ORDINARY TO EXTRAORDINARY

Sri Lanka Institute of Marketing
Annual Report 2025

ORDINARY TO EXTRAORDINARY

Transformation begins when natural strengths are amplified by human ingenuity. Just as the speed of a cheetah becomes faster through engineered propulsion, the sharp vision of an eagle becomes more powerful through advanced lenses, and the paddling instinct of a duck becomes more efficient through modern design, SLIM elevates its inherent capabilities to create extraordinary national impact.

Through its core pillars of Educational Excellence, Financial Stability, Community Development, Human Capital, Digitization, Brand Enhancement and National Advocacy, SLIM strengthened its position as the country's leading marketing institution. Strategic collaborations with professional bodies and its line ministry expanded national initiatives that uplift marketing education and industry development.

The landmark CRO Program empowered one thousand eight hundred development officers, while historic milestones such as Degree Awarding Status, government endorsement for signature events, and global recognition through the Fifth World Marketing Forum and Asia's first Marketing Awards set a new benchmark for excellence.

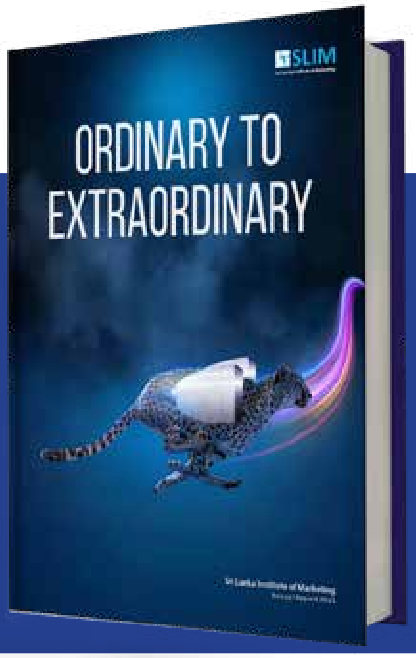
With the ambition of doubling achievement and influence, SLIM moves confidently from ordinary to extraordinary.

CONTENTS

ABOUT THE ANNUAL REPORT

Just as the eagle commands high-altitude vision to navigate vast landscapes, SLIM maintains an elevated perspective over Sri Lanka's evolving marketing environment. Enhanced with an integrated precision optic lens, this symbolic foresight allows SLIM to sharpen its focus, anticipating industry transformations with long-range clarity. This report encapsulates our strategic journey, detailing how natural institutional strengths were amplified to drive national value creation. Through transparent reporting and clear direction, "About the Report" outlines SLIM's transformative path toward shaping the future of the marketing profession with extraordinary vision, agility, and precision.

ABOUT THIS REPORT



Welcome to the Integrated Annual Report for the Financial Year ended on 31st December 2025.

We invite you to immerse yourself in the report, which is a documented testimony of our commitment to transparency, comprehensive and integrated reporting with a holistic perspective on the six capitals.

THE NARRATIVE

Going beyond disclosures, the report provides a narrative on how we have created value for our students, members, partners, including affiliated institutions and the broader stakeholders of our Institution and within the marketing and business networks of marketing and business.

- Reporting Standard and Guidelines Followed: Integrated Reporting <IR> Framework
- Scope: Operational and Financial Year 2025
- Primary Goals: Stakeholder Value and Transparency

The report comprehensively captures all necessary information pertaining to the operational and fiscal period of the institution and provides commentary on the year's strategic approaches, including strategic and flagship programs and approaches to stakeholder value creation that have resulted in impactful outcomes.

"THE TEAM AT SLIM, WHICH INCLUDES THE COUNCIL OF MANAGEMENT, EXECUTIVE COMMITTEE, THE CEO AND THE HEADS OF DIVISIONS, AS WELL AS THE TEAM RESPONSIBLE FOR OVERSEEING THE REPORT PREPARATION, HAVE SCRUTINISED EACH SECTION OF THIS REPORT."

Our latest Annual Report is available for download on our official website.

STAKEHOLDERS

- STUDENTS
- MEMBERS
- RESOURCE PANEL
- EMPLOYEES
- GOVERNMENT
- AFFILIATIONS AND REGULATORY BODIES
- ACCREDITED CENTRES
- CLIENTELE
- SPONSORS AND SUPPLIERS
- COMMUNITY

REPORTING BOUNDARY AND SCOPE

The Annual Report encompasses the Institute's financial footprint from January 1 to December 31, 2025 and is a deep dive into the management of the six capitals to advance value creation for the marketing profession and stakeholders.

