



25th **SLIM**
BRAND
EXCELLENCE
2026

ENTRY KIT

25 YEARS OF RECOGNIZING
SRI LANKA'S MOST IMPACTFUL BRANDS



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Welcome to SLIM Brand Excellence

Celebrating brand excellence at the highest level in the country, SLIM Brand Excellence honors exceptional marketing efforts and outstanding brand success stories. Through this awards program, SLIM endeavors to not only encourage best practices in branding but also to inspire local marketers to raise the bar to stand shoulder to shoulder with international standards, thereby enhancing the SLIM image in the country as well as the region. This is the ultimate recognition of the courage, dedication and perseverance marketers have demonstrated in making their brands, champions. Each year a panel of judges evaluates contenders in each category looking for those who truly stand out as champions.

With all-round participation from representatives of all industries in Sri Lanka, SLIM Brand Excellence will be an arena of healthy competition for our local marketers. That battle is SLIM's sincere effort to make marketing a driving force in the economy by helping organizations to articulate and deploy effective strategies that win the market and ultimately the hearts of consumers. Our sincere hope as the national body of marketing is that events such as SLIM Brand Excellence will drive results for organizations and ultimately mother Sri Lanka, while uplifting and motivating marketing professionals in the country.

Award Categories

There are 13 categories under which entries could be submitted. You may enter a brand under multiple categories, ranging from the four Main Award categories to the nine Special Award categories.

The top three brands that obtain the highest score in each of the categories will be recognized with gold, silver and bronze awards. Awards may not be presented in a category if suitable standards are not met to merit an award. The brand managers who are custodians of winning brands will also be awarded a special certificate, recognizing their significant contribution towards the brand's success.



Brand of the Year Award

The Brand of the Year recognition will be determined from the winners of the following Main Award categories:

- **Product Brand of the Year**
- **Service Brand of the Year**

Brand of the Year recognizes the brand that has demonstrated the highest level of excellence in building, managing and growing its brand during the period under review.

The award celebrates a brand that has demonstrated a clear understanding of its market and consumers, identified meaningful insights and translated them into a strong brand strategy and proposition.

The winning brand should demonstrate excellence in brand intent, strategic thinking, creativity, innovation, execution and performance, and show how these have come together to create meaningful value for both consumers and the business.

The judges will look beyond business results alone. They will consider the quality of the thinking behind the brand, the relevance and strength of its positioning, the effectiveness of its execution, its ability to differentiate itself, and the measurable impact it has created.

Most importantly, the **Brand of the Year** should demonstrate that brand building has been a deliberate, consistent and effective business discipline, not simply the result of a successful campaign or strong sales performance.

The final Brand of the Year selection will be reviewed by the Senior Jury Panel to ensure that the ultimate winner demonstrates the highest standard of overall brand excellence. No separate entry is required for the Brand of the Year recognition. However, to be eligible for consideration, a prospective candidate must participate in at least two Main Award categories.

MAIN AWARDS

1. Product Brand of the Year

Product Brand of the Year recognizes a product brand that has demonstrated outstanding excellence in building and growing a strong, relevant and successful brand during the period under review.

The award recognizes brands that have shown a clear understanding of their consumers and market, translated meaningful insights into a strong brand proposition and strategy, and delivered this consistently through effective marketing, innovation, communication, distribution, and customer experience.

The winning brand should demonstrate excellence in brand intent, strategic thinking, creativity, innovation, execution and performance, and show how these have come together to create meaningful value for both consumers and the business.

The judges will look beyond sales or market share alone. They will assess the quality of the thinking behind the brand, the effectiveness of its execution, the strength of its differentiation, and the measurable impact it has created. The Gold Winner of Product Brand of the year will compete with the winner of service brand of the year for the ultimate pinnacle award – **The Brand of the Year**.

2. Service Brand of the Year

Service Brand of the Year recognizes a service brand that has demonstrated outstanding excellence in building, managing and growing a strong, relevant and differentiated brand during the period under review.

The award recognizes a service brand that has demonstrated a deep understanding of its customers and their needs, translated meaningful insights into a clear brand promise and strategy, and consistently delivered that promise through its people, processes, technology, customer experience, and communications.

The winning brand should demonstrate how its brand intent, insight, strategy, innovation, execution and performance have worked together to create a distinctive and valued customer experience while delivering sustainable business results.

The judges will look beyond financial performance or customer numbers alone. They will assess how clearly the brand understands its customers, how strongly it differentiates itself, how effectively the brand promise is delivered at every customer touchpoint, and how successfully it has built trust, preference, and loyalty.

