

# Dialog voted Service Brand and Telecommunication Brand of the Year



Supun Weerasinghe, Director/Group Chief Executive of Dialog Axiata, and the team received the award.

Dialog Axiata announced that it has been recognized as the 'Service Brand of the Year' for the fifth time and the 'Telecommunication Brand of the Year' for the 15th consecutive year at the SLIM-KANTAR People's Awards 2026. Voted for by Sri Lankans in a nationwide consumer survey, the recognition reflects the continued preference for Dialog's services and the trust placed in the brand nationwide. The SLIM-KANTAR People's Awards have been based on consumer sentiment across multiple categories, recognizing brands and individuals through public perception as an independent measure of brand affinity. Supun Weerasinghe, the Director/Group Chief Executive of Dialog Axiata, said, "We are grateful for this continued confidence, which reinforces the responsibility we carry in serving millions of

customers across the country. As we continue to evolve our services and digital platforms, our focus remains on delivering consistent, high-quality experiences while staying true to our purpose of empowering and enriching Sri Lankan lives and enterprises.” Recognized for its voice with consumers nationwide, these accolades reflect Dialog’s continued relevance in a rapidly evolving digital landscape, underscoring its role in supporting the connectivity needs of individuals, homes, and businesses across Sri Lanka.