DFCC Bank Among Top 100 Consumer Brands In Sri Lanka For 2021



Lakshman Silva, CEO, DFCC Bank.

DFCC Bank was rated among the top 100 most valuable consumer brands in Sri Lanka for 2021. Ranking 27th in the analysis conducted by Brand Finance Sri Lanka, DFCC Bank was able to climb up a notch to the 27th position, following last year's position as the country's 28th most valuable consumer brand.

This achievement indicates DFCC Bank's stellar performance, despite the raging pandemic, which upset the progress of numerous businesses locally and globally. DFCC Bank successfully strategized and made the best of the unfortunate scenario, which is now reflected in this in-depth analysis conducted by Brand Finance Sri Lanka.

Brand Finance is the world's leading independent brand valuation consultancy. Brand Finance was set up in 1996 with the aim of 'bridging the gap between marketing and finance'. For more than 20 years, the institution has helped companies and organizations of all types to connect their brands to the bottom line.

Voicing his thoughts on this achievement, Lakshman Silva, CEO, DFCC Bank said, "DFCC Bank has gone through brand transformations over the years.

Often, this is a challenge for institutions to endure as public perception of the brand

will change, sometimes resulting in the brand's identity becoming unclear. However, throughout our transformation from a development bank to a Bank for Everyone, we have managed to keep the public and our customers informed of who we are and what we stand for as a brand. This achievement is certainly a reflection of our strife in this regard."

Nilmini Gunaratne, Head of Marketing, DFCC Bank also added, "DFCC's brand value and strength are beneficial measures for tracking our brand performance. As a strong brand, we have been resilient in the face of these trying times and have withstood the uncertainties of this period with great confidence. We will continue to increase the strength of our brand so that DFCC Bank will be able to create even more value for its customers."

Given the current pandemic situation, DFCC has built brand awareness by conducting a series of ethical campaigns, which address the concerns of the hour due to the ongoing pandemic. One such example is a campaign, which supported the Central Bank of Sri Lanka's 'Go Cashless' campaign. Further, DFCC Bank's Virtual Wallet campaign informed the public that physical contact with cash is not required to carry out day-to-day financial transactions, which also re-emphasized the need to adapt to digital platforms for transactions and contactless banking. DFCC Bank was ranked amongst Business Today's Top 30 Corporates in Sri Lanka.