The Gold Winner of service brand of the year will compete with the winner of product brand of the year for the ultimate pinnacle award – **The Brand of the Year**.

3. Glocal Brand of the Year

Glocal Brand of the Year recognizes a brand that has successfully combined global thinking and standards with deep local relevance to create meaningful value in the market.

The award recognizes brands that have understood the unique needs, culture, attitudes and behaviors of local consumers and have successfully adapted their brand strategy, proposition, product or service, communication, customer experience and execution without losing the strength and essence of the global brand.

The winning brand should demonstrate how it has successfully balanced global brand consistency with local insight and relevance, creating a brand that is both internationally credible and locally meaningful. The award will recognize the brand that has demonstrated the strongest impact during the year under review through clear strategic thinking, meaningful differentiation and excellence in execution, leading to measurable brand and business value, sustainable growth and increased market share.

Any product or service brand originating from overseas but being marketed in Sri Lanka can enter this category.

4. Local Brand of the Year

Local Brand of the Year recognizes a home-grown brand that has demonstrated outstanding excellence in building, growing and strengthening its brand during the year under review.

The award recognizes a brand that has developed a deep understanding of the local consumer, market and competitive environment, and successfully translated these insights into a relevant brand

proposition, clear positioning, meaningful differentiation and effective execution.

The winning brand should demonstrate how strategic thinking, innovation, creativity and consistent brand delivery have come together to build a stronger brand, create meaningful value for consumers and deliver sustainable business growth.

Brands that have successfully taken a Sri Lankan brand to international markets, established a presence beyond Sri Lanka and demonstrated the potential to compete successfully on a global platform will receive additional consideration and merit in the judging process.

The judges will look beyond sales and market share alone. They will assess the strength of the brand thinking, consumer relevance, differentiation, innovation, quality of execution, brand establishment and measurable impact on both brand and business performance.

Ultimately, the award will recognize a local brand that has demonstrated the ability to create meaningful consumer value, build a strong and distinctive brand, and deliver sustainable business growth—both locally and, where applicable, internationally.

SPECIAL AWARDS

5. Export Brand of the Year

Export Brand of the Year recognizes a Sri Lankan brand that has demonstrated outstanding excellence in successfully building, establishing and growing its brand in international markets during the year under review.

The award recognizes a brand that has identified attractive international market opportunities and translated its brand strengths, consumer insights and competitive advantages into a compelling proposition for customers beyond Sri Lanka.

The winning brand should demonstrate how strong brand thinking, meaningful differentiation, innovation, effective execution and market understanding have enabled it to compete successfully in international markets and create sustainable value.

Particular consideration will be given to the brand's ability to build a distinctive identity in overseas markets, adapt to different consumer needs and market conditions while retaining its core brand essence, and establish sustainable competitive advantage.

The judges will look beyond export volumes and revenue growth alone. They will assess the strength of the brand strategy, international market insight, differentiation, innovation, quality of execution, brand establishment and measurable impact on both brand and business performance.

6. Turnaround Brand of the Year

Turnaround Brand of the Year recognizes a brand that has successfully reversed a significant period of decline and demonstrated a clear and sustainable recovery during the period under review.

To qualify for this award, the brand must demonstrate a clear and measurable decline in brand and/or business performance during **2023/24**, followed by a significant turnaround achieved during **2024/25**, as a result of deliberate strategic interventions and effective brand-building initiatives.

The brand must further demonstrate that the recovery has continued into 2025/26, showing a clear upward trend and evidence that the turnaround is sustainable rather than a short-term improvement.

The winning brand should demonstrate how strong diagnosis, strategic thinking, consumer insight, innovation, meaningful differentiation and effective execution were used to identify the reasons for the decline, address the underlying issues and rebuild the brand.

The judges will look beyond the improvement in sales or market share alone. They will assess the severity and nature of the original decline, the quality of the diagnosis, the strategic decisions taken, the effectiveness of the interventions, the strength of the brand recovery and the sustainability of the results.

Key eligibility requirement

The entry should clearly establish the following three-stage journey:

2023/24 – DECLINE

A clear and measurable deterioration in brand and/or business performance.

2024/25 – TURNAROUND

A significant recovery resulting from clearly identified strategic and brand-building interventions.

2025/26 – SUSTAINED GROWTH

The recovery continues, with the brand demonstrating a clear upward trend and evidence of sustainable improvement.

