

# **NDB Bank Presented Award For “Excellence In Branding And Marketing”™**

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NDB Bank was presented the award for 'Excellence in Branding and Marketing' at the CMO Asia Awards held in Singapore recently.

NDB Bank was the only Sri Lankan bank to be recognised at the CMO awards held for the second consecutive year and represented by 37 countries across Asia spanning from Australia to the Middle East.

Indunil Liyanage, Assistant Vice President- Head of Marketing, NDB Bank accepted the award on behalf of NDB Bank and the prestigious ceremony was attended by close to 200 well known officials in the region including leaders and senior decision-makers in the spheres of marketing and branding.

Asia's Best Brand Awards are adjudged by the Global Research Cell of the CMO Council, which identifies brands that perform within their respective markets based on market dominance, brand longevity, goodwill, customer loyalty and market acceptance.

For the best brand category, NDB Bank was in the company of renowned brands such as Adidas, Coca-Cola, Fonterra Brands, Nestle, Nokia, Hewlett Packard Starbucks, Thai Airways and Proctor and Gamble.

NDB Bank's strategic marketing initiatives have enabled to take the brand to great heights and this award further establishes the strength of the brand.