



Sri Lanka 100 2021

The annual report on the most valuable and strongest Sri Lankan brands
May 2021



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About Brand Finance.

Brand Finance is the world's leading brand valuation consultancy.

We bridge the gap between marketing and finance

Brand Finance was set up in 1996 with the aim of 'bridging the gap between marketing and finance'. For 25 years, we have helped companies and organisations of all types to connect their brands to the bottom line.

We quantify the financial value of brands

We put 5,000 of the world's biggest brands to the test every year. Ranking brands across all sectors and countries, we publish nearly 100 reports annually.

We offer a unique combination of expertise

Our teams have experience across a wide range of disciplines from marketing and market research, to brand strategy and visual identity, to tax and accounting.

We pride ourselves on technical credibility

Brand Finance is a chartered accountancy firm regulated by the Institute of Chartered Accountants in England and Wales, and the first brand valuation consultancy to join the International Valuation Standards Council.

Our experts helped craft the internationally recognised standards on Brand Valuation – ISO 10668 and Brand Evaluation – ISO 20671. Our methodology has been certified by global independent auditors – Austrian Standards – as compliant with both, and received the official approval of the Marketing Accountability Standards Board.



Get in Touch.

For business enquiries, please contact:

Ruchi Gunewardene
Managing Director, Brand Finance Sri Lanka
+94 77 732 3223
+94 11 770 9991
r.gunewardene@brandfinance.com

Aliakber Alihussain
Valuation Manager
+94 77 714 5253
+94 11 770 9991
a.hussain@brandfinance.com

No. 6, 2/1 De Fonseka Place, Colombo 4

linkedin.com/company/brand-finance

twitter.com/brandfinance

facebook.com/brandfinance

instagram.com/brand.finance

Brand Finance®

Request your own Brand Value Report

A Brand Value Report provides a complete breakdown of the assumptions, data sources, and calculations used to arrive at your brand's value.

Each report includes expert recommendations for growing brand value to drive business performance and offers a cost-effective way to gaining a better understanding of your position against competitors.

Visit brandirectory.com/request-a-valuation or email enquiries@brandfinance.com

Brand Valuation Summary

Brand Strength Tracking

Royalty Rates

Cost of Capital Analysis

Customer Research Findings

Competitor Benchmarking

Benchmarking

Education

Communication

Understanding

Insight
 Strategy

Benefits

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Brandirectory.com



Brandirectory is the world's largest database of current and historical brand values, providing easy access to all Brand Finance rankings, reports, whitepapers, and consumer research published since 2007.

- + Browse thousands of published brand values
- + Track brand value, strength, and rating across publications and over time
- + Use interactive charts to compare brand values across countries, sectors, and global rankings
- + Purchase and instantly unlock premium data, complete brand rankings, and research

Visit brandirectory.com to find out more.

Brand Finance Group.



Brand Finance
Institute

Brand Finance Institute

Brand Finance Institute is the educational division of Brand Finance, whose purpose is to create and foster a professional environment for knowledge-sharing and networking among practitioners and experts in the market. BFI organises events, in-company training, and corporate educational initiatives around the world. In the quest for marketing excellence and with the purpose to equip the brand valuation and strategy practitioners with the necessary skills and tools, we have developed a wide range of programmes and certifications in collaboration with the most coveted business schools, universities and thought leaders in the field.

Brand Dialogue



Brand Dialogue

Brand Dialogue is a public relations agency developing communications strategies to create dialogue that drives brand value. Brand Dialogue has over 25 years of experience in delivering campaigns driven by research, measurement, and strategic thinking for a variety of clients, with a strong background in geographic branding, including supporting nation brands and brands with a geographical indication (GI). Brand Dialogue manages communications activities across Brand Finance Group's companies and network.

vi360

VI360

VI360 is a brand identity management consultancy working for clients of all sizes on brand compliance, brand transition, and brand identity management. VI360 provide straightforward and practical brand management that results in tangible benefits for your business.

Brand Finance®



Customer insight drives our valuations

Our brand valuations are underpinned by extensive market research across a wide range of sectors, countries and brands.

Our research integrates all key brand measures, linking them to commercial outcomes.

Available for purchase separately or as part of a Brand Value Report.

- Over **100 brands** researched each year
- **12 sectors** covered
- A minimum of **250 respondents** surveyed surveyed for brand
- **Key metrics** across all industries and brands



Foreword.



Ruchi Gunewardene
Managing Director,
Brand Finance Lanka

Now in its 18th consecutive year, the objective of publishing the Brand Finance Most Valuable Brands Index, is to provide our readers with a well researched and comprehensive analysis of brands that are operating in the country.

Presenting a comprehensive fact based analysis across many sectors requires robust data. To do so, we tap into the latest financial data of companies listed on the Colombo Stock Exchange and combine that with an exclusive consumer market research study across 2204 respondents conducted by our independent research partner Breakthrough Business Intelligence.

In addition, we reached out to the main brands in the country and obtained some non- confidential information that was not available in the public domain which we used in our analysis. This enabled us to provide a more comprehensive picture of the brand landscape. We had a very healthy response rate to our requests, with over 50% of the brands contacted providing us with additional data to fill in some of the gaps.

This comprehensive analysis is the definitive annual guide of Sri Lanka's brands. It has a variety of uses such as for companies to track the performance of their brand, for companies to publish their brand performance to investors and other stakeholders and for students of business for their research.

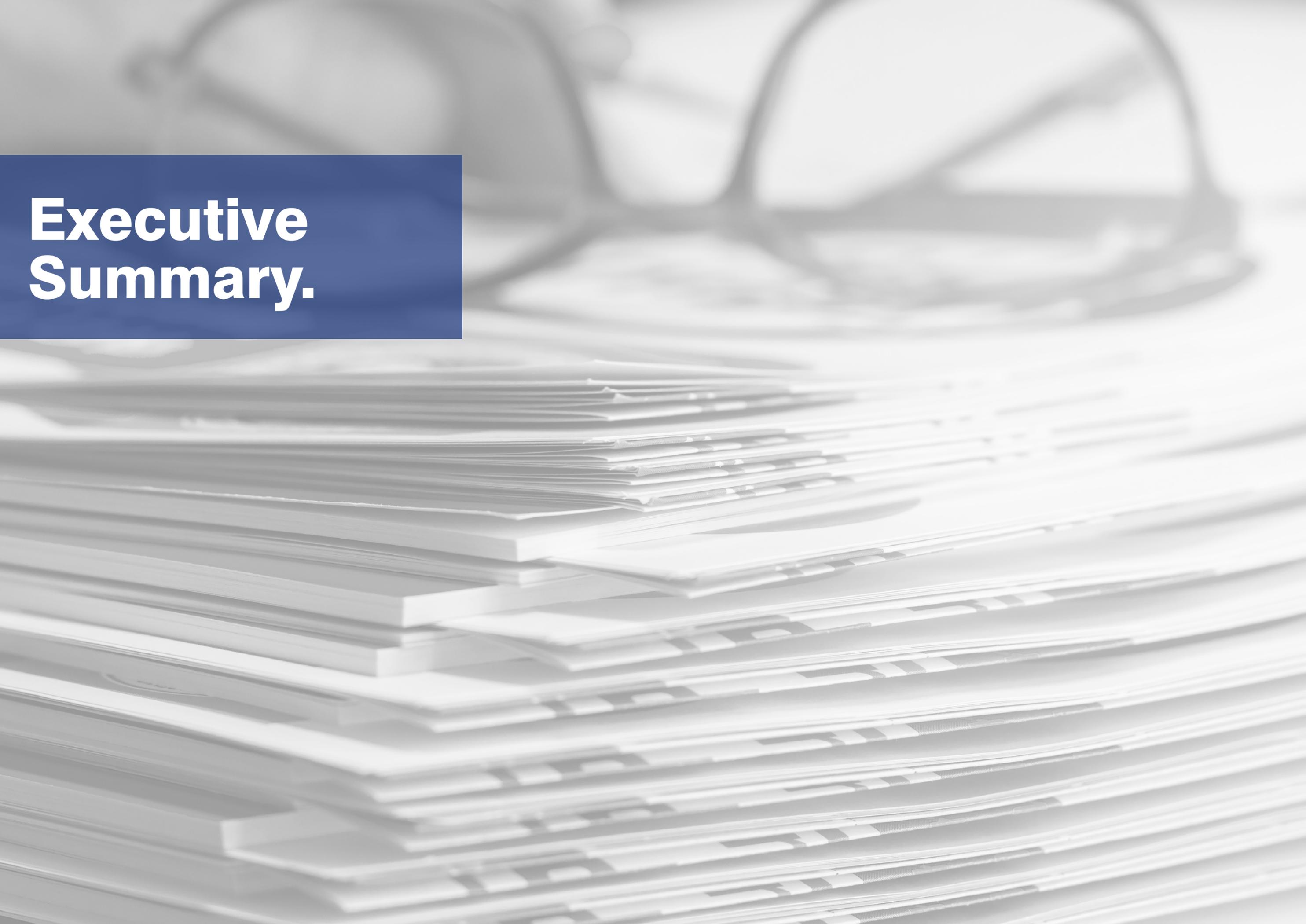
Using all this information we are able to publish the listings whilst also providing a comprehensive report of the brand value and strength to those companies who seek further information in the form of a Brand Value Report (BVR).

