

# Bank of Ceylon Secures Multiple Honors at People's Excellency Awards 2024



*R. M. N. Jeewantha, DGM - Development Banking and Branch Credit Operations - Range 2, BOC; Sameera D. Liyanage, Chief Marketing Officer; and Samantha Wimalasiri, AGM Consumer and Development Banking receiving the awards.*

The Bank of Ceylon (BOC) has been recognized as a leader in Sri Lanka's financial sector, receiving multiple awards at the People's Excellency Awards 2024. BOC was honored with several prominent awards, including Best Bank in Sri Lanka. The bank's services for small and medium enterprises (SMEs) were also acknowledged, with BOC being named Best SME Service Provider.

In addition, the bank's Youth Loan Scheme campaign was recognized as the Best Marketing Campaign. The Torrington Branch received the Bank Branch Excellence Award for its noteworthy achievements in branch performance in customer service.

The bank's recognition of the Youth Loan Scheme campaign comes amid its efforts to address critical needs within the community by offering tailored financial solutions for young entrepreneurs. Through this initiative, BOC has facilitated growth opportunities for emerging businesses, contributing to developing Sri Lanka's economy.

The bank remains focused on continuing to innovate and enhance its services. Its strategy for the future includes expanding its digital presence, supporting economic growth initiatives, and providing accessible financial solutions to all segments of society.