PROFILE

AZFAR ARSHAD



Mr. Azfar Arshad is Managing Director & Chief Executive Officer at Jubilee General Insurance Company Ltd (Pakistan). He is a highly accomplished leader in the insurance sector with a proven record of driving organizational growth, operational efficiency, and customer-focused innovation.

An engineer by background from NED University of Engineering and Technology and an MBA from the Institute of Business Administration (IBA), he combines technical expertise with strategic business acumen.

Formerly Chief Operating Officer at Jubilee General Insurance and Chairman of the Insurance Association of Pakistan, he brings extensive leadership experience and deep industry insight. Under his leadership, the company has achieved consistent progress through enhanced efficiency, customer-focused strategies, and innovation-driven initiatives.

His foresight in anticipating market trends and ability to inspire teams ensure the organization remains competitive, resilient, and positioned for sustainable growth while continuing its legacy of trust, excellence, and long-term value creation.

He played a pivotal role in setting up of First Window Takaful operations, streamlining operations to improve underwriting profitability, spearheading product innovation, enhancing financial results through risk management and reinsurance optimization, setting up Jubilee Kyrgyzstan Insurance, pioneering an Enterprise Risk Management (ERM) framework, and maintaining highest IFS ratings.

Mr. Arshad was instrumental in launching the industry's first online Motor Theft and Total Loss Claim Repository (IAP's Claim Management System) and contributed significantly to national initiatives including the Crop Loan Insurance Scheme (CLIS), Crop Loan Insurance Scheme Plus (CLIS+), Livestock Insurance Scheme by the State Bank of Pakistan and the Motor Third Party Insurance (MTPI) no fault initiative launched in 2026.