

Best General Insurer



"Our commitment at Liberty Insurance has always been to put our customers and partners at the heart of everything we do. This award is a proud recognition of our team's dedication to innovation, service excellence, and building trusted relationships that empower individuals and businesses in this dynamic market to confidently navigate the future."



Yasar Fistikci,
CEO of Singapore

Liberty Insurance Pte Ltd (Liberty Insurance) has been named Best General Insurer in Singapore at the Insurance Asia News Country Awards for Excellence 2025, in recognition of its unwavering commitment to customer-centric solutions, innovation, and consistent delivery of value in a competitive market.

Since its establishment in Singapore in 1999, Liberty Insurance has grown into a trusted partner for individuals and businesses alike, helping them navigate an increasingly complex and rapidly evolving risk landscape. The company's purpose has remained steadfast - to empower clients to overcome obstacles and challenges through tailored, comprehensive and competitively priced insurance solutions.

In 2024, its gross written premium (GWP) reflected a solid year-over-year growth, making it the eighth largest general insurer in Singapore. It is also the fourth largest insurer for its motor line business, with a sustained position in the top five rankings for the past 5 years, underscoring its resilience and adaptability in a dynamic insurance landscape.

Liberty Insurance's success lies in its disciplined underwriting philosophy paired with a deep understanding of customer and intermediary needs. This synergy has enabled the company to deliver products and services that are both relevant and competitively priced, earning the trust of a wide network of intermediaries, including agencies, brokers, financial agents and dealerships, who serve as the vital connection between Liberty and its customers.

To strengthen these relationships, Liberty Insurance conducts regular producer council workshops and surveys that provide invaluable insights into market needs and emerging trends. These engagements help shape Liberty Insurance's innovation roadmap and go-to-market strategies, ensuring the company remains agile and responsive in a dynamic industry.

Embracing digital transformation, Liberty Insurance has invested significantly in platforms designed to enhance ease of doing business. Its evolving self-service portal, OneLiberty, simplifies processes such as quotation issuance and policy management, while improving operational efficiency. Recent enhancements have reduced waiting times and human errors, contributing to a smoother experience for intermediaries and customers alike.

Supported by a dedicated team of over 200 professionals in Singapore, Liberty Insurance continues to invest in talent development, innovative solutions, and corporate social responsibility initiatives. Its commitment to integrity, transparency, and community engagement further distinguishes Liberty as a responsible and forward-thinking insurer.

Winning the Best General Insurer in Singapore award is a testament to Liberty Insurance's enduring dedication to excellence, partnership, and innovation - empowering its customers to confidently face uncertainties today and build a more secure tomorrow.

The information in this article are accurate as of 27 August 2025.