

ATI AWARDS 2026

WINNERS ANNOUNCEMENT

Friday, 22nd May 2026

Super Dome, Masaki - DSM

FOREWORD



The ATI Awards 2026 stand as a landmark evening in Tanzania's insurance calendar, a night dedicated to celebrating excellence, recognising innovation, and honouring the individuals and organisations that have raised the bar across the entire industry. Held on **Friday, 22nd May 2026** at the prestigious **Super Dome, Masaki, Dar es Salaam,** the awards brought together the brightest minds and most dynamic institutions in Tanzanian insurance under one roof.

From corporate giants demonstrating consistent growth to visionary leaders driving digital transformation, the 2026 edition of the ATI Awards celebrated a sector that continues to evolve and strengthen its role in Tanzania's economic landscape. This report documents the full list of category winners, the finalists who pushed the standard of excellence, and the narratives behind each recognition.

> ***"Excellence is not a destination, it is a continuous journey. The ATI Awards 2026 celebrate those who lead that journey."***

CORPORATE EXCELLENCE AWARDS

The Corporate Excellence Awards segment recognises insurance companies, brokers, and allied financial institutions that have demonstrated the highest standards of performance, customer service, financial strength, and industry impact over the preceding year. Winners in this category are selected through a rigorous evaluation process involving industry data, peer nominations, and expert panel review.



Insurer of the Year - Overall

Finalists: CRDB Insurance, Alliance Insurance, Sanlam Allianz Life Insurance

Competing against two of Tanzania's strongest insurance names, Alliance Insurance took the top prize as the Insurer of the Year Overall, a testament to its broad performance across underwriting profitability, claims efficiency, customer satisfaction, and market growth.

Winner: ALLIANCE INSURANCE

Insurer of the Year - Non-Life

Finalists: Alliance Insurance, CRDB Insurance, Heritage Insurance

In the Non-Life category, Alliance Insurance secured a second win on the night, reinforcing its dominance in property, motor, and general insurance products. The award reflects the company's consistency in delivering quality non-life solutions to both corporate and retail clients.

Winner: ALLIANCE INSURANCE



Insurer of the Year - Life

Sanlam Allianz Life Insurance claimed the Life category, recognised for its robust portfolio of life and protection products, strong policy retention rates, and meaningful contributions to improving life insurance penetration across Tanzania.

Winner: SANLAM ALLIANZ LIFE INSURANCE



Insurance Broker of the Year

Milmar Insurance Brokers emerged as the standout broker of the year, praised for its client-centric approach, broad market access, and its commitment to transparent, professional advisory services that benefit policyholders.

Winner: MILMAR INSURANCE BROKERS



Fastest Growing Insurance Company of the Year

Finalists: ZIC Takaful Company, CRDB Insurance, ICEA Lion

ZIC Takaful Company claimed the growth award in impressive fashion, demonstrating remarkable expansion in premium volumes, customer base, and geographic reach, while also carving a unique identity through its Takaful (Islamic insurance) product offering.

Winner: ZIC TAKAFUL COMPANY



Actuarial Firm of the Year

Muhana Foundation & Co. Ltd was recognised for its outstanding technical work in actuarial science, delivering rigorous risk modelling, pricing expertise, and reserving analyses that underpin sound decision-making across the industry.

Winner: MUHANA FOUNDATION & CO. LTD



Bancassurance Provider of the Year

CRDB Bank PLC was celebrated for its leadership in bancassurance, seamlessly integrating insurance products into its banking services and making coverage accessible to a wider segment of the Tanzanian population through its extensive branch and digital network.

Winner: CRDB BANK PLC



INNOVATION & DIGITAL TRANSFORMATION AWARDS

The Innovation and Digital Transformation segment celebrates those who are reimagining how insurance is delivered, accessed, and experienced. In a rapidly changing technological landscape, this category shines a spotlight on solutions that are making insurance more inclusive, efficient, and relevant to modern Tanzanian life.



Best Innovation / Technology in Insurance

Finalists: M-Pesa Limited (Vodabima), SmartX (Bima Sokoni), Alliance Insurance Corporation

M-Pesa Limited, through its Vodabima platform, claimed the innovation crown by demonstrating how mobile technology can transform insurance access at scale. Vodabima's ability to enable affordable, micro-insurance products for millions of Tanzanians via mobile money represents a compelling example of technology serving both commercial and social goals.

Winner: M-PESA LIMITED — VODABIMA

> ***"Digital transformation in insurance is not just about technology, it is about reaching the people who have never had coverage before."***

INDIVIDUAL & LEADERSHIP AWARDS

The Individual and Leadership Awards are perhaps the most personal and celebrated of the evening, recognising the human talent that drives Tanzania's insurance industry forward. From emerging talent showing exceptional promise to seasoned veterans whose decades of service have shaped the very fabric of the profession, these awards pay tribute to the people behind the numbers.



Emerging Leader of the Year

Finalists: Omary Aziz, Juma Mbega, Kelvin Musa Keya

Kelvin Musa Keya was named Emerging Leader of the Year, recognised for his dynamic leadership style, strategic thinking, and the measurable impact he has made early in his career. His win signals a new generation of insurance professionals ready to lead the industry into its next chapter.

Winner: KELVIN MUSA KEYA

CEO of the Year

Wilson Mzava was honoured as CEO of the Year, a recognition that speaks to his vision, operational excellence, and the culture of performance he has built within his organisation. Under his stewardship, his company has achieved notable milestones in growth, governance, and stakeholder trust.

Winner: WILSON MZAVA



LIFETIME ACHIEVEMENT IN INSURANCE

In an extraordinary moment that brought the evening to an emotional peak, the judges made the rare decision to award the Lifetime Achievement in Insurance to both finalists. Seldom does a panel find itself confronted with two careers of such equal and undeniable magnitude, and in doing so, chose to honour both with the recognition they so richly deserve.

Margaret Tumwagile Mwakabungu Ikongo

A pioneering figure whose contributions to insurance regulation, policy development, and professional standards have left a lasting imprint on Tanzania's industry.

Nitin Maganlal Desai

A distinguished professional whose decades of leadership, technical expertise, and mentorship have helped shape a generation of insurance practitioners and elevated the standards of the profession.



CLOSING REMARKS

The ATI Awards 2026 was more than a ceremony, it was a celebration of an industry that serves millions of Tanzanians, protects livelihoods, enables economic growth, and continues to innovate in the face of change. The winners and finalists honoured this evening represent the very best of what Tanzania's insurance sector has to offer.

Congratulations to all the winners, finalists, and nominees. Your commitment to excellence is what drives this industry forward, and your achievements inspire the next generation of insurance professionals to reach even higher. The ATI Awards 2026 committee thanks every individual and institution who participated in making this evening a historic success.



"Congratulations to all ATI Awards 2026 winners and finalists — your excellence is an inspiration to the entire industry."