Global Brands UK Recognizes DFCC Bank



Lakshman Silva, Director/CEO, DFCC Bank.



The accolades won by DFCC Bank.

DFCC Bank was awarded as the “Most Trusted Retail Banking Brand” and “Best Customer Service Banking Brand in Sri Lanka” by the Global Brands Magazine, the UK for the year 2021 under the category of “Banking and Finance”. These accolades highlight the Bank’s continuous efforts to create inclusive value for all stakeholders while building and securing a resilient Sri Lanka. Further, they mark a significant milestone for the Bank, as it is the first time DFCC Bank has been awarded these accolades after its merger in 2015. The Global Brands awards acknowledge key players who strive for excellence and provide a platform for their recognition. The award also aims to identify and create awareness about the significance of exceptional service delivery and reward their performance with the ultimate global Recognition. Lakshman Silva, CEO stated, “These awards are a testament to the continuous efforts DFCC Bank takes to provide the best customer service while creating an unmatchable top-of-the-line customer experience that has now been recognized on a global level. Using innovative, inclusive, applicable processes and systems to serve the nation as a customer-centric, digitally enabled bank has always been of paramount importance to us. Our success in doing so has been showcased through these accolades. Being celebrated as the most trusted and excellent customer service drives us to constantly better ourselves and continue to be at the summit of banking and finance for the years to come. It is an integral part of our promise to create sustainable value as the premier commercial Bank in Sri Lanka”. Staying true to its core values and goals, DFCC Bank takes pride in its ability to achieve service excellence at a level noticeable on an international scale, such as the Global Brands Magazine Awards. These awards highlight the Bank’s sustainable value creation during these testing times, putting customer’s livelihoods at the center of their strategy, on their path to create and secure a sustainable future for the generations to come. DFCC Bank was ranked amongst Business

Today’s Top 30 Corporates in Sri Lanka.