

People’s Leasing and Nileka Jewellery partners



Thamidu Dasun, Director, Nileka Jewellery (left) and Sanjeewa Bandaranayake, Chief Executive Officer/General Manager, People’s Leasing exchange the MOU in the presence of representatives from both institutions.

People’s Leasing and Finance and Nileka Jewellery announced a new partnership designed to help customers who purchase gold jewelry with flexible payment options. The two companies formalized their collaboration by signing a Memorandum of Understanding (MOU), which was attended by senior management from both organizations. Representing People’s Leasing and Finance were Sanjeewa Bandaranayake, CEO/GM, and Udesh Gunawardena, Chief Operating Officer.

Nileka Jewellery was represented by Thamidu Dasun, Director, Anushka Vithana, Area Sales Manager, and Duvira Ishan, Marketing Executive. The partnership introduces the ‘PLC/NILEKA GOLD-SALE CAMPAIGN,’ a scheme that allows PLC customers to buy gold articles without the need for a single, lump-sum payment. This initiative is designed to make high-quality gold jewelry more accessible and affordable. Under the new scheme, customers can select their desired gold jewelry from displays at PLC branch locations. After making a 30 percent down payment to Nileka Jewelers, customers can then finance the remaining 70 percent with a special personal loan or gold loan from PLC. These loans offer flexible repayment plans of three, six, or 12 months.

In addition to the flexible financing, customers will receive a five percent special discount on all gold articles purchased through the campaign. The partnership also allows customers to exchange their 22kt old gold jewelry for new designs from Nileka Jewelry’s latest collections and provides access to their colored stone collection.