

## Bahrain Kuwait Insurance unveils new logo

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Bahrain Kuwait Insurance Company (GIG Bahrain), one of the largest leading insurance companies in the region, unveiled its new brand.



The new logo was designed to reflect the strengths of the company's brand and its rich heritage and long history in providing means of reassurance and protection for all customers.

This change also coincided with the policy pursued by Gulf Insurance Group and its vision of expansion and growth within the region. This is reflected in the redesign of the new logo, which is characterized by simplicity and distinctive colours while building on the company's current logo

by capitalizing the same 3 letters "GIG".  
Dr Abdulla Sultan, CEO of the Bahrain Kuwait Insurance Company, said: "We are excited to experience the re-branding of the company in coordination with our parent company, Gulf Insurance Group, which reflects the aspiration to expand and lead both the local and regional insurance markets. This gives us a fresh new look and perspective reflecting our new innovative means of rendering our services with a customer-centric approach.

## Aramex, Export Bahrain announce LTL services for Business Exports



Rabab Khalaf from Export Bahrain's Planning & Market Intelligence department

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Aramex Bahrain, in partnership with Export Bahrain, will provide Bahrain-based businesses LTL (less than truckload) services to further support the exports of made-in Bahrain products to all locations around the Kingdom of Saudi Arabia.

As part of the LTL service, companies will receive below-market rates based on the city destination which applies to both B2B and B2C export deals.

There will be regular shipments for all general cargo which will give exporters a new entry option to the Saudi market, adding to the current full truckload (FTL) option and providing businesses with more variety and exporting options.

Aramex Bahrain Freight Products Manager, Ahmad Omran stated: "The LTL ser-



Aramex Bahrain Freight Products Manager, Ahmad Omran

vices will provide businesses in Bahrain the opportunity and option of utilizing land transportation to KSA at a lower rate while considering actual truck space needed for the products of each business."

Rabab Khalaf from Export Bahrain's Planning & Market Intelligence department added: "The service comes with many added benefits including below-market rates for land transportation to Saudi Arabia. We encourage businesses from all the various sectors to take advantage and utilize this LTL service as we are confident that this would allow more exporters to enter the Saudi market with ease."

Export Bahrain has facilitated local businesses to go global and expand into international markets reporting over USD 175 million worth of exports to date with more than 59 different product and service categories across various economic sectors.

## A helping hand from Seef Properties



Seef Properties has recently made a financial donation to the Royal University for Women (RUW) to support their scholarships programme. The support cheque was handed over by Seef Properties to RUW President Professor Yusra Mouzughri during a special ceremony held at Seef Properties headquarters at Seef Mall - Seef District. Seef Properties Deputy Chairman and CSR Committee Chairman Dr Mustafa Ali Al Sayed, Seef Properties Chief Executive Officer Ahmed Yusuf and a number of officials representing both sides. Dr Al Sayed commented: "We are pleased to support the RUW, which offers unique and diverse specialisations that meet the needs of the labour market to graduate future leaders." Prof. Mouzughri said: "The RUW always strives to keep abreast of modern scientific developments in a way that contributes to achieving the desired visions and aspirations in the field of higher education for women."

# Batelco launches 'Cloud ERP' with CorporateStack

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Batelco launched Cloud ERP (Enterprise Resource Planning), a comprehensive enterprise-oriented cloud software solution for companies to meet all their business management needs in a single product offering. The solution is being delivered exclusively in Bahrain by Batelco in partnership with CorporateStack, a leading provider of software solutions specialising in digital transformation, following the signing of an agreement on the opening day of BITEK & Meet ICT 2022.

Cloud ERP enables the integrated management of commonly used business processes by seamlessly combining HRMS, for payroll management and attendance tracking, CRM, to give visibility and management of sales figures, and Asset Management software, to manage, track and maintain company



Batelco and CorporateStack at BITEK. From right, CorporateStack Founder and CTO Osama Mortada, CorporateStack Co-Founder and CCO Mohammed Abdin, Batelco General Manager Enterprise Abdulla Danesh and Batelco Enterprise Sr. Product Manager Islam Salim

assets. Cloud ERP enables businesses to improve productivity while streamlining operations by centralising key business processes through their cloud-based software.

