



AKI Awards 2025 Winners

Welcome to the comprehensive list of the AKI Awards 2025 winners, celebrating excellence and innovation in the insurance industry.

COMPANY AWARDS

GENERAL INSURANCE COMPANY AWARDS

General Insurance Company of the Year

Awarded to the insurance company whose qualifying agents have achieved the highest aggregate points based on the number of policies sold and premium volume across all general insurance business categories.

1. **BRITAM GENERAL INSURANCE COMPANY (K) LTD**
2. **AAR INSURANCE KENYA LTD**
3. **APA INSURANCE LTD**

General Insurance Innovation Award

Awarded to companies that developed the most innovative general insurance products and distribution channels during the competition period.

1. **BRITAM GENERAL INSURANCE COMPANY (K) LTD**
2. **AAR INSURANCE KENYA LTD**

Most Improved General Insurance Company Award

Awarded to the participating company that has experienced the largest growth in the number of qualifying agents, with a minimum growth of 20% and at least 10 qualifying agents.

- **WINNER: BRITAM GENERAL INSURANCE COMPANY (K) LTD**

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LIFE INSURANCE COMPANY AWARDS

Group Life Insurance Category

Group Life Company of the Year Award

Awarded to the company whose agents have the highest cumulative points in all competition categories.

1. **CIC LIFE ASSURANCE LIMITED**
2. **EQUITY LIFE ASSURANCE LIMITED**
3. **BRITAM LIFE ASSURANCE COMPANY (K) LTD**

Lowest Loss Ratio Award

This award is given to the company with the lowest loss ratio during the competition period.

1. **EQUITY LIFE ASSURANCE LIMITED**
2. **KENYA ORIENT LIFE ASSURANCE LIMITED**
3. **SANLAM ALLIANZ LIFE INSURANCE (KENYA) LIMITED**

Group Life Innovation Award

Awarded to companies that have developed the most innovative life insurance products and distribution channels during the competition period.

1. **EQUITY LIFE ASSURANCE LIMITED**
2. **PIONEER ASSURANCE COMPANY LIMITED**
3. **BRITAM LIFE ASSURANCE COMPANY (K) LIMITED**

Most Improved Group Life Company Award

This award is given to the participating company with the largest percentage growth of qualifying business at the end of the competition period.

- **WINNER: BRITAM LIFE ASSURANCE COMPANY (K) LIMITED**

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Individual Life Insurance Company Awards Category

Life Insurance Company of the Year Award

Awarded to the best-performing company whose qualifying agents have the highest aggregate points under the New Business Award.

1. **BRITAM LIFE ASSURANCE COMPANY (K) LIMITED**
2. **ICEA LION LIFE ASSURANCE COMPANY LIMITED**
3. **MADISON LIFE ASSURANCE KENYA LIMITED**

Individual Life Insurance Innovation Award

Awarded to companies that developed the most innovative products and distribution channels during the competition period.

1. **BRITAM LIFE ASSURANCE COMPANY (K) LIMITED**
2. **MADISON LIFE ASSURANCE KENYA LIMITED**
3. **APA LIFE ASSURANCE COMPANY LIMITED**

Highest Number of Policies Award

This award goes to the company with the highest growth in the number of new policies over the competition period, with a minimum first-year persistency rate of 80% on its entire portfolio.

1. **APA LIFE ASSURANCE LIMITED**
2. **PIONEER ASSURANCE COMPANY LIMITED**
3. **PRUDENTIAL LIFE ASSURANCE LIMITED**

Most Improved Life Insurance Company Award

Awarded to the company with the highest percentage growth in qualified agents, with a minimum of 20 qualified agents in the current competition year.

- **WINNER: PIONEER ASSURANCE COMPANY LIMITED**

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INSURANCE AGENTS' AWARDS

General Insurance Agents Awards

General Insurance Agent of the Year Award

Awarded to the agent with the highest paid premiums in the participating classes of insurance for policies sold to individuals.

1. **BEATRICE WANJIKU KARIUKI – OLD MUTUAL GROUP**
2. **GEOFFREY MANDELA – JUBILEE HEALTH INSURANCE**
3. **MARGARET MUTHONI MWAURA – APA INSURANCE**

Premium Volume Award

Awarded to the agent with the highest paid premiums in the participating classes of insurance for policies sold to individuals.

