

# **Brandix Crowned Asiaâ€™s â€˜Best Brandâ€™ And â€˜Best Employer Brandâ€™**



Brandix has been recognised as Asia's 'Best Brand' and 'Best Employer Brand' winning dual honours at a prestigious international forum held in Singapore with the representation of 37 countries in Asia, extending from the Middle East to Australia.

It was presented with the awards for 'Asia's Best Brand' by the Chief Marketing Officer (CMO) Council and 'Asia's Best Employer Brand' by the Employer Branding Institute together with the World HRD Congress and the Stars of the Industry Group at the 2011 CMO Asia Awards for Excellence in Branding and Marketing.

Ishan Dantanarayana, Chief People Officer (CPO) of the Brandix Group accepted the award for 'Asia's Best Employer Brand' on behalf of the Group, while Anuk De Silva, Head of Corporate Communications of Brandix collected the award for 'Asia's Best Brand.' Ashanthi Fernando, Head of Group HR Operations and Sujith Jayasekara, Group Works HR Manager also attended the event. The gala awards ceremony was attended by more than 200 eminent individuals in the region including leaders and senior decision makers in the spheres of Marketing, Branding and Human

## Resources.

Brandix's commitment to reducing its Group-wide processing Carbon Footprint and its employee-friendly practices were cited among the reasons for awarding the Group top honours in the 'Best Brand' category. Brandix was conferred Asia's 'Best Employer Brand' Award based on the Group's strength in HR initiatives. "Brandix has once again demonstrated that its HR practices match the best global standards and are fully aligned with business strategy," said Ishan Dantanarayana, Group CPO, Brandix. "The Best Brand Award reflects the Group's success in developing a mature brand across multiple industries, not just the apparel sector."