We find that increasing number of Directors on Boards are seeking to understand brand value and to use it as a performance measure to hold their marketing departments accountable. This has led to an increase in use of measuring performance through a brand value and strength index.

We are pleased to present our latest report and look forward to your continued interest in the work we do.

Sri Lanka's Top 100 Brands Showcase Resilience Growing in Brand Value.

- + Total value of Sri Lanka's top 100 brands increased by 3% over course of 2020 despite pandemic turmoil
- + **Dialog** remains Sri Lanka's most valuable and strongest brand with brand value of Rs. 54.0 billion and AAA brand strength rating
- + Supermarket sector records impressive 33% total brand value growth as demand spikes
- + In contrast, hospitality and airlines brands take hit as travel and tourism reach standstill amid lockdowns
- + Banking remains Sri Lanka's most valuable sector, with 19 brands featuring in ranking accounting for impressive 43% of total brand value
- + General insurance sector drops 3%; **Ceylinco General** bucks trend growing 18%



Executive Summary.

Executive Summary.



2020 was by all accounts one of the most tumultuous years for all businesses, not only in Sri Lanka but throughout the world. The nation, first having to deal with the Easter bombing in 2019, followed by COVID-19 lockdowns over the last year, has had to negotiate a significantly depressed economy, which has resulted in a reduction in consumer purchasing power. In such circumstances, the brands that a company owns, are arguably now more critical than ever before to sustain and grow businesses.

The total value of Sri Lanka's most valuable brands has increased slightly by Rs.16 billion or 3% this year, an impressive feat given the current economic climate. Total value, however, still falls short of the total value recorded in 2019, which stood at Rs. 630 billion. With a reduction in consumer spending power our review highlights that the larger, more established brands have withstood the downturn better, because of their resilience.

Dialog dominates

Amidst the pandemic turmoil, **Dialog** has retained its enviable position as the most valuable brand in Sri Lanka for the third consecutive year, recording an 11% brand value increase to Rs. 54.0 billion. However, it now has a serious competitor to contend with, in SLT-Mobitel (brand value Rs. 22.3 billion) which has catapulted as a new entry into the top 10 through the merger of the two independently operated brands. Everything will now depend on the ability of SLT-Mobitel to deliver the services of a fully integrated technology service company, whilst leveraging brand and operational synergies, to be able to take on Dialog at the top of the ranking.

Brands can take decades to build. However, once built, brands are very resilient and can sustain a business during difficult times. This is what we see in this year's results in the Brand Finance Sri Lanka 100 ranking. Those businesses that have systematically and strategically built strong brands can withstand the vagaries of uncertain times, performing significantly better than weaker brands in the categories they operate within.

Ruchi Gunewardene
Managing Director, Brand Finance Sri Lanka

Dialog is only slightly ahead of second-ranked **BOC** (brand value Rs. 53.9 billion) with just Rs. 73 million separating them. **People's Bank** has retained its position as the third most valuable brand, despite brand value decreasing by 3% to Rs. 44.8 billion.

In addition to measuring overall brand value, Brand Finance also evaluates the relative strength of brands, based on factors such as marketing investment, customer familiarity, staff satisfaction, and corporate reputation. Alongside revenue forecasts, brand strength is a crucial driver of brand value. According to these criteria, Dialog is also the nation's strongest brand with a Brand Strength Index (BSI) score of 86.2 out of 100 and a corresponding AAA brand strength rating.

Since the late '90s, Dialog has continued to prove itself as a pioneer in technology by being quick to take new initiatives to embrace digital innovations. The brand demonstrates confidence in its growth strategy through key initiatives such as acquiring H One to supplement Dialog's expansive suite of enterprise solutions and its partnership with Zoho to enable technology diffusion across all enterprise segments.

This year, we mark a significant milestone in the Brand Finance Sri Lanka 100 ranking, with the top 10 strongest brands awarded a AAA brand strength rating - an increase from seven brands last year - showcasing that the more established brands have been able to consolidate themselves, even in times of crisis.

Brand Value Change 2020-2021 (%)



Top 10 Most Valuable Brands

| | | | |
|--|----------------|--|--|
| | 1 ← 1 | | 2021: Rs.53,978m 2020: Rs.48,801m +10.6% |
| | 2 ← 2 | | 2021: Rs.53,905m 2020: Rs.47,952m +12.4% |
| | 3 ← 3 | | 2021: Rs.44,751m 2020: Rs.46,161m -3.1% |
| | 4 ← 4 | | 2021: Rs.43,657m 2020: Rs.44,009m -0.8% |
| | 5 ↑ 6 | | 2021: Rs.30,727m 2020: Rs.28,122m +9.3% |
| | 6 ↓ 5 | | 2021: Rs.24,295m 2020: Rs.28,645m -15.2% |
| | 7 ↑ 10 | | 2021: Rs.23,859m 2020: Rs.18,490m +29.0% |
| | 8 ↓ 7 | | 2021: Rs.23,106m 2020: Rs.23,149m -0.2% |
| | 9 NEW | | 2021: Rs.22,302m 2020: - |
| | 10 ↑ 11 | | 2021: Rs.20,814m 2020: Rs.17,285m +20.4% |

Top 10 Strongest Brands

| | | | | |
|--|---------------|---|--|--------------|
|  | 1 ← 1 |  | 2021: 86.2 AAA 2020: 86.1 AAA | +0.1 |
|  | 2 ↑ 7 |  | 2021: 83.8 AAA- 2020: 79.7 AAA- | +4.1 |
|  | 3 ↓ 2 |  | 2021: 83.8 AAA- 2020: 85.7 AAA | -1.9 |
|  | 4 ↑ 10 |  | 2021: 83.2 AAA- 2020: 77.8 AA+ | +5.4 |
|  | 5 ↑ 45 |  | 2021: 82.2 AAA- 2020: 65.6 AA- | +16.6 |
|  | 6 ↑ 39 |  | 2021: 81.7 AAA- 2020: 67.5 AA- | +14.2 |
|  | 7 ↓ 4 |  | 2021: 81.2 AAA- 2020: 81.9 AAA- | -0.7 |
|  | 8 ↓ 5 |  | 2021: 80.9 AAA- 2020: 80.4 AAA- | +0.5 |
|  | 9 ↑ 11 |  | 2021: 79.6 AAA- 2020: 77.7 AA+ | +1.9 |
|  | 10 ↓ 8 |  | 2021: 79.5 AAA- 2020: 78.8 AA+ | +0.7 |

Supermarkets record impressive 33% brand value growth

The ability to obtain basic groceries became a challenge in most urban areas across the country, whilst online delivery surged. As consumer movement was restricted during the nationwide lockdown, supermarket chains had to dust off their online platforms to serve their customers through direct-to-home delivery. Brands that successfully leveraged technological advancements emerged as winners in this year's brand valuations.

The supermarket sector performed strongest this year, with the four brands that feature in the Brand Finance Sri Lanka 100 2021 ranking seeing an impressive 18% cumulative brand value growth – excluding new entrant to the ranking **Lanka Sathosa's** brand value at Rs. 6.4 billion.

Keells remains the most valuable supermarket brand, sitting in 7th in the overall ranking, with a brand value of Rs. 23.9 billion. Following an impressive 20% brand value increase to Rs. 20.8 billion, **Cargills Food City** has made its debut into the top 10. In contrast, **Arpico Supercentre** recorded a 18% brand value loss to Rs. 5.9 billion.

