



Association of Tanzania Insurers Awards 2026

THEME

Celebrating Excellence and Innovation
in Tanzania's Insurance Industry

OFFICIAL CALL FOR ENTRIES



**Friday, 17th
April, 2026**



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

APPLICATION CRITERIA

The ATI Awards recognize outstanding institutions and individuals who demonstrate measurable excellence, innovation, leadership, and integrity within Tanzania's insurance ecosystem.

All applications will be assessed using the ATI Awards Three-Tier Evaluation Model, which ensures evidence-based, transparent, and independent evaluation aligned with international benchmarking standards.

Evaluation Framework

60% – Quantitative Performance

30% – Strategic & Qualitative Impact

10% – Compliance & Integrity Gate

All submitted information is subject to independent verification, audit validation, and regulatory cross-checking where applicable.

Minimum winning threshold: 75/100.

If no applicant meets the threshold, the award may not be issued.

General Eligibility Requirements (Applicable to All Categories)

To be eligible for consideration, applicants must:

1. Be duly licensed and regulated under the laws of the United Republic of Tanzania where regulatory licensing is required.
2. Have operated for a minimum of three (3) years unless otherwise specified within the category requirements.
3. Submit audited financial statements for the most recent completed financial year where financial performance forms part of the evaluation.
4. Be in good regulatory standing with the Tanzania Insurance Regulatory Authority (TIRA) or other relevant regulatory bodies, with no unresolved material sanctions or enforcement actions.
5. Provide complete, accurate, and verifiable documentation supporting all claims made in the submission.
6. Provide written consent allowing ATI or its appointed independent verification partners to validate submitted information against regulatory filings, public disclosures, and other credible sources.

All submissions will undergo screening under the ATI Awards Compliance and Integrity Gate, which includes regulatory standing verification, reputational screening, and documentation validation.

Failure to pass the Compliance and Integrity Gate will result in automatic disqualification.

Category-Specific Application Criteria

1. Corporate Excellence Awards

Insurer of the Year – Overall

Who should apply:

Licensed insurance companies demonstrating outstanding overall performance across financial strength, operational efficiency, governance, and customer impact.

Applicants must demonstrate:

- Strong and sustainable premium growth supported by audited financial performance
- Consistent profitability and return on equity relative to market benchmarks
- Sound capital adequacy and solvency compliance
- Claims management efficiency and transparent settlement practices
- Operational discipline reflected in cost management and underwriting performance
- Strategic initiatives supporting digital transformation, product innovation, or customer service improvement
- Demonstrated improvement in customer experience and service delivery
- Strong corporate governance, risk management, and regulatory compliance frameworks
- Progress in Environmental, Social, and Governance (ESG) integration

Supporting documentation required:

- Audited financial statements
 - Solvency and regulatory filings
 - Claims performance and settlement statistics
 - Governance structure and board oversight summary
 - Strategic transformation initiatives report
-

Insurer of the Year – Life

Who should apply:

Licensed life insurance companies demonstrating excellence in long-term protection, savings, and retirement solutions.

Applicants must demonstrate:

- Growth in new business premium and expansion of life insurance penetration
- Strong policy persistency and customer retention rates
- Efficient claims settlement and benefit payment processes
- Sustainable profitability and capital strength
- Product innovation addressing long-term savings, retirement planning, and financial protection
- Contribution to financial inclusion through life insurance accessibility
- Progress in ESG implementation within life insurance operations

Supporting documentation:

- Audited financial statements
- Persistency and retention reports
- Claims settlement turnaround statistics
- Product innovation and distribution strategy evidence

Insurer of the Year – Non-Life

Who should apply:

Licensed general insurers demonstrating underwriting discipline and operational excellence.

Applicants must demonstrate:

- Strong underwriting profitability
- Competitive combined ratio performance
- Sustainable growth in gross written premium
- Effective claims management and dispute resolution performance
- Solvency margin compliance and capital adequacy discipline
- Evidence of sophisticated underwriting and risk pricing frameworks
- ESG integration within underwriting and operational practices

Supporting documentation:

- Underwriting performance results
 - Combined ratio breakdown
 - Claims management statistics
 - Solvency confirmation documentation
-

Insurance Broker of the Year

Who should apply:

Licensed insurance brokerage firms demonstrating advisory excellence and client service leadership.

Applicants must demonstrate:

- Revenue growth and sustainable business performance
- Strong client acquisition and retention performance
- Quality advisory services including risk placement and claims advocacy
- Compliance with regulatory licensing and professional standards
- Adoption of technology or digital tools enhancing brokerage services

Supporting documentation:

- Audited revenue or financial statements
- Client retention and portfolio performance data
- Advisory case studies
- Technology adoption summary

Reinsurer of the Year

Who should apply:

Reinsurance companies providing capacity and technical support to insurers operating in Tanzania.

Applicants must demonstrate:

- Financial strength and long-term stability
- Reliability and efficiency in claims settlement
- Stability of treaty relationships with local insurers
- Contribution to market development and technical knowledge transfer
- Support for underwriting discipline and risk management within the market
- Progress in ESG integration

Supporting documentation:

- Financial strength rating where applicable
 - Claims payment record
 - Treaty partnership summary
 - Market support initiatives documentation
-

Agent of the Year

Who should apply:

Licensed insurance agents demonstrating outstanding sales performance and ethical distribution practices.

