



Asian Productivity Organization “The APO in the News”

Name of publication: DailyFT (19 September 2014, Sri Lanka)

Page: <http://www.ft.lk/2014/09/19/boc-wins-multiple-national-productivity-awards/>

BOC wins multiple National Productivity Awards

12:55 am September 19, 2014

Bank of Ceylon has won multiple accolades at the National Productivity Awards held recently.

The BOC Bambalapitiya Branch was selected as one of the best in the service sector-small organisations category. Respectively BOC Hingurakgoda, Kandy 2nd City, and Gampola Super Grade Branches won shared third place.

Further BOC Rambukkana, BOC Kadawatha earned special commendation and BOC Ella, BOC Lakeview, BOC Kahawatta, BOC Kilinochchi and BOC Kuruwita were also recognised at the awards ceremony.

Bank of Ceylon identifies, enhancing its effectiveness and efficiency in its production and service as a continuous process. Therefore the bank strategically planned ahead to convert its branch network to strive for excellence by carefully implementing business processes through concepts such as 5 S, and by smoothening its business functions.

“We have established the Business Process Re-engineering Unit with the guidance of our General Manager, to look into all Processes and procedures we follow in all our operations. Our team did a diligent job in identifying and rectifying weak practices and simplifying banking functions to give better results for the bank and

more comfort to our customers,” stated Assistant General Manager – Business Process re-engineering Project, J.M.A. Ariyaratne.

“As a result of our collective effort four of our branches were able to win awards at the prestigious National Productivity Awards Ceremony. This whole exercise focuses on adding more value to our customers,” added Ariyaratne.

In Sri Lanka’s journey to become the wonder of Asia, the Government has taken several measures to uplift the country’s economic and social profile at international level. As one such measure the National Productivity Secretariat, with the objective of elevating the country to become the centre of excellence for productivity promotion in Asia, organises the ‘National Productivity Award Ceremony,’ an annual event to recognise organisations that have shown exemplary results by enhancing productivity through establishing systematic and continuous processes.

The key emphasis was given as to whether the selected organisation has successfully improved overall productivity and that it confirms the stern existence of that improvement. Competition complied with the present procedures other representative countries of Asian Productivity Organisation practice and conforms to the national vision and development plan.

The Bank of Ceylon earned global recognition as one of the top 1000 banks in the world, as listed by The Banker Magazine (UK) respectively in 2012,2013 and 2014. The Bank claimed its award as the only Sri Lankan brand recognised as one of Asia’s Best Brands in 2013 by the Chief Marketing Officer’s Council (CMO Council) based in Mumbai, India.

Brand Finance Lanka ranked Bank of Ceylon as the No.1 Brand in Sri Lanka for the last six consecutive years. The Bank of Ceylon recorded yet another hat-trick in 2013 at the National Business Excellence awards ceremony organised by the National Chamber of Commerce.

The bank has achieved exceptional milestones in recent years by achieving rapid growth in recent years and currently holds over Rs. 1 trillion assets. Focusing on the bank’s achievement, Fitch Rating Lanka ranked the Bank of Ceylon at AA+ (lka), which is the highest rating awarded to a local commercial bank.

The Bank of Ceylon is also the only Sri Lankan bank with an international presence, with branches in Chennai, Male, Seychelles and a subsidiary in London.



BOC Bambalapitiya Branch



BOC Gampola Super grade Branch



BOC Hingurakgoda Branch



BOC Kandy 2nd City Branch