THE MULTIPLIER EFFECT (SIX-CAPITALS)

CAPITAL FOCUS	OUR INTEGRATED APPROACH
Financial	Driving stability and sustainable growth
Manufactured	Optimising our physical and digital infrastructure
Intellectual	Pioneering marketing thought leadership and R&D.
Human	Empowering our staff and the wider fraternity.
Social and Relationship	Deepening bonds with members, local and foreign principals.
Natural	Committed to responsible and sustainable operations.

2020

2021

2022

2024

ABOUT THIS REPORT

NARRATIVE AND MATERIALITY

Aligned with principles of the Integrated Reporting Framework and best practices in reporting, we have included several aspects (material themes) with direct influence on value creation. These themes and topics are intersections of what stakeholders anticipate from the Institute and our focus as an institute vested with the duty of advancing and empowering the marketing profession in Sri Lanka.

INFLUENCES ON REPORTING BEST PRACTICES

The narrative of this report and financials have been developed with influence from the following guiding principles and frameworks. Apart from the regulatory frameworks used in financial reporting and accounting work, other frameworks have been adopted voluntarily, with a strong focus on the IR framework and the governance framework from CA Sri Lanka.

STATUTORY FRAMEWORKS, REPORTING GUIDELINES AND FRAMEWORKS	
Dimension	**Principle/ Guiding Framework**
Financials	(SLFRS/LKAS) by the Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka)
Narrative	Integrated <IR> Reporting Framework by IIRC (Now part of the IFRS Foundation)
Sustainability Reporting	UN Sustainable Development Goals Reference to GRI Standards (2021) (GRI Index)
Governance	Code of Best Practice on Corporate Governance by CA Sri Lanka

HOW WE ENSURE RELIABILITY, TRUTH AND ACCURACY

The team at SLIM, which includes the Council of Management, Executive Committee, the CEO and the heads of divisions, as well as the team responsible for overseeing the report preparation, have scrutinised each section of this report. Together, they have verified the truth and accuracy of the narratives, the disclosed results, and the value created. The Head of Finance and the division have worked tirelessly to ensure that the financial statements and financials mentioned in the financial and non-financial sections are true and accurate.

The Institute's independent auditing firm, KPMG, has also audited and verified all financial statements included within the annual report and supplementary financial notes. Their independent report can be found on page 184.

SEND US YOUR THOUGHTS

Our team would love to receive your feedback and comments on this report, and what aspects you would like us to include or expand on in the next Annual Report. Please direct your ideas and comments to:

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Head of Finance
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Ananda Rajakaruna Mw, Colombo 10.
E-mail: *sameera.s@slim.lk*
Telephone: *+94 112 675 000*

DISCLAIMER ON FORWARD-LOOKING STATEMENTS

While we remain optimistic on the future, we would also like to state that macroeconomic shifts and regulatory pivots will be unpredictable and indefinite, and may have an impact on altering the course of our plans, planned strategies, planned activities, projections and expectations. These can be found throughout the report in various chapters and may include statements on the future of managing the six integrated capitals, forward-looking statements on financials and operational activities or strategies. Due to the uncertainties from the external environment and uncontrollable changes in the internal environment, the outcomes anticipated from the realisation of such statements may be altered. We advise our readers to consider such statements with individual discretion, keeping the mentioned context in mind.

We remain agile, adapting our strategies in real-time to ensure the Institute's strategic viability remains uncompromised.

THE ARCHITECT OF SRI LANKA'S MARKETING PROFESSION

THE SRI LANKA INSTITUTE OF MARKETING (SLIM)

Founded on a single vision to elevate the marketing profession, the Sri Lanka Institute of Marketing has now evolved into becoming the Architect of Sri Lanka's marketing profession. Established 56 years ago, SLIM has flourished into the heartbeat of the country's marketing fraternity.

Setting standards of marketing excellence, SLIM is committed to integrating marketing into the national economic fabric and elevating the profession to be a highly sought-after field within the commercial sector.

Following its inception in 1970, the Institute was incorporated by an Act of Parliament (No. 41 of 1980), cementing its position as the apex body for marketing in Sri Lanka. Through this parliamentary act, SLIM is authorised to regulate, educate and represent marketing professionals and marketing standards in the country.

