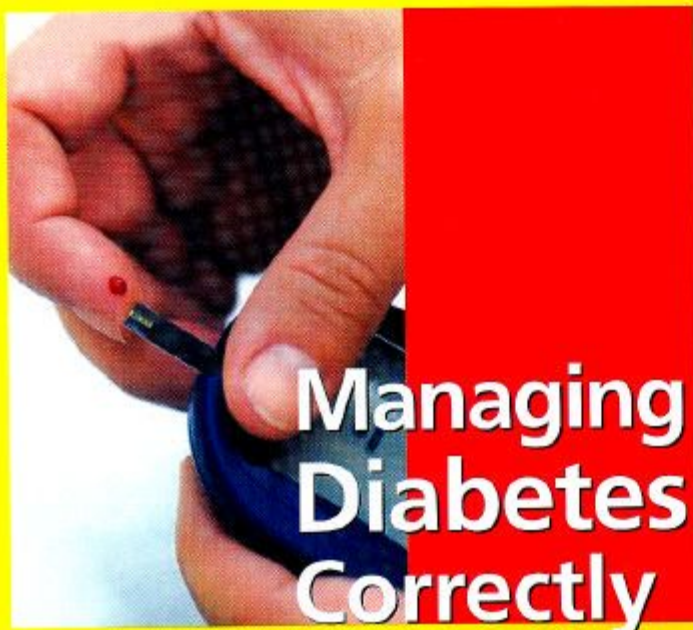
product. Both products are linked to a new unit linked fund of EFU Life – EFU Aitemad Growth Fund. The fund follows a specific investment strategy (which is different from the investment strategy of EFU Life's existing unit linked funds) whereby all investments are made in interest free Islamic investments.

**NOOR**  
نور

EFU Life has carefully selected the investment options for the new unit linked fund. The money will be invested in instruments such as Islamic mutual funds, term deposits in Islamic Banks and Sukuk Bonds which are already approved by the respective entity's Shariah Boards including prominent religious scholars of international stature. This means that by investing in only a selected number of investment instruments, EFU Life has access to the Shariah approval of multiple Shariah boards. Due to this reason, EFU Life has not set up an internal Shariah Board in the initial stage.

**ASASA**  
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## HEALTH FILE



### Managing Diabetes Correctly

#### Type 2 Diabetes

The best way to prevent complications down the road is to manage diabetes correctly.

##### Change Your Diet

Not everyone wants to take medications forever, since they can be expensive and can even lead to weight gain. In my research, people with diabetes who ate a plant-based, low-fat vegan diet lost weight, reduced their cholesterol and improved their blood sugar better than those on a portion control diet. You can use diet to reverse the condition, but if you return to your old habits, it will come right back.



– Neal D. Barnard, MD, President, Physicians Committee for Responsible Medicine

##### Eat More Fiber

Diet and exercise have the biggest impact, and the best diet is high in fiber and low in the glycemic index (foods that are slowly converted to sugar). The American Diabetes Association recommends eating about 30 grams of fiber a day, but studies suggest that eating up to 50 grams provides significant benefits, because fiber lowers insulin and cholesterol levels.



– Dwight McKee, MD, Aptos, California

##### Get Moving

A main cause of Type 2 diabetes is being overweight. You have to make a big change to get healthy, and exercise is key to reversing the condition. As you change your diet, aim to burn 300 calories a day through exercise. If you have to, work out twice a day if you can't do it in one shot, and as you get fitter, gradually increase your exercise time.



– Joel Fuhrman, MD, Flemington, New Jersey

##### Try Medication

Diabetes is a disease, not a moral failing. Lifestyle modifications can make it better, but that doesn't necessarily mean horrible lifestyle choices caused it. If diet and exercise don't help, we try an oral drug that doesn't cause weight gain. If that doesn't work, we add more medication. Type 2 diabetes is generally a progressive disease, so even if you do everything right, you may need to increase your medicine over time.

– Robin Goland, MD, Codirector, Naomi Berrie Diabetes Center, Columbia University Medical Center, New York

##### Bottom Line

Excess blood sugar is like a glass shard scraping our arteries, and it can lead to atherosclerosis. Keep sugar under control with a program you love (or you won't stay on it) that includes high-fiber foods. Liven up your diet with cinnamon; it may sensitize your body to insulin.



