



Special Offers to Colombo

SriLankan Airlines flies daily direct from London to Colombo. Enjoy unbeatable fares and amazing offers when you fly home to see your loved ones or just for some perfect sunny bliss.

You're our world



For more information, visit www.srilankan.com or contact your preferred travel agent.



NEWSLANKA



WE CARRY THE BROADEST SELECTION OF SL NEWS TO THE BROADEST CROSS-SECTION OF SRI LANKANS

Established since **1991**. FREE, WEEKLY NEWSPAPER.

THURSDAY - MAY 01 - 2014

T: 020 7978 9030

E: info@newslanka.net

ISSUE 1169

BOC, Lanka's No.1 brand for six consecutive years

(DailyNews.lk) - Brand Finance Lanka, a subsidiary of Brand Finance network (UK) has ranked Bank of Ceylon yet again as the No.1 brand in Sri Lanka. The state-owned financial services giant has set an unrivalled record by becoming the only business to have become the No.1 brand in the country for six consecutive years bettering its own record of five consecutive years at the top position. Bank of Ceylon's brand value has increased significantly to Rs.30.83 billion in 2014 compared to Rs.24.15 billion in 2013. Set to celebrate its 75th Anniversary this year, Bank of Ceylon has built its brand locally and internationally.



Air Chief Marshal Harsha Abeywickrama
Chairman - Bank of Ceylon

multi-channel and a multi-faceted nature the bank has approached its customers through a diverse range of banking products and services, thus guiding customers, entrepreneurs and investors to reach a higher elevation. This diverse range of products and services has enabled the bank to reach every economic and demographic segment in the country. Currently Bank of Ceylon has reached every nook and corner of the country with a linked net-

on establishing its brand as an International Sri Lankan bank. Since its establishment in the year 1939, Bank of Ceylon has been the beacon of hope to many types of planters, professionals, traders and entrepreneurs and thereby to the country's economic development. Being aligned with this strategy the Bank continues to explore more avenues to penetrate further internationally with special focus to emerging markets. Through the recently opened Seychelles



branch, BOC hopes to find its way into the African continent. Likewise by the strength of correspondent relationships with financial markets in Europe the Bank looks for avenues to penetrate further and capitalize on regions with a highly concentrated Sri Lankan Diaspora, such as Italy. BOC will also explore for viability in spreading its branch network further into the SAARC region as well. BOC Chairman Air Chief Marshal Harsha Abeywickrama stated that "Being a state bank, BOC's role encompasses many responsibilities towards the state-its main stakeholder.

The Bank has nurtured the brand since its inception in 1939 to become the No.1 brand. This reflects the true leadership of BOC in the banking sector".

The Bank of Ceylon General Manager D.M Gunasekara speaks of the Bank's brand advantage which has been built on a solid foundation and developed steadily over seven decades in the international banking and financial market. Gunasekara said "Being the No.1 Bank we believe this will not only benefit the bank, but that we are fulfilling a current need of the country which is to build strong Sri Lankan brands internationally and to uplift the country's profile. This will attract foreign investments towards Sri Lanka and build the brand equity of the country. There are very few Sri Lankan brands that have reached the overseas markets compared to other countries. CONT P18



Mr. D M Gunasekara
General Manager
Bank of Ceylon

FREE PERSONAL CLASSIFIEDS
SEE PAGE 26

NEWSLANKA COLOMBO OFFICE: + 94 77 446 40 90
CALL CHANDIKA NOW
We can accept payment in SL rupees & we can help with artwork.
Tell your friends.

CARLTON LEISURE
Worldwide Travel & Tours
020 8100 0000
www.carltonleisure.com
SEE PAGE 9

FAST CASH
SEND TODAY - COLLECT TODAY
MONEY IN MINUTES TO SRI LANKA
See Page 7

REGGIE FERNANDO - IS NOW IN LONDON
Give him a call at
NEWSLANKA
020 7978 9030



Taprobane Travel

Great offers on flights & hotels.
See page 3.

Fly to Colombo
fr. **£451** (including taxes)
Call 020 8748 3535

TRAVEL CENTER AMAZING PRICES
SEE PAGE 11
COLOMBO FLIGHTS
CALL US 0800 368 5098

Worldwide Flights - Holidays Sports Tours
Paradise
Travel & Tours Ltd
SEE PAGE 13

LycaFly
Travel the world for less
Colombo Best Offers..!
SEE PAGE 15

SRI LANKAN SCHOOLS OBA'S IN THE UK
FESTIVAL OF CRICKET
ON SUNDAY
20TH JULY 2014
THE MERCHANT TAYLORS SCHOOL GROUND,
Sandy Lodge Lane, Moor Park, Northwood, Hertfordshire, HA6 2HT
For further information Please contact:
Saira Perera (President): 07540 960 886
Samantha Sriwardana (Secretary): 07958 780 151
Upul Ekamayaka (Treasurer): 07751 671 460
Mehsiri Wijeratna (Event Booking & Transport): 07956 576 768

work including over 600 branches and 500 ATMs. By extending its banking hours in selected branches along with the 365 day banking facility at the head office branch in Colombo, BOC has been able to reduce the time constraint in banking bringing the brand BOC even closer to Sri Lanka lives thus dominating the local financial services industry in all directions. These capabilities form part of the base on which Bank of Ceylon's unrivalled brand image within the Sri Lankan Banking Community is built. Abiding by its duty towards Sri Lanka, Bank of Ceylon as the Bankers to the nation- has lined-up all its resources and has focused



PLUS

Best Deals on Flights & Holidays

FREE £20

LYCAMOBILE TOP-UP FOR YOUR BOOKING WITH US Conditions apply

EAST HAM
180 High Street North,
East Ham E6 2JA · 0207 132 0056

WEMBLEY
14 Ealing Road, Wembley,
London HA0 4TL · 0207 132 0055

TOOTING
232 Upper Tooting Road,
London SW17 7EW

MILTON KEYNES
16 Stratford Road MK12 5LJ
0207 993 6355 / 0190 822 7562

CALL **0207 132 32 32** 24x7
VISIT www.Lycafly.com

