

Peoples Leasing Ranked The Best Non-Bank Finance Company

Posted on



Ruchi Gunawardene, Managing Director, Brand Finance Lanka presenting the certificate to Sabry Ibrahim, CEO and General Manager, PLC. Laksanda Gunawardene, Deputy General Manager - Marketing looks on.

People's Leasing (PLC) was ranked as the best non-bank finance company in Sri Lanka in the 'Brand Finance Index - 2019' for the second consecutive year and was also ranked as the 'Most Loved Brand' in the Financial Service sector. Brand Finance Lanka has done brand ratings on People's Leasing, taking into consideration the company's achievement of brand value of 8.7 billion rupees and its AA credit ratings in 2019. Further, Brand Finance has endorsed People's Leasing as a finance company that offers diverse financial solutions under one roof and as a company with a strong and loyal customer base.

Brand Finance has further endorsed People's Leasing as a company that has a blend of State sector credibility and Private sector efficiency.

The 100 Most Valuable and Strongest Brands are determined by the data collected by an independent marketing research company and with the finance and non-finance information on listed companies publicized by the Colombo Stock Exchange.

Richard Haig, Managing Director, Brand Finance while announcing PLC as Sri Lanka's best non-bank finance company at 'Brand Finance Awards - 2019' said, "PLC has established brand loyalty amongst its customers by having a strong island wide branch network and by providing diverse financial services in a customer-friendly and hassle free manner."

Laksanda Gunawardene, Deputy General Manager - Marketing, PLC said, "Brand Finance Lanka endorsed PLC as the most preferred non-bank finance company in Sri Lanka twice in

a row, in other words endorsing the credibility of PLC's services for the public awareness. This endorsement has exposed the loyalty of our customers towards PLC and its services. Hence our customers can be happy for taking a wise decision to remain with PLC for their diverse financial needs."