Applicants must demonstrate:

- Strong premium generation and sales performance
- High client acquisition and retention rates
- Ethical sales practices and customer advisory quality
- Compliance with intermediary regulatory requirements
- Contribution to insurance awareness and market development

Supporting documentation:

- Verified sales and premium production records
- Client portfolio statistics
- Compliance certification from the sponsoring insurer

Bancassurance Provider of the Year

Who should apply:

Banks or insurers operating bancassurance partnerships delivering strong distribution performance.

Applicants must demonstrate:

- Growth in bancassurance premium volumes
- Successful integration of insurance products within banking channels
- Operational efficiency in policy issuance and claims servicing
- Digital integration of insurance distribution within banking systems
- Contribution to insurance penetration and financial inclusion

Supporting documentation:

- Bancassurance premium performance data
 - Distribution channel metrics
 - Partnership agreements or operational model summary
-

Fastest Growing Insurance Company of the Year

Who should apply:

Insurance companies demonstrating exceptional and sustainable growth performance.

Applicants must demonstrate:

- Significant year-on-year premium growth verified through audited financial statements
- Expansion of policyholder base and market reach
- Increase in market share relative to industry benchmarks
- Evidence that growth is sustainable and supported by operational capacity
- Capital adequacy and solvency stability supporting expansion

Supporting documentation:

- Audited financial statements (minimum two years)
- Premium growth analysis
- Market share data

Actuarial Firm / Actuarial of the Year

Who should apply:

Actuarial firms or actuarial professionals providing significant technical contribution to the insurance industry.

Applicants must demonstrate:

- Technical excellence in actuarial modeling, pricing, and reserving
- Contribution to solvency assessment, capital modeling, or risk management frameworks
- Impact of actuarial advisory work on insurer financial stability and product development
- Professional leadership and contribution to actuarial capacity development

Supporting documentation:

- Project summaries and technical work examples
 - Professional qualifications and certifications
 - Client impact documentation
-

2. Individual & Leadership Awards

CEO of the Year

Who should apply:

Chief Executive Officers who have demonstrated outstanding leadership within the insurance sector. Applicants must have a minimum tenure of three years in their current leadership role.

Applicants must demonstrate:

- Institutional growth in premium volume and profitability under their leadership
- Strengthening of governance, risk management, and compliance culture
- Strategic transformation initiatives including digitalization or operational modernization
- Measurable market share or institutional performance improvement
- Active contribution to industry dialogue and sector development

Supporting documentation:

- Organizational performance data during the CEO's tenure
- Board endorsement letter
- Governance and leadership statement
- Industry leadership contributions

Emerging Leader in Insurance (Under 35)

Who should apply:

Young professionals demonstrating exceptional leadership potential within the insurance industry. Applicants must be under the age of 35 at the submission deadline.

Applicants must demonstrate:

- Outstanding professional achievements within the insurance sector
- Contribution to innovation, operational improvement, or business growth
- Leadership impact within their organization or the broader industry
- Commitment to professional integrity and industry advancement

Supporting documentation:

- Professional profile and career summary
 - Employer endorsement letter
 - Evidence of professional contributions
-

Lifetime Achievement in Insurance

Who may be nominated:

Individuals with exceptional long-term contribution to the development of the insurance industry.

Nominees must demonstrate:

- A minimum of twenty (20) years of distinguished service in the insurance sector
- Significant institutional or industry-wide impact
- Leadership in governance, policy development, or market growth
- Contribution to professional development and mentorship within the industry
- A clean regulatory and professional record

Supporting documentation:

- Detailed career summary
- Industry endorsements
- Evidence of professional contributions and achievements

3. Innovation & Digital Transformation Awards

Best Innovation / Technology in Insurance

Who should apply:

Insurance institutions or industry stakeholders that have implemented impactful technology-driven solutions.

Applicants must demonstrate:

- Clear operational, financial, or customer impact resulting from the innovation
- Adoption rate and scalability of the solution
- Measurable improvement in efficiency, product delivery, or customer experience
- Regulatory compliance and appropriate risk management controls
- Sustainability and long-term viability of the innovation

Supporting documentation:

- Detailed innovation description
 - Adoption and usage metrics
 - Financial or operational impact analysis
 - Customer impact evidence
-

Submission Requirements

All applications must include:

- Completed official entry form
- Audited financial statements where applicable
- Supporting evidence documents validating performance claims
- Signed compliance and accuracy declaration
- Executive summary (maximum five pages)

Incomplete or unverifiable submissions may not proceed to evaluation

Independent Assessment

All entries will be evaluated using the ATI Awards Three-Tier Evaluation Model:

60% – Quantitative Performance


30% – Strategic & Qualitative Impact

10% – Compliance & Integrity Gate

All submissions are subject to independent verification, audit validation, and regulatory cross-checking where applicable.



Contacts Us

 +255 766 548 342

 atiawards@ati.co.tz