

## **Commercial Credit triumphs with ‘Service Brand of the Year’ at SLIM Brand Excellence 2012**

**Colombo. Friday 26 October 2012.** Commercial Credit triumphed with a dual victory at the glittering SLIM Brand Excellence 2012. It won the coveted **Gold Award for ‘Service Brand of the Year’** and the **Bronze Award for ‘Local Brand of the Year’**. This is the first time in the history of the SLIM Awards that a Finance Company has been recognised in this manner for Brand Excellence in Sri Lanka.

Hailing this as a recognition of the Company’s strength and stability, CEO of Commercial Credit Roshan Egodage said, “We are humbled by these accolades and accept them on behalf of our entire team and the over 325,000 customers we have across Sri Lanka. Our journey has been one of dedication and drive with a deep sense of commitment. The emphasis we place day in day out on the shared values of Commercial Credit and the principle-based business culture we promote has been the foundation on which our success has been built. This is what makes the Commercial Credit brand so unique. We are proud to further develop on this success as we spread our reach and offer our very own brand of service and corporate leadership throughout Sri Lanka”.

Commercial Credit’s rapid growth has become one of the most talked about success stories in recent times, attracting the recognition and respect of the finance industry. It continues to command the increasing trust of the public of Sri Lanka. This is amply demonstrated by the remarkable 76% growth achieved in the last financial year in its Fixed Deposit Base which now stands at Rs. 8.3 billion.

The Company recently expanded its reach across the country to include Polonnaruwa, Kegalle and Wattala and with it comes a bouquet of products and services. Among them are Fixed Deposits, Leasing, Hire Purchase, Gold Loans, Real Estate, Personal Loans, Education Loans and Micro Finance.

This expansion brings its benchmark superior levels of service and expertise within easy reach of its steadily increasing island wide customer base. The addition of the new branches and service centres brings the Company’s presence to 30 locations island wide, a remarkable achievement within a few years of embarking on a new corporate direction and testament to the company’s success.

Reinforcing its reputation as a leading Finance Company benchmarking the highest international standards of service and operation, Commercial Credit was adjudged “Best Finance Company in Asia” at the international UDC Business Awards 2011, in Malaysia last October.

With an established record of unequalled successes and a dynamic plan for the future, Commercial Credit’s leadership is confident of achieving the ambitious goals it has set itself for the future. “After embarking on a new chapter of growth, we have attained unparalleled success in the 75 year history of Finance companies in Sri Lanka. In fact we have put in place plans to go forward and build on this achievements and to fulfill the trust placed on our capabilities and corporate philosophy by our valued shareholders, depositors and customers”, Egodage said .

**Caption for PHOTO** – The jubilant Commercial Credit team.

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