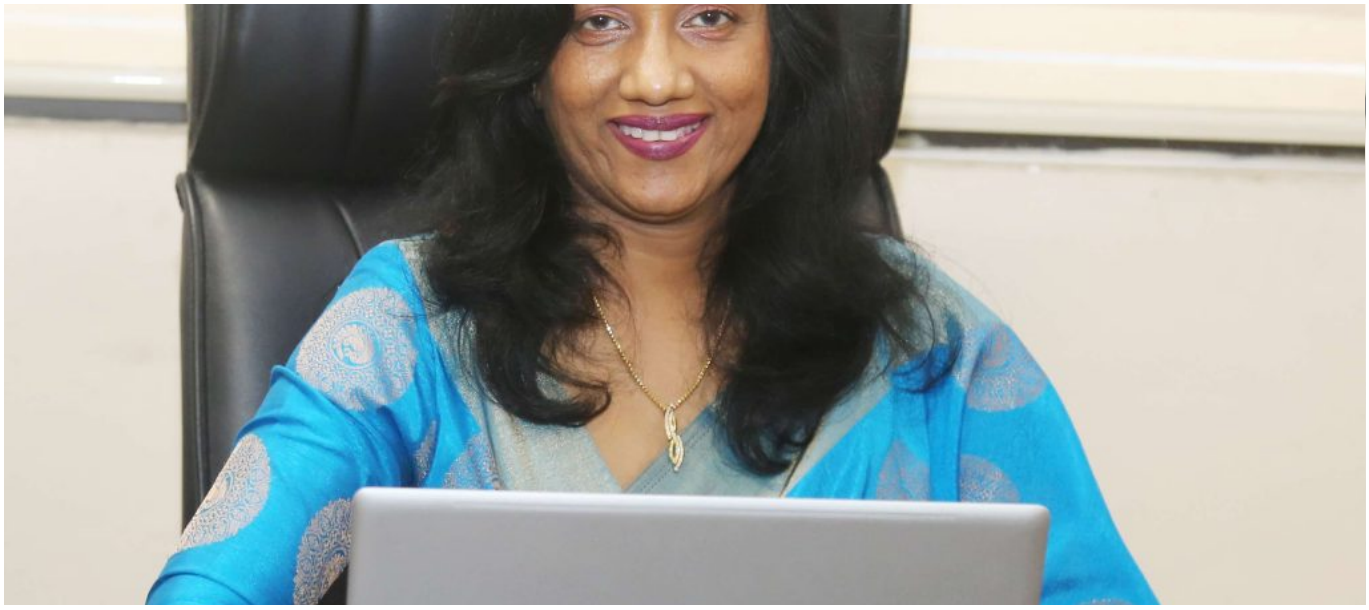

People’s Bank’s ‘People’s Remittance Vaasi Kotiyai – 2025’ Remittance Rewards programs



Aruni Liyanagunawardana, DGM (Overseas Customer Services), People's Bank.

People's Bank has launched the 'People's Remittance Vaasi Kotiyai – 2025' rewards program for the fourth consecutive year to honor Sri Lankan expatriates and their vital contributions to the economy. This initiative acknowledges their efforts while enhancing the efficiency, security, and convenience of remittance services. The

bank offers tailored banking solutions such as real-time web-based platforms, competitive exchange rates, advanced digital services, and low transaction costs.

Aruni Liyanagunawardana, Deputy General Manager (Overseas Customer Services), People's Bank's stated, "At People's Bank, we deeply appreciate the unwavering dedication and hard work of Sri Lankan expatriates who support their families while contributing to the nation's progress. Our commitment goes beyond providing secure and efficient remittance services—we strive to build lasting relationships that empower our customers to achieve their financial goals and invest in a prosperous future".

People's Bank is dedicated to supporting Sri Lankan expatriates through initiatives like the 'People's Remittance Vaasi Kotiyai' program, which runs until 2025. This campaign recognizes the contributions of expatriates by offering secure remittance services along with rewards and incentives. A highlight is the weekly draw that runs till December 31, 2025 for a travel package to Bangkok, available to those who remit funds via People's Bank or partner services like Western Union and Ria. This initiative underscores the bank's appreciation for the role Sri Lankans abroad play in the country's economic development.

The 'People's Remittance Vaasi Kotiyai 2025' campaign aims to honor remitters through targeted marketing initiatives for various customer segments.

Ran Kaasi Vaasi celebrates high-value remitters with gold coin rewards. Nidahas Pranama recognizes expatriate children by promoting "Ethera Udana" PFCA Minors' accounts, rewarding one family per branch with cash. Vanitha Pranama commemorated International Women's Day by rewarded the top ten female account holders with cash prizes of 50,000 rupees each. The Kalin Awurudu Vaasi promotion during the Sinhala and Tamil New Year offers 25 lucky winners packs of essential goods worth 25,000 rupees each. The Shrama Harasara initiative rewards those opening new PFCAs with benefits, highlighting the contributions of Sri Lankans abroad to the economy.

The Sanwathsara Pranama promotion will award 64 random winners with essential goods bags worth 15,000 rupees each for receiving workers' remittances. The Doo Daru Pranama initiative in October encourages minors to open "Ethera Udana" accounts, with two winners from each branch receiving school equipment worth 5,000 rupees each.