

# Sri Lanka Insurance Life Rewards 2008

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Sri Lanka Insurance, the strongest and largest insurance provider in Sri Lanka, and rated AA- (Ika) by Fitch Ratings, is giving out fabulous prizes through its one-of-a-kind draw, Sri Lanka Insurance Life Rewards 2008.

Customers who purchase a Sri Lanka Life Insurance policy for a sum assured of Rs 250,000 or above will be eligible to enter the year-end grand draw and quarterly draws, with prizes worth millions of Rupees of electronic goods, furniture, and other household items.

Aminda Udithathilake, Senior Category Manager – Life of Sri Lanka Insurance, stated, “At Sri Lanka Insurance, we are constantly on the look out to reward our customers to the maximum. As a pioneering brand that took the lead to educate the public on the importance of life insurance – Sri Lanka Life through ‘Life Reward 2008’ encourages customers to think wisely of the future and invest in a life plan that gives them the optimum returns.”

Across the world, life insurance is regarded as a credible scheme that every individual should invest in, since this provides a dependable fall back plan, which safeguards families and equips them to deal with the result of untimely events. For over 45 years, Sri Lanka Insurance has been committed to excellent customer service and inno-vative policies and systems that have allowed the company to service a whole gamut of customers from corporate entities to individuals from all walks of life.