When leading Supermarket brands, Keells and Cargills, were still struggling to perfect their online platforms, Sathosa's collaboration with PickMe to deliver groceries in the city of Colombo made them stand out as a customer centric brand.

Consumer perceptions of Keells and Cargills Food City's innovativeness, however, have improved significantly this year, possibly due to the greater emphasis and successful acceptance of their online initiatives and home delivery services.

Hospitality and airlines brands suffer

In contrast, the hospitality sector was hit the hardest this year, with total brand value down by nearly 36%. As holidays were cancelled and people were instructed to work from home, the hospitality sector reached an almost complete standstill, from both foreign tourism and domestic travel. This had a significant negative impact on the sector's financial outlook, driving down brand values across the board. **Kingsbury** (brand value Rs. 398 million) and **Amaya** (brand value Rs. 228

million) were the worst hit, losing 52% and 50% of their brand values, respectively.

The airlines sector has also fallen victim to the pandemic. **Sri Lankan Airlines** has lost 15% of brand value this year to Rs. 9.7 billion, primarily due to weakening financial performance.

Banking sector is nation's most valuable

Banking remains Sri Lanka's most valuable sector, with the 19 brands featuring in the ranking accounting for an impressive 43% of the total brand value. Overall brand value for the sector is up by 2% this year. There were mixed results across the sector, however, with some brands losing value in double digits and others growing in double digits.

Banking brands claim six of the spots in the top 10 this year, with some movement, including **NSB** (up 9% to Rs. 30.7 billion) climbing one spot to 5th overtaking **Sampath Bank** (down 15% to Rs. 24.3 billion) which has slipped one place to 6th.

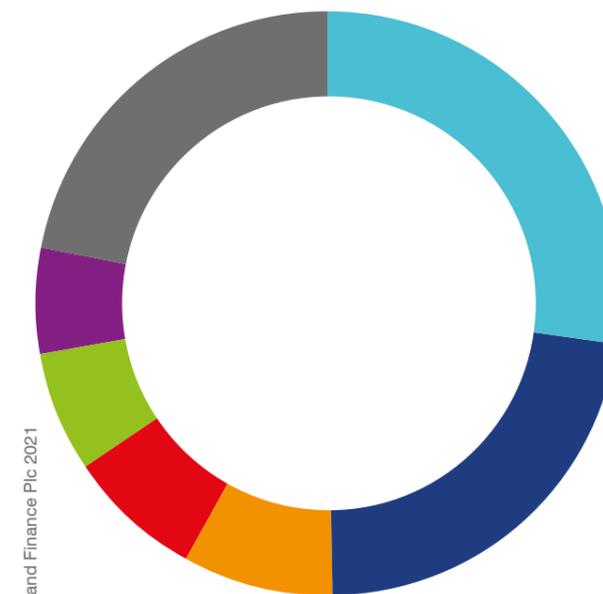
Despite the lower economic activity and reduced interest rates, some banks were still able to record an increase

in year-on-year revenues. **NDB** was the fastest growing bank this year, recording a 15% growth in brand value to Rs. 10.3 billion, and simultaneously jumping four spots in the ranking to 16th. This solid performance can be attributed to continued growth in revenue, linked to an improvement in the brand's perception, and thus the resulting boost to brand strength.

At the other end of the spectrum, **RDB** has lost 18% of its brand value to Rs. 2.0 billion and is the fastest falling banking brand this year – a reflection of the brand's diminishing growth in revenues that it has been experiencing over the previous four years. The brand also lacks consistency in its branding, which has negatively impacted its brand strength.

Banks have played a vital role over the past year to ensure economic stability and to provide consumers with relief from the financial burden caused by the pandemic. Brand Finance's Global Brand Equity Monitor has shown an uptick in reputation for banks globally due to these initiatives taken to support communities. However, despite similar efforts being made by Sri Lankan banks, our consumer research showed a drop in reputation this year.

Brand Value by Sector



| Sector | Brand Value (LKR bn) | % of total | Number of Brands |
|--------------------|----------------------|---------------|------------------|
| Banking | 263.1 | 42.6% | 19 |
| Food & Beverage | 82.5 | 13.3% | 13 |
| Telecoms | 79.1 | 12.8% | 4 |
| Supermarkets | 56.9 | 9.2% | 4 |
| Financial Services | 40.6 | 6.6% | 14 |
| Tobacco | 19.5 | 3.2% | 3 |
| Other | 76.5 | 12.4% | 43 |
| Total | 618.2 | 100.0% | 100 |

Insurance sector drops 3%

This year, general insurance brands (excluding new entrants **Continental Insurance** and **LOLC General**) recorded a decrease in brand value of 3%. This drop could be attributed to the pandemic's impact on all types of travel, as a result of nationwide and global lockdowns, curtailing transportation and thus impacting motor premiums, which account for a large proportion of general insurance premiums. Furthermore, the pandemic severely impacted travel in the tourism sector, resulting in a significant drop in demand for hiring these vehicles. But as the restrictions begin to ease, most general insurance brands' gross written premiums have bounced back, and thus negative brand impact has been reduced.

Despite the hard times, **Ceylinco General Insurance** saw its brand value grow 18% to Rs. 3.6 billion. According to

Brand Finance's Global Brand Equity Monitor study, the brand has strengthened faster than its peers and was also the fastest growing brand in the sector.

Among the general insurance brands, **Sri Lanka Insurance General** retains its position as the most valuable and strongest brand, with a brand value of Rs. 3.9 billion and a AAA- brand strength rating.

Keeping in line with the historical trend of growing faster than the general insurance segment, the life insurance segment (excluding the new entrants) saw total brand value maintain stable. The **SLIC** life business recorded a 20% growth this year, thanks to it becoming the strongest brand amongst the life insurance sector, with a BSI score of 79.1 out of 100. Most other brands in the life segment saw their brand strength scores decline, and as a result, this impacted their brand value.



Future challenges

Though Sri Lanka is no stranger to rough patches, the road to recovery and hopes are pinned on a return to normalcy with no further lockdowns and the kick-starting of the global economy again.

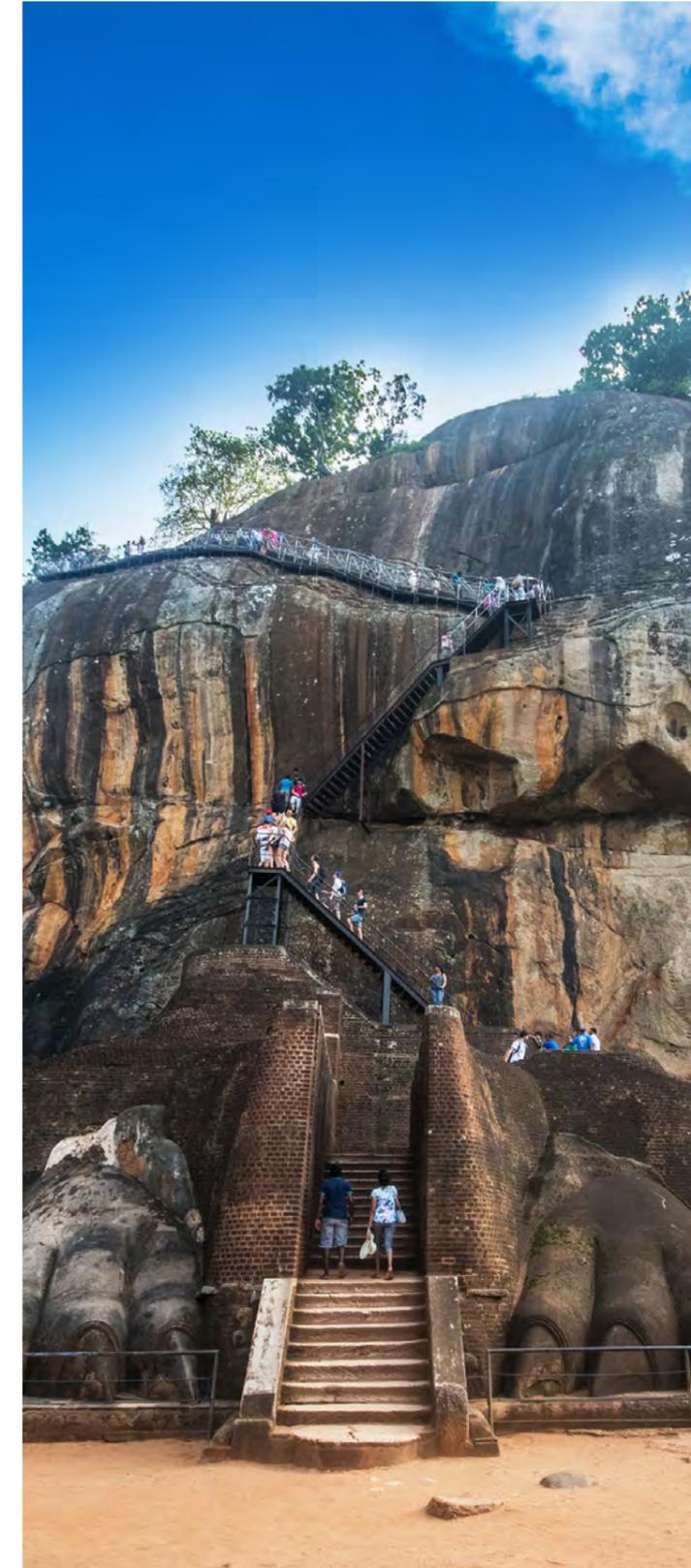
During times of uncertainty, building resilient brands should be what drives marketing actions. This requires a long-term view by adopting a brand blueprint or a well-defined brand platform, better brand management processes with rigorous systems, effective strategic decision making where investments are made in only those areas that will result in superior returns. One of the major challenges for marketing is to be more accountable through not only tracking consumer perceptions but also business performance output, as there are significant marketing investments made each year.

