People’s Leasing and Finance partners with Sri Lankan Cricketing Stars

People’s Leasing and Finance has signed two of the country’s top cricketing stars, Dananjaya De Silva and Kamindu Mendis, as its brand ambassadors. This move aims to strengthen the company’s presence in the country and promote its services to a broader audience.

Dananjaya De Silva is a talented all-rounder who currently serves as the vice-captain of the Sri Lankan national team in ODI and Test formats. Known for his aggressive batting and sharp spin bowling, he has been a vital part of the team’s success in recent years. Kamindu Mendis, on the other hand, is an ambidextrous bowler who has made a name for himself with his unique ability to bowl both right and left-arm deliveries during the same over. He has been a promising addition to the national team’s bowling line-up.

The partnership with People’s Leasing and Finance is a significant step for both cricketers, who are widely recognized and respected in Sri Lanka’s cricketing community. As brand ambassadors, they will be featured in various marketing campaigns and promotional activities, showcasing the company’s commitment to excellence, integrity, and innovation.

Pradeep Amirthanayagam, Chairman of People’s Leasing and Finance, said, “We are thrilled to have Dananjaya De Silva and Kamindu Mendis as our brand ambassadors. Both cricketers represent the best of Sri Lankan cricket and embody the values that we stand for as a company. We believe this partnership will help us connect with our customers more meaningfully and strengthen our position as a trusted financial services provider in the country.”

Shamindra Marcelline, General Manager and the CEO of People’s Leasing and Finance echoed the Chairman’s sentiments, saying, “Dananjaya De Silva and Kamindu Mendis are exceptional cricketers who mirror our corporate values of excellence, innovation, and integrity. We are delighted to welcome them on board as brand ambassadors and are confident that their popularity and influence will help

us reach a wider audience and build a stronger brand.”

In response, Dananjaya De Silva and Kamindu Mendis expressed their enthusiasm for the partnership, saying, “We are honored to represent People’s Leasing and Finance as their brand ambassadors. We share the company’s commitment to excellence and innovation, and we look forward to working together to promote their services and support their mission of empowering people and businesses in Sri Lanka.”

