

HNB partners with SLIM



(L-R): Anuk de Silva, Senior Manager – Marketing Communications, HNB; Upul Adikari, Vice President – Head of Marketing & Corporate Communications, HNB; Enoch Perera, President, SLIM; Chamil Wickremasinghe, Chief Executive Officer, SLIM, sharing the partnership along with representatives from SLIM.

HNB has partnered with the Sri Lanka Institute of Marketing (SLIM) as the Exclusive Banking Partner for two of SLIM’s premier industry events, the Effie Awards Sri Lanka 2026 and SLIM DIGIS 2.6. Under the partnership, HNB secures exclusive sponsorship and branding rights across both platforms to be the Official Banker. The agreement places HNB alongside two of the country’s most closely watched marketing industry gatherings, connecting the bank with business leaders, marketers, entrepreneurs, and corporate professionals across Sri Lanka. The Effie Awards are globally recognized for celebrating “ideas that work,” rewarding marketing effectiveness and measurable brand and business impact. SLIM holds the franchise rights for the Effie Awards in Sri Lanka.

SLIM DIGIS recognizes the country's most effective digital marketing campaigns, innovations, and talent, with a strong focus on results and business impact.

Upul Adikari, Vice President Marketing and Corporate Communications, HNB, said, "Our own brand transformation journey reinforces our belief in purposeful strategy, meaningful customer experiences, and effective marketing. Therefore, as a Bank committed to building a stronger brand, HNB has consistently supported such national platforms. He also said that HNB views its support for SLIM as an investment in encouraging better marketing, recognizing excellence, and strengthening Sri Lanka's marketing fraternity. As we continue to make banking less of a task and more of an enabler of life, HNB remains committed to supporting platforms that inspire stronger brands and impactful marketing.

The partnership extends HNB's ongoing engagement with Sri Lanka's business and entrepreneurial ecosystem into platforms that shape marketing practice and corporate strategy nationwide.