What is essential is to understand the drivers of value and adapt marketing strategies that leverage these, thereby moving brands to a more resilient platform in the long term. By viewing the brand not as an advertising outcome, but as an asset that could be molded to impact all stakeholders - beyond customers, to include employees, suppliers, governments, regulators, media.

This asset requires careful nurturing over a long period – often beyond the tenure of a brand manager, for which there must be a long-term blueprint in place to be picked up by whoever maybe next in charge of the brand.

This approach will ensure consistency and a sustainable approach is adhered to as businesses navigate through tumultuous times.

The complete list of the most valuable brands and detailed analysis can be found in LMD's Brands Annual.



Global Sector Reputation Analysis.

Benchmarking against the very best

Brand Finance's brand evaluations are designed to facilitate broader comparisons with brands across markets, and both within and across industries. This provides a more rounded assessment of brand strength, with benchmarking against the very best.

This perspective is particularly important as brand categories converge, with new technologies enabling disruption and brands seeking tactical entry into neighbouring categories. Brands with a strong reputation also have licensing opportunities in new sectors.

This year's global sector reputation rankings from our B2C research included a significantly larger number of product categories, with scores for over 2,500 brands.

Reputation on the up

Overall, reputation scores are slightly higher in 2021 across sectors covered both this year and last. In part, this reverses a small dip from 2020, but the impact of COVID-19 cannot be discounted. In a challenging year, consumers have relied upon and tested brands in different ways, and the best brands have stood up well to the challenge, keeping kitchens and wardrobes stocked, connections running, and essential services available.

Supermarkets, restaurants, and apparel shine

In many countries, being able to obtain basic groceries became a challenge for the first time in decades, as shopping was restricted and demand for online delivery slots surged. But by and large, supermarkets have responded well, and consumers have noted this. The average reputation score in the sector increased significantly year-on-year, and brands such as **Aldi**, **Lidl**, and **Migros** have improved already-strong reputations.

A similar dynamic has helped restaurants to a lesser degree, ensuring that brands in this sector maintain a positive reputation overall, despite reduced levels of in-store experiences. Apparel brands have also seemingly benefited from this dynamic, as the shift to online shopping accelerates.

Sectors Ranked by Reputation

| | | |
|---|-----------------------------------|---------------------------|
|  | 1= Cosmetics | 7.6 _{/10} |
|  | 1= Food | 7.6 _{/10} |
|  | 3 Appliances | 7.5 _{/10} |
|  | 4= Hotels | 7.4 _{/10} |
|  | 4= Retail | 7.4 _{/10} |
|  | 6= Apparel | 7.3 _{/10} |
|  | 6= Beers | 7.3 _{/10} |
|  | 8= Supermarkets | 7.2 _{/10} |
|  | 8= Pharma | 7.2 _{/10} |
|  | 8= Oil & Gas | 7.2 _{/10} |

| | | |
|---|---------------------------------|---------------------------|
|  | 8= Restaurants | 7.2 _{/10} |
|  | 12= Auto | 7.1 _{/10} |
|  | 12= Logistics | 7.1 _{/10} |
|  | 12= Tech | 7.1 _{/10} |
|  | 15 Real Estate | 6.9 _{/10} |
|  | 16 Airlines | 6.8 _{/10} |
|  | 17 Insurance | 6.6 _{/10} |
|  | 18 Utilities | 6.5 _{/10} |
|  | 19= Telecoms | 6.3 _{/10} |
|  | 19= Banking | 6.3 _{/10} |

FMCG brands have outstanding reputation

Major cosmetics and food brands have the highest reputations, on average, a reminder of the enduring value of a strong brand – some of the top performers are over a century old. The positive reputations of global giants such as **Johnson's**, **Dove**, **Danone**, and (in some markets) **Nestlé** have been nurtured and refreshed over long periods. Local favourites, such as **Bimbo** (Mexico) and **Amul** (India), show that they can match their global counterparts.

The slight cloud for the food sector is the more 'average' reputation that some of the big brands have in a number of developed markets, such as the UK. Here, supermarkets have perhaps squeezed the big food brands somewhat.

Tech admired, but not universally

The overall ranking of the tech sector fell slightly, and while the biggest brands such as **YouTube**, **Google**, and **Apple** continue to enjoy strong reputations, not all consumers are in love with these brands. **Amazon**, for example, ranks high in some markets (#1 in the sector in the USA, #3 in Spain), but polarises in some markets (e.g. Sweden, France). Similarly, the mixed reputation of brands such as **Facebook** shows no sign of significant improvement. Many consumers may support the increasing regulation of tech giants, and it might also be the case that there is room for an upstart challenger with the right innovation, a fresh approach and perhaps a clean slate.

Banks and telecoms struggle to improve their standing

Banking and telecoms brands rank lowest of all in many markets for reputation and trust, and last year saw little improvement, though banks did at least pull level with telecoms. As with other sectors, many brands have arguably served customers well in difficult times (with connectivity even more vital in the case of telecoms), but this has not helped erode distrust appreciably. Frustrated CMOs may feel that their brands continue to be taken for granted – unfortunately for them, 'business as usual' means trading water in terms of reputation. Across 2,500 brands, seven of the ten lowest-ranked for reputation are banks, the most prominent being **Deutsche Bank** in its home country.

Brand Finance Sri Lanka 100 (LKR m).

