## **ABOUT- SENA INSURANCE PLC**

Sena Insurance PLC was incorporated as a Public Limited Company under the Companies Act, 1994 having registered office in Bangladesh on 3<sup>rd</sup> September 2013 and obtained permission for commencement of insurance business from the Insurance Development & Regulatory Authority (IDRA), Government of the Peoples Republic of Bangladesh, with effect from 10<sup>th</sup> September 2013 for carrying out general insurance business and subsequently was listed with the Dhaka & Chittagong Stock Exchanges in 2021.

Sena Insurance PLC (SIPLC) is a concern of Sena Kalyan Sangstha of Bangladesh Armed Forces. It is absolutely a welfare oriented organization what is designed to undertake various welfare projects dedicated to the humanity and particularly for the distressed members of retired Armed Forces. Hence, you may be encouraged to be a part of this noble initiative. Sena Kalyan Sangstha has already emerged as one of the most viable business outfits of Bangladesh and such sponsor provides this Company with a very sound financial capacity. The shareholding structure of the company is institutional, which is unique in nature in our industry.

Despite being the youngest general insurance company in the country, SIPLC has a continuous process of screening the business and short-listing risk-based products and services. In this regard, the numbers of customers have been increasing day by day in the last 11 years since its inception due to timely payment of insurance claims and remaining compliant with existing rules. We cherish the credible image of our beloved Armed Forces and do justice to it through our services.

SIPLC will remain your trusted risk manager at all times and at the same time add value to your investments as a sustainable financial institution. We hope that our respected shareholders, valued clients & other stakeholders will always be with us in our steady and successful journey ahead.

SIPLC is one of the leading and established private sector general insurance companies in Bangladesh. We offer our customers a comprehensive and well-diversified range of products and risk management solutions through multiple distribution channels, with a constant focus on value enhancement