Turnaround Brand of the Year is not simply about achieving growth. It is about demonstrating how a brand moved from decline to recovery through decisive and effective brand leadership and how that recovery has been sustained to create a stronger brand and a healthier business.

7. Best New Entrant of the Year

Best New Brand Entrant recognizes a new product or service brand that launched in the financial year 2024/25 that has demonstrated exceptional promise and excellence in building a strong and distinctive brand from its launch.

The award is not simply about a new brand achieving strong sales. It recognizes a brand that demonstrates clear strategic thinking, meaningful differentiation, disciplined brand building, effective execution and evidence of sustained early growth and market acceptance.

The brand should demonstrate a clear journey from Brand Intent → Brand Content → Brand Process → Brand Performance, showing how a well-defined market opportunity and consumer insight were translated into a distinctive brand proposition and successfully brought to life in the marketplace.

Eligibility

To qualify for this award, the brand:

- ❖ Must have been launched during the financial year 2024/25 and demonstrated a meaningful market impact during the year of launch.
- ❖ Must have established a strong and credible position during the financial year 2025/26, demonstrating that the initial success was not merely a launch effect.

Should demonstrate continued growth, consumer acceptance and brand traction during the period under review.

8. B2B Brand of the Year

B2B Brand of the Year recognizes a business-to-business brand that has demonstrated outstanding strategic thinking, distinctive brand building, effective execution and measurable business impact.

The award is not simply about the largest B2B company, the strongest sales performance or the most visible marketing campaign. It recognizes a brand that has created meaningful value for its customers, employees, partners and wider stakeholders by building a clear, credible and differentiated position in its market.

The winning brand should demonstrate a clear journey from Brand Intent → Brand Content → Brand Process → Brand Performance, showing how a well-defined market opportunity and customer insight were translated into a compelling B2B brand proposition and successfully brought to life across the customer and stakeholder experience.

Ultimately, B2B Brand of the Year shall recognize a brand that has demonstrated the strategic clarity, distinctive proposition, organizational commitment, customer relevance and measurable impact required to become a trusted and valuable leader in its market. It is essential that a Minimum of 80% of the brand's business must be from the B2B sector.

9. Innovative Brand of the Year

Innovative Brand of the Year recognizes a brand that has demonstrated outstanding innovation in the way it creates value for consumers, customers and the business during the year under review.

The award is not limited to product or technology innovation. It recognizes brands that have challenged conventional thinking and introduced new, relevant and effective approaches to brand building across any element of the marketing and business mix.

The winning brand should demonstrate a clear journey from Brand Intent → Brand Content → Brand Process → Brand Performance, showing how an identified opportunity, consumer insight or business challenge led to a new way of thinking or doing things, and how that innovation created measurable impact.

What qualifies as innovation?

Innovation may be demonstrated through, but is not limited to:

- ❖ **Product or Service** – new products, features, formulations, service models or customer solutions
- ❖ **Pricing** – new pricing models, affordability solutions, value propositions or commercial models
- ❖ **Distribution** – new channels, routes to market, partnerships or ways of improving accessibility
- ❖ **Communication** – new creative approaches, platforms, content, media or ways of engaging consumers
- ❖ **Customer Experience** – new ways of creating convenience, engagement, personalization or loyalty
- ❖ **Technology** – meaningful application of digital technology, data, AI or other technologies
- ❖ **Business Model** – new ways of creating, delivering or capturing value
- ❖ **Brand Building** – new approaches to positioning, brand architecture, community building or consumer engagement
- ❖ **Process & Execution** – new ways of working that significantly improve effectiveness or efficiency
- ❖ **Sustainability & Social Value** – innovative approaches that create meaningful environmental or social impact

Innovation may be incremental, transformational or disruptive, provided it demonstrates meaningful value and impact.

10. Sustainable Brand of the Year

Sustainable Brand of the Year recognizes a brand that has demonstrated outstanding commitment to integrating sustainability into its brand strategy, business practices and consumer proposition, creating meaningful and measurable value for people, the planet and the business during the year under review.

The award is not simply about a CSR initiative, environmental campaign or philanthropic activity. It recognizes a brand that has identified a meaningful sustainability challenge or opportunity and has embedded sustainability into the way the brand is created, delivered, experienced and grown.

The winning brand should demonstrate a clear journey from Brand Intent → Brand Content → Brand Process → Brand Performance, showing how a genuine sustainability insight or challenge was translated into a credible brand proposition, supported by meaningful action and delivered through the organization.

