



TOP 100 M

BTB Insurance Brokers feted for offering

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BTB Insurance Brokers' role in the financial services sector has finally been recognized. The innovative brokerage firm was declared the winner in the financial services category during this year's celebration of the Top 100 mid-size firms in Kenya.

It received accolades for being the champion in financial services and was ranked at position 15 overall – out of 100.

"It took long to be recognized but we

“The directors believe the award is a confirmation that insurance brokers have won the respect that they deserve.”

are grateful for the honour,” said one of the firm's directors during an interview at their offices in Nairobi.

When the announcement was made, they were “ecstatic, pleased and deeply honoured” but the management was “surprised that we had won after waiting for so long.” He said they believe they have the best solutions in the industry and offer the best services.

They therefore hope to henceforth exceed the service levels that they have attained so far.

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It is not by coincidence that many clients have been with the firm for more than a decade. There are those who have stuck with BTB for 14 years or more, testimony that they are being served well.

“They stay because of the excellent



BTB Insurance Brokers team collecting trophy at Gala Night.

service we offer them,” said the director. “We are risk management professionals and through our staff compliment of 50, we attend to clients’ insurance needs in Kenya, Uganda and

Tanzania. Buoyed by this success, the insurance brokerage firm now eyes the Rwanda and Malawi markets where it plans to put up shop soon.

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BTB Team posing in post gala photo shoot.

100 MID-SIZED COMPANIES 2014



quality services to clients



they can share experiences and grow in their financial journeys. BTB is striving to be a firm offering more than just insurance products and services.

The insurance business in the group was started in 1950 in Thika and since then, the firm has come a long way. Before then, the group was involved in coffee, sisal and spares business.

It is 65 years later that the group has been recognized for the quality of its insurance brokerage services. "The award is a great gift to the company."

BTB has, indeed, been through challenging times as in 1999, it nearly went bankrupt.

Staff and other stakeholders helped to resurrect it from the ashes and lift it to its current position of greatness.

This success is reflected in the firm's financial performance last year when it collected premiums worth Sh.1.6 billion in Kenya and in excess of Sh.2 billion when the regional business is factored in.

BTB is credited with developing insurance premium financing which enables clients to pay premiums comfortably.

For managing client claims professionally, insurance firms have in the past feted BTB Insurance Brokers. Its trophy-laden cabinet attests to this.

Last year, insurance firm Kenindia Assurance feted BTB with several awards: Sales Achievement Award (pension), Sales Achievement Award (group life), Best in credit Control, Runners-up, Best broker in General Insurance and Sales Achievement (Best in premium Volume). Also last year, DTB feted it with the Best in Banking Network award.

The Insurance Regulatory Authority too, recognizes the firm's professionalism and the expertise of its personnel. That is why some BTB experts are in a technical board that advises the IRA Commissioner on specific industry matters.

The firm's directors and top management boast more than 200 years' experience gained in the insurance industry.

ording to the director, the Top award has motivated his staff use it approves of our work. It is a booster for our staff." firm's bosses are optimistic that



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