Top 100 most valuable Sri Lankan brands 1-50

| 2021 Rank | 2020 Rank | Brand | Sector | 2021 Brand Value | Brand Value Change | 2020 Brand Value | 2021 Brand Rating | 2020 Brand Rating |
|-----------|-----------|-------------------------------|---------------------|------------------|--------------------|------------------|-------------------|-------------------|
| 1 | 1 | ← Dialog | Telecoms | Rs. 53,978 | +10.6% | Rs. 48,801 | AAA | AAA |
| 2 | 2 | ← Bank of Ceylon | Banking | Rs. 53,905 | +12.4% | Rs. 47,952 | AAA- | AA+ |
| 3 | 3 | ← People's Bank | Banking | Rs. 44,751 | -3.1% | Rs. 46,161 | AAA- | AAA- |
| 4 | 4 | ← Commercial Bank | Banking | Rs. 43,657 | -0.8% | Rs. 44,009 | AAA- | AAA |
| 5 | 6 | ↑ NSB | Banking | Rs. 30,727 | +9.3% | Rs. 28,122 | AA | AA |
| 6 | 5 | ↓ Sampath Bank | Banking | Rs. 24,295 | -15.2% | Rs. 28,645 | AA+ | AAA- |
| 7 | 10 | ↑ Keells | Supermarkets | Rs. 23,859 | +29.0% | Rs. 18,490 | AAA- | AAA- |
| 8 | 7 | ↓ HNB | Banking | Rs. 23,106 | -0.2% | Rs. 23,149 | AA | AA |
| 9 | - | New SLT-Mobitel | Telecoms | Rs. 22,302 | - | - | AA | - |
| 10 | 11 | ↑ Cargills Food City | Supermarkets | Rs. 20,814 | +20.4% | Rs. 17,285 | AA+ | AA+ |
| 11 | 8 | ↓ Lion Beer | Food & Beverage | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 12 | 9 | ↓ Nestlé | Food & Beverage | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 13 | 12 | ↓ John Player Gold Leaf | Tobacco | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 14 | 13 | ↓ DCSL | Food & Beverage | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 15 | 15 | ← Elephant House | Food & Beverage | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 16 | 20 | ↑ NDB | Banking | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 17 | 17 | ← Singer | Retail | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 18 | 14 | ↓ SriLankan Airlines | Airlines | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 19 | 18 | ↓ Seylan Bank | Banking | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 20 | 22 | ↑ Dilmah | Food & Beverage | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 21 | 21 | ← PLC | Financial Services | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 22 | - | New Lanka Sathosa | Supermarkets | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 23 | 26 | ↑ Nations Trust Bank | Banking | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 24 | 25 | ↑ LB Finance | Financial Services | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 25 | 24 | ↓ Arpico Supercentre | Supermarkets | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 26 | 23 | ↓ LOLC Finance | Financial Services | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 27 | 28 | ↑ DFCC Bank | Banking | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 28 | 30 | ↑ Central Finance | Financial Services | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 29 | 31 | ↑ Sri Lanka Insurance General | Insurance | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 30 | 27 | ↓ Commercial Credit | Financial Services | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 31 | 34 | ↑ Lanka loc | Oil & Gas | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 32 | 35 | ↑ Ceylinco General | Insurance (General) | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 33 | 33 | ← Ceylinco Life | Insurance (Life) | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 34 | 29 | ↓ Cinnamon Hotels & Resorts | Hotels | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 35 | 43 | ↑ Sri Lanka Insurance Life | Insurance (Life) | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 36 | 44 | ↑ ACL Cables | Retail | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 37 | 41 | ↑ Watawala Tea | Food & Beverage | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 38 | 36 | ↓ Prima | Food & Beverage | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 39 | 39 | ← Pan Asia Bank | Banking | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 40 | 32 | ↓ Tokyo Cement | Retail | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 41 | - | New Hutch | Telecoms | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 42 | 38 | ↓ Asiri Health | Healthcare | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 43 | 45 | ↑ SDB Bank | Banking | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 44 | 37 | ↓ Softlogic Life | Insurance (Life) | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 45 | 50 | ↑ CDB | Financial Services | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 46 | 49 | ↑ Commercial Leasing | Financial Services | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 47 | 46 | ↓ AIA Insurance | Insurance (Life) | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 48 | 53 | ↑ Ceat | Auto | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 49 | 40 | ↓ RDB | Banking | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 50 | - | New HNB Finance | Financial Services | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |

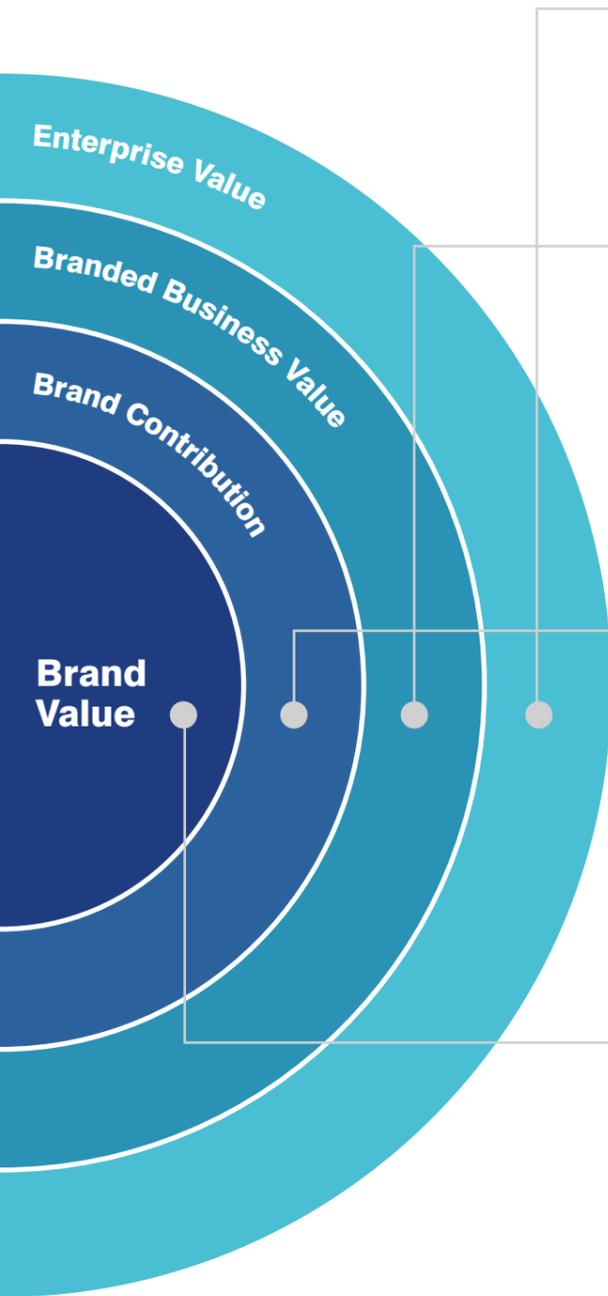
Top 100 most valuable Sri Lankan brands 51-100

| 2021 Rank | 2020 Rank | Brand | Sector | 2021 Brand Value | Brand Value Change | 2020 Brand Value | 2021 Brand Rating | 2020 Brand Rating |
|-----------|-----------|--|---------------------------|------------------|--------------------|------------------|-------------------|-------------------|
| 51 | 55 | ↑ Dunhill | Tobacco | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 52 | 48 | ↓ Union Assurance | Insurance | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 53 | 80 | ↓ Union Bank | Banking | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 54 | 47 | ↓ Odel | Retail | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 55 | 42 | ↓ Allianz General | Insurance (General) | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 56 | 57 | ↑ Valibel Finance | Financial Services | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 57 | 51 | ↓ Nawaloka Hospitals | Healthcare | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 58 | 58 | ← LANKATILES | Retail | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 59 | 54 | ↓ Fairfirst Insurance | Insurance (General) | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 60 | 61 | ↑ Alliance Finance | Financial Services | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 61 | 63 | ↑ Mercantile Investments And Finance | Financial Services | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 62 | 59 | ↓ Kelani Cables | Retail | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 63 | 65 | ↑ Kotmale | Food & Beverage | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 64 | 69 | ↑ Singer Finance | Financial Services | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 65 | 52 | ↓ Krest | Food & Beverage | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 66 | 67 | ↑ LAUGFS Gas | Oil & Gas | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 67 | 62 | ↓ Senkadagala Finance | Banking | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 68 | 71 | ↑ Harischandra | Food & Beverage | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 69 | 56 | ↓ Bairaha | Food & Beverage | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 70 | - | New Bandaranaike International Airport | Airports | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 71 | 74 | ↑ SMIB | Banking | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 72 | 73 | ↑ Caltex | Oil & Gas | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 73 | 68 | ↓ HDFC Bank | Banking | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 74 | 81 | ↑ Rocell | Building Materials | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 75 | 76 | ↑ People's Insurance | Insurance (General) | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 76 | 77 | ↓ HNB Assurance | Insurance (Life) | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 77 | 72 | ↓ Lanka Hospitals | Healthcare | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 78 | 75 | ↓ Taj Samudra | Hotels | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 79 | 82 | ↑ HNB General Insurance | Insurance (General) | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 80 | 79 | ↓ Amāna Bank | Banking | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 81 | 88 | ↑ Sierra Cables | Retail | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 82 | 78 | ↓ Merchant Bank of Sri Lanka | Banking | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 83 | 94 | ↑ Swadeshi | Cosmetics & Personal Care | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 84 | 84 | ← Durdans | Healthcare | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 85 | 90 | ↑ Abans | Retail | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 86 | 83 | ↓ Lanka Soy | Food & Beverage | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 87 | 92 | ↑ Janashakthi Life | Insurance (Life) | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 88 | 93 | ↑ Lankem | Chemicals | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 89 | 85 | ↓ Morison | Healthcare | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 90 | - | New Continental Insurance | Insurance (General) | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 91 | 60 | ↓ Bristol | Tobacco | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 92 | 70 | ↓ Kingsbury | Hospitality | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 93 | - | New Cargills Bank | Banking | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 94 | - | New LOLC General | Insurance (General) | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 95 | 86 | ↓ Softlogic Finance | Financial Services | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 96 | 95 | ↓ Lucky Yoghurt | Food & Beverage | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 97 | 98 | ↑ Lanka Bell | Telecoms | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 98 | 91 | ↓ Amāna Takaful General | Insurance (General) | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 99 | - | New LOLC Insurance Life | Insurance (Life) | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |
| 100 | 87 | ↓ Amaya Resorts & Spas | Hotels | 🏠 | 🏠 | 🏠 | 🏠 | 🏠 |

Methodology.



