



Association of Tanzania Insurers Awards 2026

THEME

Celebrating Excellence and Innovation
in Tanzania's Insurance Industry

ENTRY GUIDE FOR APPLICANTS



**Friday, 17th
April, 2026**



**Super Dome,
Masaki, Dar es Salaam**

This guide provides practical instructions to assist organisations and individuals submitting entries to the ATI Awards.

Applicants are strongly encouraged to review this document carefully before completing the official application form.

The purpose of this guide is to ensure submissions are clear, evidence-based, and aligned with the evaluation framework used by the independent judging panel.

Purpose of the ATI Awards

The ATI Awards recognise institutions and professionals who demonstrate exceptional performance, innovation, and leadership within Tanzania's insurance industry.

The Awards aim to promote:

- Excellence in insurance operations
- Innovation in insurance products and services
- Strong governance and risk management practices
- Improved customer outcomes
- Leadership within the industry

The Awards also serve as a platform to highlight organisations that are contributing to the long term development of Tanzania's insurance sector under the regulatory framework of the Tanzania Insurance Regulatory Authority.

How the Evaluation Process Works

All entries are evaluated through a structured methodology designed to ensure fairness, transparency, and comparability across submissions.

The evaluation framework follows three key dimensions.

Quantitative Performance (60%)

This component evaluates measurable performance indicators derived from audited financial statements and regulatory filings.

Key indicators include:

- Premium growth
- Profitability
- Claims performance
- Operational efficiency
- Capital strength

These metrics are verified against supporting documentation submitted by applicants.

Strategic and Qualitative Impact (30%)

This component evaluates the strategic initiatives undertaken by the organisation during the evaluation period.

Judges will consider factors such as:

- Innovation in products or services
- Market development
- Customer experience improvements
- Digital transformation initiatives
- Leadership and governance
- ESG implementation progress

Applicants should clearly explain the objectives, implementation, and measurable outcomes of their initiatives.

Compliance and Integrity (10%)

All applicants must demonstrate compliance with regulatory standards and professional integrity requirements.

Organisations must be licensed and operating in good standing with the Tanzania Insurance Regulatory Authority.

Failure to meet regulatory or integrity standards may result in disqualification.

General Tips for Preparing a Strong Submission

A well-prepared submission clearly demonstrates measurable results and provides credible evidence to support all claims.

Applicants should avoid marketing language and instead focus on factual information supported by verifiable data.

Submissions should emphasise outcomes rather than intentions. Judges are particularly interested in initiatives that have delivered measurable improvements.

Applicants should also ensure that financial and operational data is consistent with audited financial statements and regulatory filings.

Where possible, submissions should include metrics that demonstrate performance trends over time rather than a single isolated result.

Writing an Effective Executive Summary

The executive summary provides the judging panel with a concise overview of the submission.

A strong executive summary should briefly explain:

- The achievement or initiative being presented
- Why it is significant within the industry
- What measurable impact it has produced

This section should focus on the most compelling evidence supporting the entry. Applicants should avoid lengthy descriptions and instead focus on key highlights.

Presenting Quantitative Data

The quantitative section of the application form collects performance data used in the scoring process.

Applicants should ensure that:

All financial metrics correspond to the most recent audited financial year.

All ratios are calculated consistently with the definitions provided in the Awards technical documentation.

Data submitted must reconcile with audited financial statements and regulatory filings submitted to the Tanzania Insurance Regulatory Authority.

Providing accurate and consistent data significantly strengthens the credibility of the submission.

Demonstrating Strategic Impact

The strategic impact section allows applicants to explain how initiatives have influenced business performance or industry development.

When responding to these questions, applicants should clearly explain:

The challenge or opportunity that prompted the initiative.

The strategy adopted to address the issue.

The actions taken to implement the initiative.

The measurable outcomes achieved.

Providing specific evidence of impact is essential.

Examples may include increased policy uptake, improved claims settlement efficiency, expansion into new market segments, or enhanced customer satisfaction.

Innovation Submissions

Applicants submitting entries for innovation-related categories should clearly describe the solution being presented.

Submissions should explain:

The problem addressed by the innovation.

The technology or process introduced.

The scale of implementation.

The measurable business or customer impact.

Evidence of customer adoption, operational efficiency gains, or market expansion significantly strengthens innovation submissions.

Supporting Documentation

Supporting documents are used to verify the information provided in the application form.

Examples of relevant documentation include:

- Audited financial statements
- Annual reports
- Regulatory filings
- Claims performance reports
- Product documentation
- Customer satisfaction surveys
- Independent research or industry reports

Applicants should ensure that all supporting documents are clearly labelled and correspond to the information referenced in the submission.

Common Mistakes to Avoid

Many submissions fail to demonstrate their full potential because they do not clearly present evidence of impact.

Common issues include:

Submissions that rely heavily on marketing language without supporting data.

Initiatives described without clear explanation of outcomes.

Inconsistent financial data that does not reconcile with audited statements.

Excessively long narratives that do not address the specific questions in the application form.

Applicants should aim for clarity, accuracy, and relevance in all responses.

Confidentiality of Submissions

All information submitted to the ATI Awards will be treated as confidential.

Submissions will only be reviewed by authorised members of the judging panel, the independent audit verification team, and the Awards Secretariat.

Confidential data will not be publicly disclosed without prior consent from the applicant.

Final Submission Checklist

Before submitting an entry, applicants should confirm that:

The application form has been fully completed.

All quantitative data corresponds to audited financial information.

All required supporting documents have been attached.

Responses respect the specified word limits.

The executive certification has been completed and signed.


Why Participate in the ATI Awards

Participation in the ATI Awards provides organisations and professionals with an opportunity to receive national recognition for excellence in the insurance industry.

Winning or being shortlisted for an award enhances corporate reputation, demonstrates leadership within the sector, and highlights the organisation's contribution to the development of Tanzania's insurance market.



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