“An eye for an eye only ends up making the whole world blind”

(M.K. Gandhi)

“Whatever the mind can conceive and believe, the mind can achieve”

(Dr. Napoleon Hill)

“Neither a lofty degree of intelligence nor imagination nor both together go to the making of genius. Love, love, love, that is the soul of genius”

(Wolfgang Amadeus Mozart)

“You can have everything in life that you want if you just give enough other people what they want”

(Zig Ziglar)

“Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great”

(Mark Twain)

“Great works are performed, not by strength, but by perseverance”

(Samuel Johnson)



## Humour

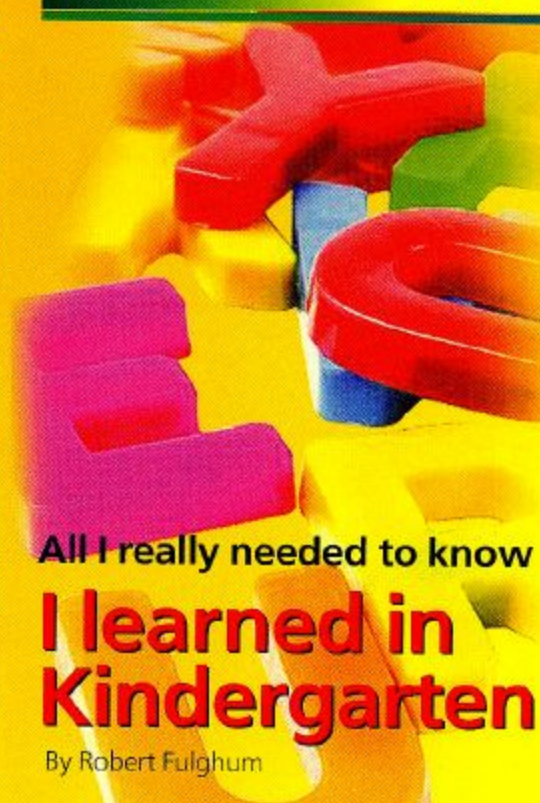
Two barbershops were in extreme competition. The first barbershop put up an advertisement for haircuts for Rs. 50. The competitor in response put up the following advertisement:

“We repair Rs. 50 haircuts”

A woman decided to have her portrait painted. She asked the painter to paint her with diamond rings, diamond necklace, emerald bracelet, a ruby brooch and gold Rolex. “But you are not wearing any of these things” asked the painter. “I know,” she said. “it is in case should I die before my husband, he will remarry right away. I want his new wife to go crazy looking for the jewelry”

Mother mouse and the baby mouse were walking along, when all of a sudden, a cat attacked them. The mother mouse goes “BARK BARK!” and the cat runs away. “See,” says the mother mouse to the baby “now do you see why it is important to learn a foreign language”

# Family Matters



## All I really needed to know I learned in Kindergarten

By Robert Fulghum

Each Spring, for many years, I have set myself the task of writing a personal statement of belief: a Credo. When I was younger, the statement ran for many pages, trying to cover every base, with no loose ends. It sounded like a Supreme Court brief, as if words could resolve all conflicts about the meaning of existence.

The Credo has grown shorter in recent years – sometimes cynical, sometimes comical, sometimes bland – but I keep working at it. Recently I set out to get the statement of personal belief down to one page in simple terms, fully understanding the naive idealism that implied.

The inspiration for brevity came to me at a gasoline station. I managed to fill an old car's tank with super-deluxe high-octane go-juice. My old hoopy couldn't handle it and got the willies – kept sputtering out at intersections and belching going downhill. I understood. My mind and my spirit get like that from time to time. Too much high-content information, and I get the existential willies – keep sputtering out at intersections where life choices must be made and I either know too much or not enough. The examined life is no picnic.

I realized then that I already know most of what's necessary to live a meaningful life – that it isn't all that complicated. I know it.

And have known it for a long, long time. Living it – well, that's another matter, yes? Here's my Credo:

All I really know about how to live and what to do and how to be I learned in kindergarten. Wisdom was not at the top of the graduate-school mountain, but there in the sandpile at Sunday School. These are the things I learned:

- Share everything.
- Play fair.
- Don't hit people.
- Put things back where you found them.
- Clean up your own mess.
- Don't take things that aren't yours.
- Say you're sorry when you hurt somebody.
- Wash your hands before you eat.
- Flush.
- Warm cookies and cold milk are good for you.
- Live a balanced life, learn some and think some and draw and paint and sing and dance and play and work every day some.
- Take a nap every afternoon.
- When you go out into the world, watch out for traffic, hold hands, and stick together.
- Be aware of wonder. Remember the little seed in the Styrofoam cup: The roots go down and the plant goes up and nobody really knows how or why, but we are all like that.
- Goldfish and hamsters and white mice and even the little seed in the Styrofoam cup—they all die. So do we.
- And then remember the Dick-and-Jane books and the first word you learned – the biggest word of all – LOOK.

Everything you need to know is in there somewhere. The Golden Rule and love and basic sanitation. Ecology and politics and equality and sane living.



## Dear Readers

Please ensure that we have your current contact number and address.

Occasionally mail is returned to us because your address has changed, or no one was available to receive the mail. We are therefore, unable to provide you with timely service.

Please help us reach you by notifying us of your current mobile number, full address and email address so that we can continue to provide you the best services.