Definitions.



Brand Value



[John Keells Holdings]

+ Enterprise Value

The value of the entire enterprise, made up of multiple branded businesses.

Where a company has a purely mono-branded architecture, the 'enterprise value' is the same as 'branded business value'.



[Keells]

+ Branded Business Value

The value of a single branded business operating under the subject brand.

A brand should be viewed in the context of the business in which it operates. Brand Finance always conducts a branded business valuation as part of any brand valuation. We evaluate the full brand value chain in order to understand the links between marketing investment, brand-tracking data, and stakeholder behaviour.



[Keells]

+ Brand Contribution

The overall uplift in shareholder value that the business derives from owning the brand rather than operating a generic brand.

The brand values contained in our league tables are those of the potentially transferable brand assets only, making 'brand contribution' a wider concept. An assessment of overall 'brand contribution' to a business provides additional insights to help optimise performance.



[Keells]

+ Brand Value

The value of the trade mark and associated marketing IP within the branded business.

Brand Finance helped to craft the internationally recognised standard on Brand Valuation – ISO 10668. It defines brand as a marketing-related intangible asset including, but not limited to, names, terms, signs, symbols, logos, and designs, intended to identify goods, services or entities, creating distinctive images and associations in the minds of stakeholders, thereby generating economic benefits.

Brand Valuation Methodology.

Definition of Brand

Brand is defined as a marketing-related intangible asset including, but not limited to, names, terms, signs, symbols, logos, and designs, intended to identify goods, services, or entities, creating distinctive images and associations in the minds of stakeholders, thereby generating economic benefits.

Brand Value

Brand value refers to the present value of earnings specifically related to brand reputation. Organisations own and control these earnings by owning trademark rights.

All brand valuation methodologies are essentially trying to identify this, although the approach and assumptions differ. As a result published brand values can be different.

These differences are similar to the way equity analysts provide business valuations that are different to one another. The only way you find out the "real" value is by looking at what people really pay.

As a result, Brand Finance always incorporates a review of what users of brands actually pay for the use of brands in the form of brand royalty agreements, which are found in more or less every sector in the world.

This is sometimes known as the "Royalty Relief" methodology and is by far the most widely used approach for brand valuations since it is grounded in reality.

It is the basis for a public rankings but we always augment it with a real understanding of people's perceptions and their effects on demand – from our database of market research on over 3000 brands in over 30 markets.

Disclaimer

Brand Finance has produced this study with an independent and unbiased analysis. The values derived and opinions produced in this study are based only on publicly available information and certain assumptions that Brand Finance used where such data was deficient or unclear. Brand Finance accepts no responsibility and will not be liable in the event that the publicly available information relied upon is subsequently found to be inaccurate. The opinions and financial analysis expressed in the report are not to be construed as providing investment or business advice. Brand Finance does not intend the report to be relied upon for any reason and excludes all liability to any body, government or organisation.



1 Brand Impact

We review what brands already pay in royalty agreements. This is augmented by an analysis of how brands impact profitability in the sector versus generic brands.

This results in a range of possible royalties that could be charged in the sector for brands (for example a range of 0% to 2% of revenue)



2 Brand Strength

We adjust the rate higher or lower for brands by analysing Brand Strength. We analyse brand strength by looking at three core pillars: "Inputs" which are activities supporting the future strength of the brand; "Equity" which are real current perceptions sourced from our market research and other data partners; "Output" which are brand-related performance measures such as market share.



Each brand is assigned a Brand Strength Index (BSI) score out of 100, which feeds into the brand value calculation. Based on the score, each brand is assigned a corresponding Brand Rating up to AAA+ in a format similar to a credit rating.



3 Brand Impact x Brand Strength

The BSI score is applied to the royalty range to arrive at a royalty rate. For example, if the royalty range in a sector is 0-5% and a brand has a BSI score of 80 out of 100, then an appropriate royalty rate for the use of this brand in the given sector will be 4%.



4 Forecast Brand Value Calculation

We determine brand-specific revenues as a proportion of parent company revenues attributable to the brand in question and forecast those revenues by analysing historic revenues, equity analyst forecasts, and economic growth rates.

We then apply the royalty rate to the forecast revenues to derive brand revenues and apply the relevant valuation assumptions to arrive at a discounted, post-tax present value which equals the brand value.

Brand Strength.

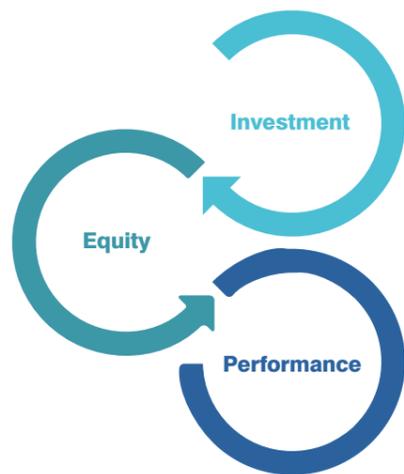
Brand Strength

Brand Strength is the efficacy of a brand's performance on intangible measures, relative to its competitors.

In order to determine the strength of a brand, we look at Marketing Investment, Stakeholder Equity, and the impact of those on Business Performance.

Each brand is assigned a Brand Strength Index (BSI) score out of 100, which feeds into the brand value calculation. Based on the score, each brand is assigned a corresponding rating up to AAA+ in a format similar to a credit rating.

Analysing the three brand strength measures helps inform managers of a brand's potential for future success.



Marketing Investment

- A brand that has high Marketing Investment but low Stakeholder Equity may be on a path to growth. This high investment is likely to lead to future performance in Stakeholder Equity which would in turn lead to better Business Performance in the future.
- However, high Marketing Investment over an extended period with little improvement in Stakeholder Equity would imply that the brand is unable to shape customers' preference.

Stakeholder Equity

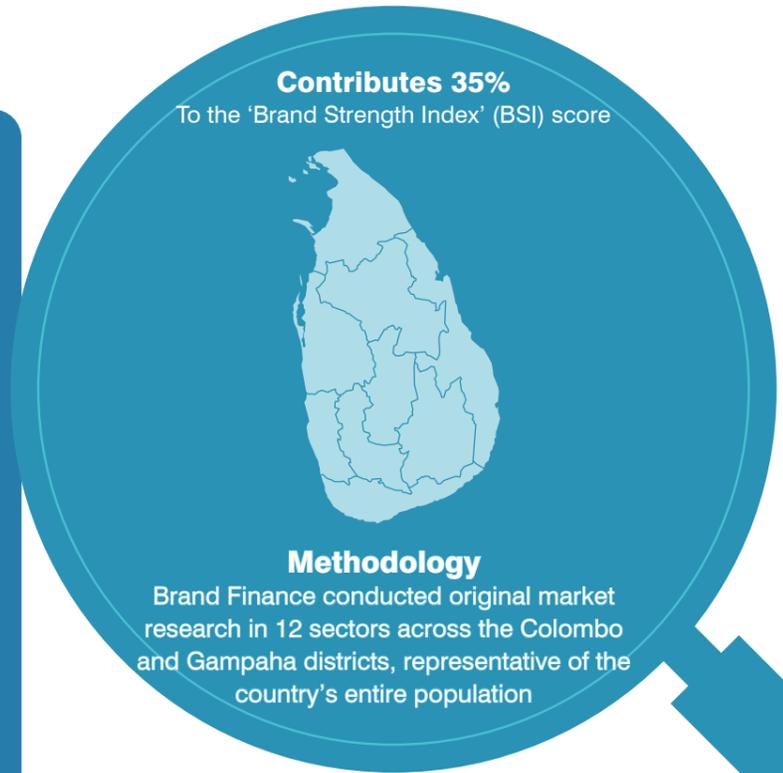
- The same is true for Stakeholder Equity. If a company has high Stakeholder Equity, it is likely that Business Performance will improve in the future.
- However, if the brand's poor Business Performance persists, it would suggest that the brand is inefficient compared to its competitors in transferring stakeholder sentiment to a volume or price premium.

