

Pan Asia Bank secures Grand Prix and four golds



Naleen Edirisinghe, Director/CEO, Pan Asia Bank, and Sirimevan Senevirathne, Head of Marketing, Pan Asia Bank, with Marketing Team, celebrating the awards.

Pan Asia Bank won the Grand Prix and four Gold Awards at the 15th ACEF Global Customer Engagement Awards 2026, earning international recognition for customer engagement, digital innovation, and marketing excellence. The Bank’s Corporate Campaign received Gold Awards for Best Use of Television + Digital Synergy and Best Use of Data or Insights in TV Campaign Planning, highlighting its ability to combine strategic insights with compelling storytelling and integrated customer communication. Its sustainability-focused One Click Thousand Trees initiative won Gold in the Best Cause/Social Awareness Campaign on Social Media category, recognizing the Bank’s commitment to environmental conservation through digital engagement.

Another Gold Award was presented for its Digital Customer On-Boarding initiative in the Best Social Media Campaign for Customer Service/Response Management category, reflecting Pan Asia Bank’s efforts to deliver seamless, technology-driven customer experiences. The Bank’s fully paperless onboarding platform enables customers to open accounts within minutes, while its expanding digital ecosystem—including API-driven services, digital payment solutions, and customer-centric innovations—continues to enhance convenience and strengthen its leadership in digital banking.

Sirimevan Senevirathne, Head of Marketing, said the awards reflect the Bank’s customer-centric approach, combining creativity, insight, and innovation to deliver meaningful experiences. Naleen Edirisinghe, Director/CEO, said the Grand Prix and Gold Awards affirm Pan Asia Bank’s commitment to placing customer engagement at the heart of its ongoing digital transformation.