

PLC Al-Safa Makes Triumphant Return with Five Wins at IFFSA Awards 2024



R: Chaminda Dharmarathne, CM Branding & Communication; Mohamed Riyasi-Branch Operations Manager, Mt.Lavinia Al Safa; R: Chaminda Dharmarathne, CM Branding & Communication; Mohamed Riyasi-Branch Operations Manager, Mt.Lavinia Al Safa; Aslam Mansoor, Assistant Manager Al Safa Mt.Lavinia; Safra Firdhouse-Centralized Islamic Unit; Fazmil Mowlana-CM Islamic Finance; Crispian Chary-Deputy Brand Manager and Rizwan Ismail, Branch Manager, Park Street Al-Safa.

PLC Al-Safa, the Islamic Finance Unit of People's Leasing & Finance, has reaffirmed its Shariah-compliant financial services sector leadership. It has secured five awards at the ninth Islamic Finance Forum of South Asia (IFFSA) Awards. This achievement is significant as it marks PLC Al-Safa's return to the awards after a six-year hiatus, highlighting its unwavering commitment to excellence.

PLC Al-Safa received the silver award for Islamic Banking Window/Unit of the Year for performance, in-novation, and commitment to Sharia-compliant products and services. The Unit also won the silver award for Digital Marketing Campaign

of the Year for engaging customers online. It earned the bronze award for Marketing Campaign of the Year for its marketing strategies and the merit award for Islamic Finance Product of the Year for the Wadi'ah Gold Safekeeping product. The unit also received a Special Recognition award for Standout Submission for the originality and impact of its initiatives. Fazmil Mowlana, Chief Manager of Islamic Finance and Digital Products at PLC Al-Safa, said, "We are honored to be recognized on such a prestigious platform, and these awards reflect our team's dedication and innovative spirit. PLC Al-Safa remains committed to delivering customer-centric, shariah compliant solutions that exceed expectations and drive innovation and growth." Sanjeewa Bandaranayake, Chief Executive Officer of People's Leasing & Finance, added, "We are immensely proud of PLC Al-Safa's accomplishments at the IFFSA Awards and its many recent victories, such as receiving three prestigious awards at the SLIBFI Awards this year. We aim to provide inclusive financial solutions that serve all communities and look forward to building on these successes." At the SLIBFI Awards 2023/24, Fazmil Mowlana was honored with the gold award for Transformative Leadership, recognizing his pivotal role in advancing Islamic finance in Sri Lanka. PLC Al-Safa also secured the bronze award for Islamic Finance Entity of the Year. Its innovative Wadi'ah Gold Safekeeping product earned the merit award for Islamic Finance Product of the Year.