

# People's Bank Achieves Multiple Feats in Digital Marketing Sphere



*Clive Fonseka, CEO/GM of People's Bank with the award.*

People's Bank has yet again demonstrated its leadership in digital banking and marketing, becoming the first Sri Lankan bank to exceed 100,000 subscribers on both YouTube and TikTok platforms.

Accordingly, the bank recently received the YouTube Silver Button. These achievements underscore the bank's commitment to leverage social media to connect with and educate the public while promoting its financial products and services.

Recognized for its impactful digital content, People's Bank has used platforms like YouTube, Facebook, Instagram, and TikTok to address critical social issues such as

women's empowerment, gender equality, and the preservation of cultural values. Some videos have garnered over 2.5 million views. People's Bank has already stamped its leadership in the digital marketing arena in Sri Lanka by surpassing three million customer registrations on its digital platforms. Customers have embraced services such as the People's Wave mobile app, People's Web internet banking, and the People's Pay wallet app for secure and convenient banking. For businesses, the Bank offers platforms like People's Wyn and a Merchant Module supporting Lanka QR technology.

Prof. Narada Fernando, Chairman, People's Bank said, "This achievement underscores our commitment to challenging the outdated perception that state-owned entities cannot excel in innovation and technology. People's Bank is leading by example, setting new benchmarks in digital banking and marketing, and proving that public sector organizations can deliver world-class solutions."

Clive Fonseka, CEO/GM, People's Bank, said, "Our success in digital banking and marketing is a direct result of our relentless focus on leveraging cutting-edge technology to communicate with and deliver value to our customers. We pride ourselves offering innovative, paperless solutions like the People's Wiz digital account opening system and facilitating seamless digital payments for businesses. By integrating advanced technology and fostering a customer-centric approach, People's Bank has proven that innovation is not confined to the private sector. With its vision for a digitally empowered Sri Lanka, People's Bank is setting the stage for the future of banking in the country."