

NDB Felicitated With Prestigious International Awards



NDB has often been crowned with prestige each year, further enhancing its stature in the banking world. Accordingly, during the first half of 2018 alone NDB was conferred with a number of accolades presented from international organizations.

It is not always that a Sri Lankan bank is awarded for such excellence by international organizations. However, NDB managed to surpass these boundaries and emerge on the top as the “Best Bank of Sri Lanka” by the prestigious Global Finance Magazine at the 25th Annual Best Bank Awards in the Asia Pacific.

The award is conferred by the editors of Global Finance magazine, based on the growth in assets, profitability, geographic reach, strategic relationships, new business development and innovation in products. Subjective criteria included the opinions of equity analysts, credit rating analysts, banking consultants and others involved in the industry.

Global Finance Magazine is one of the leading global publications in the banking and finance sector and many banks across the globe vie for their annual best bank awards titles.

Furthermore, the Bank was felicitated by Global Banking and Finance Review with three awards for Best SME Bank Sri Lanka 2018, Best Bank for Credit Cards Sri Lanka 2018 and Best Retail Banking Product - (Personal Loan Product - Dream Maker Loans) Sri Lanka 2018 by the Global Banking and Finance Magazine of UK.

These three awards, which signify the Bank's exceptional feats in the local banking and financial industry comes in the light of NDB being named the "Best Bank in Sri Lanka" by the Global Finance Magazine. Further, this is the second consecutive year NDB has clinched the Best SME Bank Sri Lanka by the Global Banking and Finance Magazine of UK, having won it in 2017.

The awards signify the Bank's exceptional feats in the local banking and financial industry. NDB has been able to successfully capitalize on the Bank's strong history of being a development bank and has transformed itself to a strong fully-fledged commercial Bank in Sri Lanka within a short period of time.

Meanwhile, NDB was felicitated with the Silver award for "Best Celebrity Endorsement" at the 7th Global Customer Engagement Awards by the Asian Customer Engagement Forum (ACEF) in Mumbai. The award was won for best using Umaria Sinhawansa as the Best Celebrity Endorsement for the Women's Savings Account - Araliya.

The Bank's Araliya savings product initiative was exclusively designed to understand and support the needs of today's women, who play multiple roles in their lives, to save money in order to realize the bigger and long term targets. The product was created to provide a steady foundation for the women in Sri Lanka and, NDB signed an exclusive contract with popular Sri Lankan Singer Umaria Sinhawansa.

NDB remains dedicated to bringing its customers one step closer to accomplishing their life long ambitions and uplifting their standards of living through the range of services that is accessible through its growing branch network. Further details on NDB's many products can be obtained from its 24 hour Call Centre, by calling 011 2448888 or by visiting NDB Bank's website on www.ndbbank.com.