

DFCC Bank Clinches Top Awards at BestWeb.LK 2024



L - R: Aaqib Thahir, BA Digital banking; Supushpi Ambawatta, Manager - Segments, Corporate & Digital Banking Marketing; Dinushi Ranathunga, Trainee Digital Marketing; Prof. Gihan Dias, Domain Registrar/CEO, LK Domain Registry; Dumindra Ratnayaka, Chairman, LK Domain Registry; Sudarshana Gunawardana, Chairman, Independent Television Network (ITN); Chief Guest Asanga Uduwela, Chief Operating Officer; Dinesh Jebamani Vice president, Head of Digital Marketing; Pradeepan Sivalingam, Assistant Vice President, Digital Banking; Amisha Danansuriya, Senior Banking Assistant, Digital Banking; and Omar Sahib, Chief Digital Officer.

DFCC Bank has emerged victorious at the 14th edition of the BestWeb.LK Awards 2024, conducted by the LK Domain Registry. The Bank made history by winning the prestigious Gold Award for the Best Banking Website and the Special Award for Best Mobile User Experience in the Banking Category. DFCC Bank was also honored with the overall Silver Award at the BestWeb.LK Awards 2024, emerging victorious across 22 categories, further cementing its position as one of Sri Lanka's most digitally enabled and customer- centric banks.

Dinesh Jebamani, Vice President and Head of Digital Marketing at DFCC Bank, said, "Winning these coveted awards at BestWeb.LK 2024 is a proud achievement for DFCC Bank and builds on our successes in previous years at these awards. While rewarding our efforts, these awards also reflect our dedication to delivering unparalleled digital experiences that meet the evolving needs of our customers. As we continue to innovate, we focus on enhancing customer satisfaction and driving digital adoption across all segments."

They are receiving these accolades for the first time at the BestWeb.LK Awards 2024, and this underscores DFCC Bank's relentless pursuit of excellence in delivering superior digital experiences. Winning the Gold Award for Best Banking Web- site reflects the Bank's commitment to creating a modern, user-friendly interface that enhances user engagement and simplifies access to financial services. The Special Award for Best Mobile User Experience further recognizes its efforts to provide a seamless and mobile-optimized experience for smartphone users, enhancing accessibility.

DFCC Bank's award-winning website embodies its commitment to supporting financial inclusion via digital enablement. The website offers a range of innovative features designed to improve user experience and utility. These include interactive online and product inquiry forms that allow users – including new customers – to open and manage accounts seamlessly. The website is also fully trilingual, with Sinhala and Tamil available to ensure that users can navigate in their native language, thereby promoting inclusive accessibility for all Sri Lankans. This is further complemented by DFCC Bank's eKYC protocols, allowing for new account openings without ever having to visit a branch, yet with zero compromises on security or due diligence.

DFCC Bank is ranked among Business Today's Top 40 Corporates in Sri Lanka.