

# **NDB Triumphs as Sri Lanka's Most Innovative Digital Banking Brand for 2023**



NDB Bank was crowned the Most Innovative Digital Banking Brand Sri Lanka 2023 by the Global Brands Magazine UK.

In addition, NDB was also recognized as the Leading SME Banking Brand Sri Lanka and the Best Banking Brand for Women Empowerment Sri Lanka.

As part of its digital transformation roadmap, NDB's NEOS is regularly updated to reflect customer demand for personalisation and ease of use. The launch of NEOS was the forerunner, which enabled the Bank to launch the NDB NEOS Online Banking platform in April 2020. NDB NEOS Online Banking has garnered nationwide popularity as a state-of-the-art digital banking platform with absolute connectivity to all of NDB's banking services.

NDB also introduced NEOS Pay, a QR payment method in which customers can make payments to merchants, pay bills, and make a host of other transactions via the same platform. The NEOS Phygital Branches, Cash Recycle Machines, and Bank2U propositions, together with the NEOS App and Online Banking, make up the totality of the NDB digital offering.

Additionally, to further facilitate the expansion of SME business operations, NDB has introduced the first and only business banking mobile app in the country, “NEOSBIZ,” which provides comprehensive solutions to SMEs to manage their business transactions.

NDB Bank has made continuous efforts to empower its female clientele through various initiatives, particularly through SME and microfinance, under the Bank’s Banking on Women proposition. NDB Bank’s flagship offering in this area, the NDB Araliya platform, is not just a women’s savings account but bears the larger objective of supporting women who seek to further develop their skills and knowledge whilst giving them the strength, security, and confidence to realise their aspirations in their chosen journey through life. Digital Banking in Sri Lanka has become increasingly competitive over the years, with banks implementing new technology and digital-savvy offerings for consumers. In spite of such competition, NDB has made it a point to stand out once again at the forefront of digitalization. We have witnessed an environment where everything has seen a paradigm shift, changing the way customers bank, how brands are perceived, etc. By following a clear strategy for Digital Banking innovations, NDB has set the wheels in motion to make the dream of becoming Sri Lanka’s best Digital Banking provider a reality, taking the entire banking foundation to a new equilibrium.