GLICO GENERAL

GLICO GENERAL attains a Premier Brand status

Once again, Glico General Insurance Company, a leading non-life insurance company in Ghana has been rated a Premier Brand by the Centre for Brand Analysis Ghana (TCBAG).

GLICO GENERAL attained the top position in the non-life insurance category, in a consumer survey conducted by the Centre for Brand Analysis Ghana (TCBAG). TCBAG is an independent group of branding, media and communication professionals in Ghana that carries out extensive market surveys in identifying the strongest brands in the country and rewarding them for their excellence.

Consequently, GLICO GENERAL has qualified for the Brand Excellence Award which is conferred on the highest scoring brands voted by the consumers surveyed by TCBAG.

The high rating of GLICO GENERAL is not a surprise. In recognition of its remarkable performance last year the company was awarded the A-Rating by the Global Credit Rating Company (GCRC), a world renowned organisation which rates insurance companies on the basis of their financial capabilities and underwriting skills.

Clearly since its establishment in 2006, GLICO GENERAL has shown proven performances in the insurance industry, providing innovative products, services and marketing them professionally through easily accessible outlet nationwide.

Besides, it has made a commitment to claim payments and in 2012, GLICO GENERAL made total claim payments of GH¢ 4,142,340 to clients covering insurance categories of Motor, Fire, Marine, Engineering and General Accident. This marks a 62% increase over the 2011 claims figure of GHC 2,609, 592.53.

For its high excellence, GLICO GENERAL will be awarded with a plaque as a "Premier Brand" in the TCBAG Awards event scheduled for January 2014.

GLICO GENERAL is a member of GLICO GROUP and a leading insurer in Ghana's insurance industry, providing innovative and quality non-life insurance products and services for the insurable Ghanaian people

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