What can sustainability cover?

Sustainability may be demonstrated through one or more relevant areas, including:

- * Environmental responsibility and climate action
- * Reduction of carbon emissions
- * Energy and resource efficiency
- * Waste reduction and circularity
- * Sustainable packaging
- * Responsible sourcing and supply chains
- * Water conservation
- * Biodiversity and ecosystem protection
- * Sustainable products and services
- * Social inclusion and accessibility
- * Community development
- * Employee and workplace wellbeing
- * Ethical business practices
- * Support for livelihoods and local communities

The focus should be on meaningful action and measurable impact, rather than the number of sustainability initiatives undertaken.

11. Online Brand of the Year

Online Brand of the Year recognizes a brand that has demonstrated outstanding excellence in building, growing and engaging its brand through online and digital platforms during the year under review. The award recognizes brands that have used digital channels not simply as communication or sales platforms, but as an integral part of their brand strategy, consumer engagement, customer experience and business growth.

The winning brand should demonstrate a clear journey from Brand Intent → Brand Content → Brand Process → Brand Performance, showing how a clear consumer insight and digital opportunity were translated into a distinctive online brand proposition, engaging experiences and measurable results.

What should the entry demonstrate?

The brand may demonstrate excellence through:

- ❖ E-commerce and online sales
- ❖ Social media and community building
- ❖ Digital content and storytelling
- ❖ Digital advertising and performance marketing
- ❖ Influencer and creator engagement
- ❖ Search and discoverability
- ❖ Mobile and app-based experiences
- ❖ Personalization
- ❖ Data-driven marketing
- ❖ Digital customer service
- ❖ Online communities
- ❖ Digital innovation
- ❖ Omnichannel integration
- ❖ Online customer experience
- ❖ New digital business models

The award is open to both digital-first brands and traditional brands that have successfully built a strong online presence and digital consumer relationship. However, 80% or more from the overall business revenue should be attributed to the online / mobile platform related revenue. The online brand should be

able to operate independently.

12.SME Brand of the Year

The **SME Brand of the Year** recognizes outstanding Sri Lankan small and medium-sized brands that have demonstrated excellence, growth, innovation, and strong brand performance in **local and/or international markets**.

The category is open to SMEs with an **annual turnover of up to LKR 750 million**, offering recognition to brands that have successfully built a strong market presence through effective branding, marketing, innovation, and business performance.

Eligible brands may be engaged in **local markets, export markets, or both**, showcasing the achievements and potential of Sri Lankan SMEs at a national and international level.

13.Agile Brand of the Year

Agile Brand of the Year recognizes a brand that has demonstrated exceptional ability to anticipate, respond and adapt to changing consumer needs, market conditions and competitive challenges, while maintaining a clear and consistent brand direction during the year under review.

The award recognizes brands that have demonstrated that agility is not simply about speed, but about the ability to identify change early, make informed decisions, act decisively, learn quickly and adapt effectively to create meaningful brand and business value.

The winning brand should demonstrate a clear journey from Brand Intent → Brand Content → Brand Process → Brand Performance, showing how the brand responded to a significant change, challenge or opportunity and converted it into effective action and measurable results.

What can demonstrate brand agility?

Agility may be demonstrated through:

- ❖ Rapid response to changing consumer behavior
- ❖ Responding to economic or market conditions
- ❖ Adapting to competitive disruption
- ❖ Changes in product or service offerings
- ❖ Pricing or value proposition changes
- ❖ New distribution or channel strategies
- ❖ Digital and technology adoption
- ❖ Changes in communication and media
- ❖ Customer experience improvements
- ❖ New business models
- ❖ Rapid innovation and product development
- ❖ Crisis or reputation management
- ❖ Entering new markets or consumer segments
- ❖ Reallocating resources to emerging opportunities

AGE

The brand should have been marketed in Sri Lanka for at least 3 years as of **31st March 2026 (Financial Year) or 31st December 2025 (Calendar Year)**. However, if the brand has been introduced to the market only in **2024(Calendar year) or (Financial Year) 2024/2025**, it could be entered in the “**Best New Entrant of the Year**” category. Narrative responses and brand-health data must reflect a single period, either the **calendar year (Jan to Dec 2025)** or the **financial year (1st April 2025 to 31st March 2026)**; shorter periods will not be accepted. Business performance data must be provided for the last three years as set out in the results tables, with judging weighted on **the third year (2025/2026)**.