Category	Winner	Company
Personal Accident Insurance	Dorcas Awino Otieno	Old Mutual Group General Insurance Kenya
Medical (Health) Insurance	Geoffrey Mandela	Jubilee Health Insurance Ltd
Domestic Package (Home) Insurance	Beatrice Wanjiku Kariuki	Old Mutual Group General Insurance Kenya
Travel Insurance	Lucy Gathoni Mariga	NCBA Insurance Company Ltd
Professional Indemnity	Patrick Onyango Juma	Britam General Insurance Company (K) Ltd
Agriculture Insurance	Shadrack Mwangi Mubea	CIC General Insurance Company
SME Business Combined Insurance	Ezekiel Njuguna Mburu	Britam General Insurance Company
Contractors All Risk Insurance	Simon Wambui Kiraguri	AAR Insurance Kenya

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Emerging Insurance Markets Award

Awarded to the agent with the highest sales in underserved counties.

1. **STEPHEN MOGAKA – OLD MUTUAL GENERAL INSURANCE KENYA**
2. **DOUGLAS MASHAMBA MWAKIO – AAR INSURANCE KENYA LTD**
3. **BEATRICE WANJIKU KARIUKI – OLD MUTUAL GENERAL INSURANCE KENYA**

Portfolio Mix (New Business) Award

Awarded to the best agent in cross-selling insurance products.

1. **BEATRICE WANJIKU KARIUKI – OLD MUTUAL GROUP**
2. **MICHAEL BUDINDA AMUGUNE – AAR INSURANCE**
3. **MARGARET MUTHONI MWAURA – APA INSURANCE**

Youngest General Insurance Agent Award

- **WINNER: ELIZABETH AMO – AAR INSURANCE KENYA LTD**

Life Insurance Agents Awards

Life Insurance Agent of the Year -Persistency (Customer Retention) Award

This award is given to agents who have been among the top 100 qualifiers for the last three (3) consecutive years with a persistency of at least 75% on the contest portfolio submitted to AKI for the years, 2023, 2024 and 2025.

- **NO.1 JAYSHREE MANSUKH HARIA – JUBILEE LIFE INSURANCE LTD**
- **NO. 2 EZEKIEL NJUGUNA MBURU- BRITAM LIFE ASSURANCE COMPANY (K) LTD**
- **NO. 3 PURITY KARIMI NJAGI – MADISON LIFE ASSURANCE KENYA LTD**

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Life Insurance Agent of the Year- New Business Award

This is awarded to the top 50 qualifying agents who have sold a minimum of 50 policies and achieved at least Ksh3.6million annual premium income combined with a persistency of at least 85% in the first year, 80% in the second year and 70% for the third year.

- **NO. 1 DOREEN MWENDWA MWIRIGI – MADISON LIFE ASSURANCE KENYA LTD**
- **NO. 2 RUTH MUMBE NYINGI – BRITAM LIFE ASSURANCE COMPANY (K) LTD**
- **NO. 3 CHARLENE WANJIKU KIMARA – PRUDENTIAL LIFE ASSURANCE KENYA LTD**

Highest Percentage of Paid Annual Premium Income Award Category

This is awarded to the agent with the highest percentage of paid Annualised Premium within the contest period.

- **NO. 1 PIYUSH GOSRANI- KENINDIA ASSURANCE COMPANY LTD**
- **NO. 2 SAMSON MUTHEE - KENINDIA ASSURANCE COMPANY**
- **NO. 3 EVANSON MWENDIA GATHY -PIONEER ASSURANCE COMPANY LTD**

Number of Policies Award Category

This is awarded to the agent with the highest number of policies sold within the competition period.

- **NO. 1 MARY WAWIRA MVUNGU – PIONEER ASSURANCE COMPANY LTD**
- **NO.2 CHARLENE WANJIKU KIMARA- PRUDENTIAL LIFE ASSURANCE KENYA LTD**
- **NO.3 GATI CHACHA TABITHA – ICEA LION LIFE ASSURANCE COMPANY LTD**

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Youngest Life Insurance Agent Award

DOREEN MWENDWA MWIRIGI – MADISON LIFE ASSURANCE KENYA LTD

Senior Most Life Insurance Agent Award

ANASTACIA MUTHONI MUROKI – BRITAM LIFE ASSURANCE COMPANY (K) LTD

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