



Press Release

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People's Leasing & Finance PLC Al-Safa Makes History at Sri Lanka Islamic Banks and Finance Industry - SLIBFI Awards 2025 with 11 Wins

People's Leasing & Finance PLC's Islamic Finance Unit, **PLC Al-Safa**, has etched its name in history by securing an unprecedented **11 prestigious awards** at the **Sri Lanka Islamic Banking and Finance Industry (SLIBFI) Awards 2025**. This landmark achievement sets a new benchmark for excellence among both banks and non-bank financial institutions (NBFIs) in the country.

Among the individual honors, **Safra Firdhouse** was awarded **Silver for Islamic Banker/Employee of the Year**, while **Ahamed Fahmy Mohamed Faiz** secured **Gold for Branch Executive of the Year**. Rising stars **Salman Marzook** and **A H I Munthas** were recognized with **Bronze and Merit awards**, respectively, for Rising Personality of the Year.

In the branch and institutional categories, PLC Al-Safa's **Puttalam Al-Safa Branch** stood out, winning **Gold for both Digital Marketing Campaign of the Year and Islamic Finance Branch of the Year**. The unit also earned **Silver for Islamic Finance Window/Unit of the Year, Islamic Finance NBFI of the Year**, and **Marketing Campaign of the Year**, along with **Bronze for Islamic Finance Entity of the Year**.

In celebration of its 20th anniversary in 2025, PLC Al-Safa proudly reflects on two decades of leadership in Sri Lanka's Islamic finance industry. As the first dedicated Islamic finance arm within the NBFI sector, PLC Al-Safa has demonstrated remarkable resilience, achieving a strong resurgence following a challenging period in the past decade. Strategic foresight, the unit has made a strong comeback from 2021/22 till now following the challenges. This resurgence is marked by a successful expansion drive that has significantly strengthened its position within the highly competitive Islamic finance sector. The achievements reflect a commitment to innovation, operational excellence, and a clear vision for sustainable growth.

With a robust network comprising seven dedicated Islamic finance branches and over 100 window-operation branches across the country, the institution continues to deliver innovative, Sharia-compliant financial solutions. Backed by a highly skilled and committed team, PLC Al-Safa remains steadfast in its mission to provide ethical, inclusive, and customer-focused financial services, reinforcing its position as a trusted leader in the industry.

"This sweeping recognition reflects the collective dedication and innovative spirit of the entire PLC Al-Safa family," said **Mr. Fazmil Mowlana**, Chief Manager – Islamic Finance & Digital Products at People's Leasing. "Our success at the SLIBFI Awards 2025 is a powerful

affirmation of our mission to deliver customer-centric, Shariah-compliant financial solutions that are digitally advanced and inclusive.”

Mr. Sanjeewa Bandaranayake, Chief Executive Officer/General Manager of People’s Leasing, added, “We are profoundly honored by these accolades. They are a testament to the passion and hard work of our teams and reinforce our commitment to serving communities across Sri Lanka with integrity and excellence.”

With a robust Shariah Supervisory Board and a cutting-edge digital infrastructure spanning over 100 branches island-wide, PLC Al-Safa continues to redefine Islamic finance in Sri Lanka. Its triumph at the SLIBFI Awards 2025 not only celebrates past achievements but also signals a bold vision for the future, one driven by innovation, inclusivity, and a deep commitment to value-based financial empowerment.

Organized by **UTO EduConsult**, for the 14th consecutive year the SLIBFI Awards are the most prestigious recognition in the Islamic finance sector, judged by 3 tier independent panel of industry experts as well as KPMG.

This historic win is a testament to our team’s relentless pursuit of excellence and innovation. We are proud to lead the way in redefining Islamic finance in Sri Lanka.