Business Performance

- Finally, if a brand has a strong Business Performance but scores poorly on Stakeholder Equity, it would imply that, in the future, the brand's ability to drive value will diminish.
- However, if it is able to sustain these higher outputs, it shows that the brand is particularly efficient at creating value from sentiment compared to its competitors.

Brand Equity Research Database.

- Banking
- Building Materials
- Financial Service
- Food & Beverage
- Healthcare
- Hospitality
- Insurance
- Oil & Gas
- Retail
- Supermarkets
- Telecoms
- Tyres



Brand KPIs and Diagnostics

1. Brand Funnel



2. Brand Usage

3. Quality*

4. Reputation

5. Closeness

6. Recommendation (NPS)

7. Word of mouth

8. Brand Imagery

Our Services.



Consulting Services.

Make branding decisions using hard data

Brand Research

What gets measured

Brand evaluations are essential for understanding the strength of your brand against your competitors. Brand Strength is a key indicator of future brand value growth whether identifying the drivers of value or avoiding the areas of weakness, measuring your brand is the only way to manage it effectively.

- + Brand Audits
- + Primary Research
- + Syndicated Studies
- + Brand Scorecards
- + Brand Drivers & Conjoint Analysis
- + Soft Power



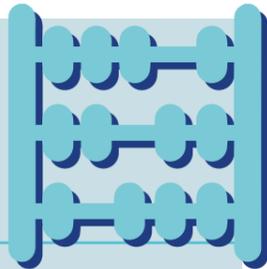
- + Are we building our brands' strength effectively?
- + How do I track and develop my brand equity?
- + How strong are my competitors' brands?
- + Are there any holes in my existing brand tracker?
- + What do different stakeholders think of my brand?

Brand Valuation

Make your brand's business case

Brand valuations are used for a variety of purposes, including tax, finance, and marketing. Being the interpreter between the language of marketers and finance teams they provide structure for both to work together to maximise returns.

- + Brand Impact Analysis
- + Tax & Transfer Pricing
- + Litigation Support
- + M&A Due Diligence
- + Fair Value Exercises
- + Investor Reporting



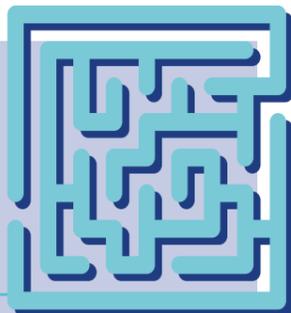
- + How much is my brand worth?
- + How much should I invest in marketing?
- + How much damage does brand misuse cause?
- + Am I tax compliant with the latest transfer pricing?
- + How do I unlock value in a brand acquisition?

Brand Strategy

Make branding decisions with your eyes wide open

Once you understand the value of your brand, you can use it as tool to understand the business impacts of strategic branding decisions in terms of real financial returns.

- + Brand Positioning
- + Brand Architecture
- + Franchising & Licensing
- + Brand Transition
- + Marketing Mix Modelling
- + Sponsorship Strategy



- + Which brand positioning do customers value most?
- + What are our best brand extension opportunities in other categories and markets?
- + Am I licensing my brand effectively?
- + Have I fully optimised my brand portfolio? Am I carrying dead weight?
- + Should I transfer my brand immediately?
- + Is a Masterbrand strategy the right choice for my business?

Brand Evaluation Services.

How are brands perceived in my category?

Brand Finance tracks brand fame and perceptions across 30 markets in 10 consumer categories. Clear, insightful signals of brand performance, with data mining options for those who want to dig deeper – all at an accessible price.

What if I need more depth or coverage of a more specialised sector?

Our bespoke brand scorecards help with market planning and can be designed to track multiple brands over time, against competitors, between market segments and against budgets. Our 30-country database of brand KPIs enables us to benchmark performance appropriately.

Do I have the right brand architecture or strategy in place?

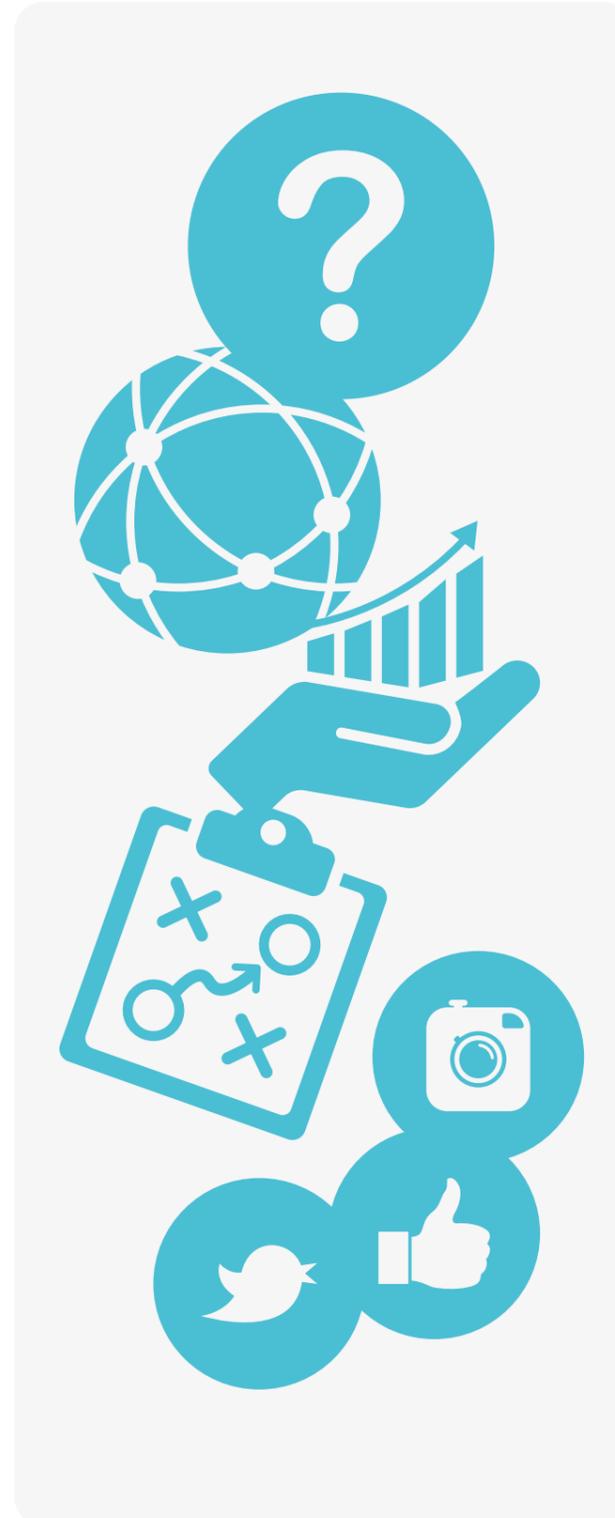
Research is conducted in addition to strategic analysis to provide a robust understanding of the current positioning. The effectiveness of alternative architectures is tested through drivers analysis, to determine which option(s) will stimulate the most favourable customer behaviour and financial results.

How can I improve return on marketing investment?

Using sophisticated analytics, we have a proven track record of developing comprehensive brand scorecard and brand investment frameworks to improve return on marketing investment.

What about the social dimension? Does my brand get talked about?

Social interactions have a proven commercial impact on brands. We measure actual brand conversation and advocacy, both real-world word of mouth and online buzz and sentiment, by combining traditional survey measures with best-in-class social listening.



Some Questions for Brand Finance.

Why is an understanding of brand value so important ?

Brand is one of the most important intangible assets that are available to a company that can be leveraged for business value creation. Since there is no measure of brand value in the standard financial statements, this is a “hidden” asset. Because there is no measure of value attributed to it, the value of the brand is often overlooked by the Board and the management. Decisions are often made by not looking at an important value creating asset that is available to the business.

Any other reasons?

Marketing budgets now far exceed many capital expenditure allocations in a business. These enormous marketing budgets are put together at the discretion of the marketing team. An approach which aligns budget allocations to levers of value creation through a better understanding of where value can be grown at the expense of value destruction, can be a better way of ensuring these large budgets are optimized.

How does brand value help in developing strategies?