Batelco's General Manager

Enterprise, Abdulla Danesh, said, "We introduced Cloud ERP to enable businesses to efficiently manage their day-to-day operations, reduce costs, and maximise revenues through smart digitised solutions."

M o h a m m e d A b d i n , Co-Founder and CCO of CorporateStack, said: "We look forward to building a rapport in the Kingdom's market as the country witnesses a dynamic digital transformation journey."

## LIC reports premium income of U\$23.80 million

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LIC (International) yesterday posted a first-quarter premium income of USD 23.80 million as compared to USD 61.70 m for the corresponding period in the last year.

The total Comprehensive loss of the Company was USD 17.5 m compared to a Comprehensive Income of USD 3.95 m during the corresponding period of last year.

LIC paid out USD 36.15 m as claims to policyholders during Q1 compared to USD 40.12 m during the year-ago quarter.

This came as LIC announced its unaudited Q1 financial results at the 126th Meeting of the Board of Directors at The Diplomatic Radisson Blu yesterday.

MR Kumar, Chairman of the Board, Siddhartha Mohanty, Deputy Chairman of the Board and other directors of the Board

attended the meeting through video-conferencing.

The total investment income of the Company was USD 22.32 m compared to USD 25.03 m during the corresponding period in the last year.

The meeting also reviewed the New Business Performance, Financials, Investment Income and the Operating performance for the 1st Quarter of 2022.

The Company launched four

new products in the year 2021. Three products were specifically designed for the UAE market, and one product for the Bahrain market. Most of the products launched are guaranteed endowment plans, which is a combination of protection and saving with a guaranteed addition. Board members expressed hope that with the products in the pipeline, the Company will revert to normal growth in new business during 2022.

## Zain's Dizlee partners with Sesame Workshop

- Offers premium educational content on Zain Kids digital platform

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Zain Group, a leading mobile telecom innovator in seven markets across the Middle East and Africa, announces that its recently rebranded API platform and homegrown digital ecosystem provider, Dizlee has entered a collaboration with Sesame Workshop's Ahlan Simsim, an Arabic-language programme that follows the adventures of Basma and Jad, two best friends exploring their world.

The collaboration sees Ahlan



Simsim content and characters becoming available on the Zain Kids platform to customers in Kuwait, Saudi Arabia, Iraq, Jordan, and Bahrain as well as Omantel customers.

From the creators of Iftah Ya Simsim and Sesame Street, Ahlan Simsim offers content that fosters early learning for young children in the Middle East and North Africa, especial-

ly those affected by crisis and displacement. Ahlan Simsim is part of a wider humanitarian initiative of the same name. For more than 50 years, Sesame Workshop has been a torchbearer in the 'edutainment' space and a household name across continents.

René Celaya, Vice-President for International Programs at Sesame Workshop said, "Through the Zain Kids platform, children can enjoy the educational and inclusive content of Ahlan Simsim, which promotes playful learning and teaches skills to help young children grow smarter, stronger, and kinder."

Technical support for this integration was provided by Digital Virgo, a Dizlee trusted partner.

## Al Salam Bank opens at Alsayah Square

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Alsayah Square, the first commercial and medical complex of its kind in the heart of Busaiteen, welcomes the opening of Al Salam Bank-Bahrain B.S.C (Al Salam Bank) state of the art branch in the mall.

Commenting on the agreement, a senior representative at Alsayah Square said,

"The opening of Al Salam Bank at Alsayah Square reinforces our commitment to provide an inimitable mix of various service offerings to the visitors and business owners."

Alsayah Square considered to be a mixed-use development consists of a retail and medical complex within the mall. Spread over an area of 100,000 sq. ft., the retail

complex has internationally recognized brands such as McDonald's, Dunkin', Krispy Kreme and Baskin Robbins. The property also includes regional and local favourites such as Mega Mart, Hashem Restaurant, Al Rifai Roastery, Cine Café, Khafayef, Pizza Hut and Roast Cafe to name a few. World's leading coffee brand Starbucks is set to open soon at the complex.

