

HNB wins Gold and two Merit awards at SLIM Digis 2026



HNB team with the award.

HNB won Gold at the SLIM Digis 2026 Awards in the Best Use of Creators/Influencers category for its 'Hatnafluencer' initiative, titled 'From Tellers to Storytellers'. The initiative empowers employees to share financial knowledge and engage younger audiences through digital platforms.

Following islandwide auditions attracting over 300 employees, selected participants received training in storytelling, content creation, digital ethics, and social media practices.

HNB also received two Merit Awards. 'Gaweshanayaka Mudrawa' was recognized in the Best Use of Digital in a Marketing Campaign – Banking, Finance and Insurance Brands category, while 'Nenasavi Mehewara' received recognition in the CSR and Purpose Driven Digital Marketing Campaign category.

Gaweshanayaka Mudrawa highlighted Sri Lanka's history and heritage, while Nenasavi Mehewara supported schoolchildren affected by Cyclone Dithwah.

Upul Adikari, VP – Head of Marketing and Corporate Communications, HNB,

emphasized that Hatnafluencer strengthens authentic digital engagement through employees' knowledge and experiences.