INSTRUCTIONS TO PARTICIPANTS

1. A “Brand Book” has been introduced which encompasses all brand related questions which each brand needs to fill once. Entrants are only required to fill one brand book per brand and for each of the categories there are award specific questions which need to be answered.
2. Please stick to the format when responding to the questions in the entry form and ensure that you strictly adhere to the provided space allocation. (Within the box)
3. Please ensure to use a font size above 10 when completing your entries.
4. Please attach visuals and supporting documentation separately.
5. Please ensure to include all internal company information to showcase achievements and all research information should be verified by auditors and the research agency. In addition, verification seals should be placed on the document on which data is provided
6. The complete application should not exceed 5 pages. (Excluding attachments)
7. All data contained in the application must reflect a single period, either the calendar year **(Jan to Dec 2025)** or the financial year **(1st April 2025 to 31st March 2026)**, shorter periods will not be accepted.
8. External data such as market share, equity scores must include competitor data for comparison.

9. All data submitted in the application must relate to the brand under which the application is made.

Example:

- I. If the submission is made on behalf “Prius” (SUB BRAND) all data and activities included in the application must relate to “Prius” (SUB BRAND) specifically and no activities, results or data related to Toyota (CORPORATE OR MAIN BRAND) can be incorporated.
- II. If the application is made for “Toyota” (CORPORATE OR MAIN BRAND), all data and activities included in the application must relate to “Toyota” (CORPORATE OR MAIN BRAND) specifically and no activities, results or data related to their sub— brands such as Prius or Corolla should be incorporated.

Entries must be submitted in the form made available on the official website (www.be.slim.lk) and submitted online via www.brandexcellence.lk, concisely within the given space.

Additional information can be submitted as appendix, but conciseness will be considered a virtue by the judges. However, it is important to fully complete the form as some points may be lost if information is not supplied in any of the sections.

**** The format of the Entry kit cannot be changed when filling out the application**

SUPPORTING EVIDENCE AND AUDITOR VERIFICATION

Since the key objective of the awards program is to measure effectiveness, it is strongly recommended that you provide information on results achieved quoting independently verified research or other sources, wherever possible. Supporting documentation may be attached highlighting the research findings. Published information from government or private research sources may be attached to substantiate market sizes etc. highlighting relevant aspects. All internal information to show achievements should be verified by the company auditors and the quoted research agencies. Entries without such verifications will be rejected.

VISUAL MATERIAL

Visual material (such as ads, TVC's, packs, POSM, brochures etc.) should not be submitted with the entry but may be presented by successful finalists during the stage 2 presentations. However, it is highly recommended that you attach (on a single A4 page printout) a photo or composite image that will convey a visual feel of your brand (e.g. logo, pack shot, ad, brand 'in use' photo etc.) to the entry.

CONFIDENTIALITY

All information provided to SLIM for SLIM Brand Excellence 2025/26 will be provided to the panel of judges only and the judges will be strictly bound by commitment to confidentiality.

JUDGING PROCESS

The status of the brand will be judged initially through the written submission.

THE BRAND BOOK

Applicants are required to fill one form which encompasses brand-specific questions considered across all award categories, called "The Brand Book." It consists of the questions below across three sections:

Section 1: Brand Intent (10%)

In this section the applicants will describe the strategic intent of the brand to help the judges to appreciate the overall direction in which the brand is intended to move.

- 1.1. Brand Purpose — The positive impact a brand has in a consumers' life and the world they live in.
- 1.2. Brand Target (Market) — What is the profile of the typical consumer?
- 1.3. Brand Vision — What are the brand's long—term and medium—term objectives?
- 1.4. Brand Mission — What are the intended principal tasks to accomplish its vision?
- 1.5. Brand Life Cycle — Where is the brand placed in the life cycle? And what are its related strategies?
- 1.6. What is the brand's naming strategy and why?

Section 2: Brand Content (10%)

This section will deal with what the brand is about, in terms of its values and imagery

- 2.1. Brand Values — what are the core values the brand upholds and how they are being promoted within the company?
- 2.2. Brand Personality — how is the brand perceived in terms of personality attributes?
- 2.3. Brand Reflection — What image does it want to project of the user/ clients of the brand

Section 3: Brand Process (40%)

This section will address specific branding strategies that have been adopted by the applicants, in order to create the target consumers value and internalize the brand and its key elements.

