

People's Leasing & Finance Secures Two BestWeb.lk Awards



PLC team receiving the BestWeb.LK Awards.

People's Leasing & Finance has again been recognized for excellence in digital innovation with two accolades at the 14th edition of the BestWeb.LK Awards, organized by the LK Domain Registry.

This year, People's Leasing & Finance clinched the coveted Gold Award for Best Mobile User Experience in the Finance and Insurance Website category and the Silver Award for Best Finance and Insurance Website.

These awards reflect People's Leasing & Finance's ongoing commitment to

enhancing the digital experience for its customers. The Gold Award for Best Mobile User Experience highlights the company's success in delivering a seamless, adaptable, device-specific experience, particularly for smartphones. By focusing on mobile optimization, People's Leasing & Finance ensures that its customers enjoy a user-friendly interface that caters to their needs, regardless of the device they use. The Silver Award for Best Finance and Insurance Website further underscores the company's dedication to providing a comprehensive and accessible online platform. The site's easy navigation and other user-friendly elements serve to enhance user experience and provide the latest up-to-date information for customers and stakeholders.

Sanjeeva Bandaranayake, Chief Executive Officer of People's Leasing & Finance, said, "We are honored to have been recognized at this year's BestWeb.LK Awards. Winning these awards reflects our unwavering commitment to digital innovation and customer-centricity. Our goal has always been to provide a superior digital experience that not only meets but exceeds our customers' expectations.

These accolades motivate us to continue pushing the boundaries of digital excellence as we strive to deliver even more innovative solutions in the future."

Rajiv David, AGM of Branding and Communications, commented, "At People's Leasing & Finance, we prioritize excellence across every customer touchpoint, focusing on our digital channels. Given that over 80 percent of our browsing occurs through mobile devices, we place significant emphasis on optimizing the mobile experience. Our key digital channel's website reflects this commitment through features such as user-friendly loan calculators and enhanced mobile functionality. These awards validate our efforts to ensure a seamless, secure, and comprehensive digital experience for all our users."