Through a comprehensive understanding of the business, market and consumer, Brand Finance is able to use its experience across diverse sectors and in many countries to explore opportunities for the brand to add value to the business. At its core, it uses market research and financial data to understand the dynamics of what is happening with the consumer along with the financial performance and outcomes. By linking consumer understanding with financial performance it is able to identify gaps and opportunities for strategic marketing consideration.

What makes Brand Finance different to other consultancies?

Where it differs from other consultancies is in its ability to link strategic consumer insights with business value outcomes. By considering the brand as a value generating asset that could be deployed in the business, management is able to better see the various ways in which it can be leveraged or strengthened to grow the brand and the business.

How can the brand be used to leverage more value in business negotiations?

Brand valuations can justify and support the value that a business can command. It is often used as an independent view, setting out the brand’s ability to drive greater value in the future, and thereby justifying a higher business value.

Can a company optimize the way in which it manages brands?

There are many examples of companies which have set up special purpose vehicles or BrandCo’s where the brand ownership has been moved. By separating the operating company from the company that is owning the brand there is greater clarity and focus on driving brand value through the allocation of resources and charging back royalties from the entities that are using the brand. Depending on the sector and the jurisdiction of the BrandCo and the operating entities, there could be tax related benefits that could accrue. Sri Lankan companies need to explore all the different ways by which it can optimise brand management, tax efficiencies and ensuring performance is tracked of this important business asset.

Who does Brand Finance collaborate for its research study?

Brand Finance Lanka has been collaborating with the market research firm Breakthrough Business Intelligence, to provide the market research data which goes into the analysis to compile the annual Most Valuable Sri Lankan brands as well as the other tables. Breakthrough Business Intelligence is a full service boutique marketing research agency, committed to providing insightful partnerships that drive bottom-line results for clients. They take an innovative approach to research, reinventing market research when necessary. With the right balance of academic researchers and practicing marketing researchers, Breakthrough Business Intelligence has the ability to deliver the insights that are relevant in accelerating business growth.

Managing Director of Brand Finance Ruchi Gunewardene can be contacted on:
r.gunewardene@brandfinance.com

The Team.



Brand Finance Lanka consists of a group of highly experienced marketers and well qualified analysts. This combination of marketers and analysts can provide the core Brand Finance offering of strategic solutions that bridge the gap between marketing and finance.

Our people can extract, analyse and interpret data to develop marketing and brand strategies and predict a financial or other measurable outcome, thereby providing a sound basis for the CEO to make fact-based decisions. Furthermore, by tracking financial and other key indicators, marketing and brand

strategies could be changed in a timely manner, ensuring return on investment.

Brand Finance Lanka has invested in training the team over the last 3 years, with visits to offices in London and Singapore. This has helped build skill development of the entire team in the disciplines of brand valuation and strategy development. This knowledge exchange is expected to be further built and enhanced over the next year. Brand Finance Lanka is on the lookout for bright and young talent who are passionate about analytics.

Communications Services.

How we can help communicate your brand's performance in brand value rankings



Brand Accolade – create a digital endorsement stamp for use in marketing materials, communications, annual reports, social media and website. Advertising use subject to terms and conditions.



TOP 100 SRI LANKAN BRAND



MOST VALUABLE SRI LANKAN BRAND



STRONGEST SRI LANKAN BRAND



Video Endorsement – record video with Brand Finance CEO or Director speaking about the performance of your brand, for use in both internal and external communications.



Bespoke Events – organise an award ceremony or celebratory event, coordinate event opportunities and spearhead communications to make the most of them.



Digital Infographics – design infographics visualising your brand's performance for use across social media platforms.



Trophies & Certificates – provide a trophy and/or hand-written certificate personally signed by Brand Finance CEO to recognise your brand's performance.



Sponsored Content – publish contributed articles, advertorials, and interviews with your brand leader in the relevant Brand Finance report offered to the press.



Media Support – provide editorial support in reviewing or copywriting your press release, pitching your content to top journalists, and monitoring media coverage.

Brand Finance Network.

For further information on our services and valuation experience, please contact your local representative:

| Market | Contact | Email | Telephone |
|----------------|------------------------|-----------------------------------|--------------------|
| Africa | Jeremy Sampson | j.sampson@brandfinance.com | +27 82 885 7300 |
| Asia Pacific | Samir Dixit | s.dixit@brandfinance.com | +65 906 98 651 |
| Australia | Mark Crowe | m.crowe@brandfinance.com | +61 280 765 791 |
| Brazil | Eduardo Chaves | e.chaves@brandfinance.com | +55 16 9 9161 7075 |
| Canada | Charles Scarlett-Smith | c.scarlett-smith@brandfinance.com | +1 514 991 5101 |
| China | Scott Chen | s.chen@brandfinance.com | +86 186 0118 8821 |
| East Africa | Walter Serem | w.serem@brandfinance.com | +254 733 444 869 |
| France | Bertrand Chovet | b.chovet@brandfinance.com | +33 6 86 63 46 44 |
| Germany | Ulf-Brün Drechsel | u.drechsel@brandfinance.com | +49 171 690 6828 |
| India | Ajimon Francis | a.francis@brandfinance.com | +91 989 208 5951 |
| Indonesia | Jimmy Halim | j.halim@brandfinance.com | +62 215 3678 064 |
| Ireland | Declan Ahern | d.ahern@brandfinance.com | +353 85 132 5903 |
| Italy | Massimo Pizzo | m.pizzo@brandfinance.com | +39 02 303 125 105 |
| Mexico & LatAm | Laurence Newell | l.newell@brandfinance.com | +52 55 9197 1925 |
| Middle East | Andrew Campbell | a.campbell@brandfinance.com | +971 508 113 341 |
| Nigeria | Tunde Odumeru | t.odumeru@brandfinance.com | +234 012 911 988 |
| Romania | Mihai Bogdan | m.bogdan@brandfinance.com | +40 728 702 705 |
| Spain | Teresa de Lemus | t.delemus@brandfinance.com | +34 654 481 043 |
| Sri Lanka | Ruchi Gunewardene | r.gunewardene@brandfinance.com | +94 11 770 9991 |
| Turkey | Muhterem Ilgüner | m.ilguner@brandfinance.com | +90 216 352 67 29 |
| UK | Richard Haigh | rd.haigh@brandfinance.com | +44 207 389 9400 |
| USA | Laurence Newell | l.newell@brandfinance.com | +1 214 803 3424 |
| Vietnam | Lai Tien Manh | m.lai@brandfinance.com | +84 90 259 82 28 |





Brand Finance[®]
Institute

Brand Finance Institute

Learn how to build, protect and measure brand value

The Brand Finance Institute is the educational division of Brand Finance, offering expert training on brand evaluation, management and strategy.

Our in-house training and workshops, online learning offer and webinars will help you answer key strategic questions about your brand for different levels of seniority and development needs:

- How can I grow brand value?
- How can I build a business case to show the return on my marketing investment?
- How can I set up my marketing budget using brand research and analytics?

For more information, contact enquiries@brandfinance.com

Brand Finance Institute is a member of the Brand Finance plc group of companies



Brand Dialogue[®]



With strategic planning and creative thinking, we develop communications plans to create dialogue with stakeholders that drives brand value.

Our approach is integrated, employing tailored solutions for our clients across PR, marketing and social media, to deliver strategic campaigns and helping us to establish and sustain strong client relationships.

We also have a specific focus on geographic branding, including supporting nation brands and brands with a geographical indication (GI).

Brand Dialogue is a member of the Brand Finance plc group of companies



Research, Strategy & Measurement

Brand & Communications Strategy
Campaign Planning
Communications Workshops
Market Research & Insights
Coverage Analysis
Social Media Analytics



Public Relations & Communications

Media Relations
Press Trips & Events
Strategic Partnerships
Relationship Management
Influencer Outreach
Media Training
Social Media Management



Marketing & Events

Promotional Events
Conference Management
Sponsorship Management
Native Advertising
Print Advertising
Shopper Marketing
Trade Marketing



Content Creation

Bespoke Publications
Press Releases
Blog Posts & Newsletters
Marketing Collateral Design
Photography & Videography
Social Media Content



Strategic Communications

Crisis Communications
Brand Positioning & Reputation
Geographic Branding
Corporate Social Responsibility (CSR)



For more information, contact enquiries@brand-dialogue.com or visit www.brand-dialogue.com



Contact us.

The World's Leading Brand Valuation Consultancy

T: + 94 11 770 9991

E: r.gunewardene@brandfinance.com

www.brandfinance.com