- 3.1. What is the brand's value proposition vis—à—vis competition and why?
- 3.2. What is/are the point(s) of difference between the brand and those in the category and how credible is it? How does the POD create value for the consumer?
- 3.3. How distinctive, defensible, and deliverable is the PODS?
- 3.4. How is the brand recalled in the consumer's mind?

Applicants need to ONLY FILL ONE BRAND BOOK PER BRAND BEING ENTERED. There will be additional category specific questions with respect to the Special Awards.

For each of the awards, apart from the below questions, category specific questions will be mentioned in the special entry form for that awards category.

1. How was the brand's aforesaid strategic positioning operationalized through the elements of the marketing mix for the year in question
2. What was the consumer insight, which drove the execution strategy of the 360D MARCOM Strategy for the year in question?

Brand Performance (40%)

In this section, the actual performance of the brand in the marketplace will be assessed through the information provided in the application, which should be endorsed by independent auditors and research companies.

- 4.1. Provide information with regards to loyalty, customer satisfaction, brand awareness and recognition, brand reputation etc. endorsed by research companies.

Note: Wherever research data is presented to show a particular brand's performance it should be substantiated by clearly stating the source duly verified by the researcher and performance should be compared against the industry.

- 4.2. Business Performance of the Brand (Sales value growth, sales volume growth, market share growth, profit / contribution over the last 3 years)

Note: Ensure to use the space allocated within the box. Data must be supported by audit confirmation and seal placement on each submission. Submission of annual report is also valid.

You will notice that the results sections have been fine tuned to suit the special categories this year. Please make special note in filling the Brand performance section for those specific awards under the special category.

All entries will be reviewed by a special panel. At this juncture, the panel will evaluate each entry for the following.

- Suitability of entry for the category
- Eligibility of the entry
- Conformity to entry submission criteria
- Completeness of the entry form and the information contained in it
- Authenticity of the submission

** If any issues arise at this stage, the entry in question and the issue will be notified in writing to the applicant, who is required to revert in writing with a response within 48 hours of receipt of the letter.

FIRST ROUND

The written submission must be limited to a standard form where the entry can be evaluated on criteria mentioned above. The judges will evaluate the submission independent of each other and give an overall score out of 100. The score will not be taken into the final round.

FINAL ROUND

Each presenter of **Special Awards** will be given **10 minutes to present on all evaluation sections (i.e.: Brand Intent, Brand Content, Brand Process, Brand Performance, and category-specific questions)**, followed by a **5-minute Q&A session with the judges**.

For the Main Awards, **Service & Product** entrants will have a **12-minute presentation** followed by an **8-minute Q&A session**, while **Glocal and Local** entrants will have a **10-minute presentation** followed by an **8-minute Q&A session**. Individual scores will be entered by the judges, and the total scores will be presented for each category. The winners will be discussed and agreed upon by the judges, and the decision of the judging panel will be final. All information provided to SLIM for SLIM Brand Excellence will be privy only to the panel of judges and the judges will be strictly bound by commitment to confidentiality.

Judging events have strict confidentiality protocols and are securely supervised by SLIM Brand Excellence committee. Judges are required to sign confidentiality agreements before judging begins. Judges are individually matched with categories that do not pose a conflict of interest and they are prohibited from saving materials from the judging session.

SLIM Brand Excellence judging process is taking place with the presence of an independent auditor assuring the confidentiality of the disclosed details and transparency of the whole process.

DEADLINES, SUBMISSIONS AND PAYMENTS

Deadlines

Entry Deadline: 25 September 2026

Submission of Entries

Please submit your application form online via www.brandexcellence.lk

Fees and Payments

The entry fee for each entry will be Rs. 60,000

If more than Two entries are submitted each entry will be Rs. 55,000

SME Fees: Rs. 20,000

Payment can be made online via the Brand Excellence website or paid at the SLIM premises.

Payments	
Payments can be made online or at the SLIM premises. Cash or Credit Card payments will be accepted.	
Cheques	Cheques should be drawn in favor of "Sri Lanka Institute of Marketing"
Bank Transfer	Beneficiary Name : Sri Lanka Institute of Marketing Beneficiary Bank : Hatton National Bank Beneficiary Branch : Cinnamon Garden Beneficiary Account No : 0760 1014 0744 Bank Code : 7083 Branch Code : 076

A brand entering in more than one category should be accompanied by additional entry fees for each category entered. A company may submit one cheque for all its entries along with a cover letter listing the entries and categories entered. The payment must accompany the entry. Cheques should be drawn in favor of "Sri Lanka Institute of Marketing". Cash or credit card payments will be accepted.

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