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U for Life Sdn Bhd has introduced Malaysia's first internet insurance that provides end-to-end life insurance solutions at <https://uforlife.com.my> with a policy underwritten by Tokio Marine Life Insurance Malaysia Bhd.

General Manager of U for Life Sdn Bhd Iskandar Ezzahuddin says that a recent study commissioned by the Life Insurance Association of Malaysia (LIAM) indicated that Malaysians are generally under-insured compared to neighbouring countries like Singapore, Hong Kong, South Korea and Japan. There is certainly a need to increase the life insurance penetration rate in this country.

"It is based largely on this insight which has prompted U for Life to design an online insurance platform which can overcome the perceived obstacles. We've taken into account the fact that the life insurance product we offer must be simple so that anyone who buys online can understand it, instant so that you can get immediate coverage, and last but not least affordable so that all Malaysians can be adequately insured," he says.

Customers pay as little as RM9.85 per month for life insurance protection of RM100,000 which means a customer only needs to pay an average of 33 sen per day that will safeguard the future of their loved ones.