# DFCC Bank Pays Tribute To Customers



DFCC branch staff hand over packs of dry rations to those in need across the branch network.

DFCC Bank’s Digital Dansala initiative powered by the DFCC Virtual Wallet saw an overwhelming response. Since its launch, customers, the Bank, and its employees, and well-wishers have made donations reaching over a million rupees within a short span of three weeks.

This initiative, which supports the Bank’s sustainability strategy towards building resilient communities, has provided dry rations to communities located in areas that were hindered by travel restrictions and the pandemic.

Some of the recipients assisted through this generous deed were residents in Jaffna, Wellawaya, Bandarawela, Nuwaraeliya, Badulla, Monaragala, Embilipitiya, Hatton, Welimada, Buttala, Bible, Mahiyanganaya, Godakawela, Balangoda, Matale, Matara, Radampala, Akuressa, Puttalam, Colombo, Nawala, Nugegoda, Malabe, and Ambalanthota. Including the Bank’s branch network of 139 locations islandwide.

Lakshman Silva, the Chief Executive Officer of DFCC Bank said, “We take this opportunity to sincerely thank all our valued customers without whom this would not have been possible. We as a Bank are happy to reiterate our pledge of equally match ing the total customer donation, ensuring that a sizeable amount is gifted to

support those in need during these times of hardship. DFCC Bank believes it is important to go beyond the confines of the norms and aptly integrate digital technology to connect and support one another during these challenging times, which is what the DFCC Virtual Wallet's 'Digital Dansala' did. I am proud to say that DFCC is the only bank that initiated an activity of this nature for the first time using a digital interface to touch the hearts and lives of our fellow citizens and bring a smile upon them."

DFCC Bank was ranked amongst Business Today's Top 30 Corporates in Sri Lanka.