



AWARDS AND ACCOLADES

The unique business model we operate brings us great results. Accordingly this unmatched profile of Softlogic Life being awarded in many prestigious events in Sri Lanka for its success. We consider below group of awards as external endowment to assess our success in every angle.

OUR HISTORY

1999

Launch of Softlogic Life Insurance PLC (Formerly known as Asian Alliance Insurance PLC)

2011

Acquisition of the Company by the Softlogic Group

2016

Divestment of General Insurance business and rebranding of the Company as Softlogic Life

2018

Crossed GWP mark of Rs. 10 Bn and became fastest to reach within 19 years.

“Leapfrog Investments” invested 19% stake.

2000

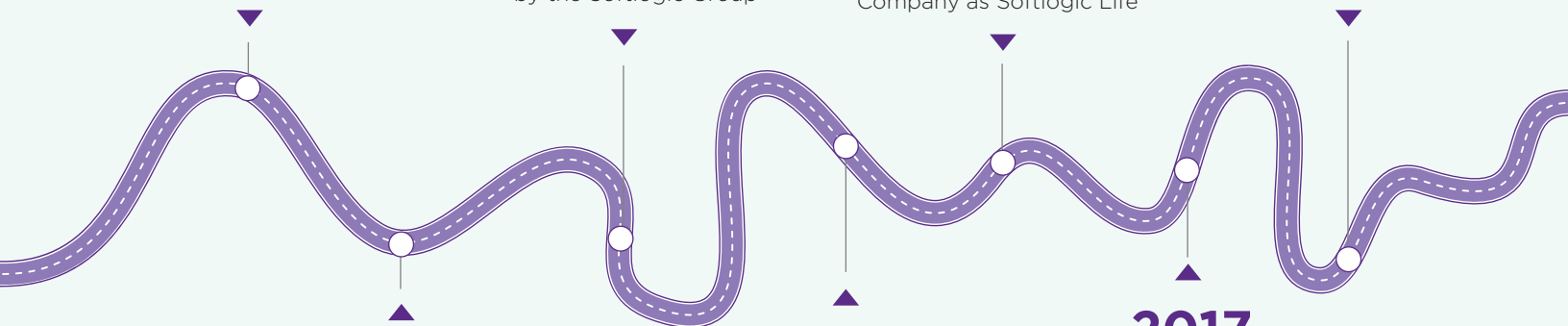
Commencement of Life Insurance Business

2012

DEG and FMO invested for a stake of 19% each

2017

Launch of Sri Lanka’s first video version of the Annual Report





CA: Overall Excellence corporate reporting- Silver award • Insurance sector- Gold award • Integrated report- Silver award • Corporate Governance Disclosure- Bronze award • **CMA:** Overall Excellence in Integrated reporting- Gold award • Best Integrated Report- Insurance sector • Special Award for Best Disclosure on Materiality • Among top ten integrated reports in Sri Lanka • **South Asian Business Excellence Award:** Best use of IT and Technology • Life Insurer of the year in the private sector • **EFFIE Awards:** Corporate reputation category- Silver award • Seasonal category- Bronze • Social Good Non-profit category- Bronze • Insurance category- Bronze • **Asia Insurance Awards:** Best Micro Insurer (Sri Lanka) • Best Health Insurance Coverage • **South Asian Federation of Accountants Awards:** Integrated report- Silver award • Insurance category- Bronze

2020

Ranked 3rd largest entity in the Life Insurance Industry

USD 30Mn (LKR 5.6Bn) invested towards Softlogic Life's growth by Finnfund, NorFund and Munich Re.

"Leapfrog Investments" increase its investment to 38% stake by taking ownership from DEG.

2022

Ranked as the 2nd largest entity in the Life Insurance Industry

Recorded Highest ever PBT of Rs. 4 Bn

2019

Softlogic Life positioned as the 4th largest entity in the Life Insurance industry

Softlogic Life made it to the Forbes Asia's "Best Under A Billion 2019" list

2021

Launches "Dollar Saver" Sri Lanka's first foreign currency insurance solution.

Winning the trust of over 2 Mn Customers
Fastest to reach 20 Bn GWP in Sri Lankan Insurance Industry

2023

Recorded highest ever GWP of Rs 26 Bn

Introduction of unit linked product