DESCRIPTION	
Established	1970 (Incorporated by Parliament in 1980)
Status	Apex body for Marketing in Sri Lanka
Postgraduate / Diploma / Certificate	**Key Diploma Programmes:** ● DDM (Diploma in Digital Marketing) ● DSBM (Diploma in Strategic Brand Management) ● NDSM (National Diploma in Sales Management) **Postgraduate Programmes:** ● PGDIP (Postgraduate Diploma in Marketing Management with CMI dual accreditation) ● CIM (Chartered Institute of Marketing Programmes) **Key Certificate Programmes:** ● PCM (Professional Certificate in Marketing) ● CDM (Certificate in Digital Marketing)
Major Events	Brand Excellence, People's Awards, Effies, DIGIS, National Sales Awards, Brand Week, SME Development Awards
Accreditations	National - Tertiary and Vocational Education Commission (TVEC) International - Chartered Management Institute (CMI)
Global Alliances	Member of Asia Marketing Federation (AMF) Member of the World Marketing Council (WMC) Chartered Institute of Marketing (CIM) Chartered Management Institute (CMI), UK

GOVERNANCE

A not-for-profit organisation, SLIM is governed by a Council of Management and an Executive Committee, comprised of top-tier marketing professionals and academics, including CEOs, Directors and high-level marketers. In addition, operations are overseen by the Council of Education, the Education Reform Committee and the Board of Study.

INTERNATIONAL AFFILIATIONS

- SLIM is a member of the Asia Marketing Federation (AMF) and the World Marketing Council (WMC).
- In 2025, SLIM became honoured and privileged to organise the World Marketing Forum for the first time in South Asia. The forum was organised in collaboration with the Asia Marketing Federation (AMF) – positioning the country as a hub for international marketing.

MAJOR EVENTS

- SLIM Brand Excellence: Featured the Asian Marketing Excellence Awards (AMEA), Asia's leading marketing competition, and the Asian Young Entrepreneurs Council (AYEC) Awards, celebrating innovation among young entrepreneurs.
- Asia Industry Expo: Organised by the Asia Small Business Federation – Sri Lanka Chapter (ASBF-SL), showcasing diverse SME products and innovations at Independence Arcade Square.
- Special Launches: A commemorative stamp and a travel card for SLIM members were unveiled by the Bank of Ceylon (BOC).

The impact of the forum will be felt for years to come, as it bolstered our global presence and appeal within the global marketing and entrepreneurship landscape. It has created a blueprint for future international engagement and professional excellence. The event received a glowing feedback from delegates, establishing a benchmark for strategic and professional gatherings.

THE ARCHITECT OF SRI LANKA'S MARKETING PROFESSION

ICONIC FLAGSHIP EVENTS

SLIM has gained national recognition and has become a prolific organisation through our flagship awards events. These are high-profile and highly anticipated platforms, designed to reward and celebrate excellence in marketing, business and creative strategies.

SLIM Brand Excellence Awards
A premier event for recognising outstanding brands and brand strategies, the award program is a benchmark for ingenuity in marketing, branding and strategic thinking. SLIM honours brands through the program for exceptional performance and inspired organisations to challenge their own strategies and push to elevate standards.

SLIM Kantar People's Awards
A program that explores Sri Lankan brands closer to the people. The People's Awards are based on nationally representative research that honours the most-loved brands.

Effie Awards Sri Lanka
Part of the international Effie network, the program recognises campaigns that deliver highly effective marketing communications within the country. Effie Awards is the program is the gold standard for most effective marketing strategies and highlight brands and agencies with measurable impact and powerful ideas.

SLIM DIGIS

DIGIS is organised each year to honour exceptional excellence in digital marketing. It aims to recognise impactful and insightful digital marketing efforts.

SLIM Brand Week
The premier Sri Lankan marketing event that celebrates every facet of branding and marketing, while honouring innovation and creativity in both disciplines.

SLIM National Sales Awards
Recognises the Nation's most outstanding sales performers and their achievements, irrespective of industry.

SLIM SME Development Awards
A platform to honour and recognise small and medium enterprises with growth and contribution to economic progress.

EXCELLENCE IN MARKETING EDUCATION

SLIM is driven by its pursuit of advancing marketing education in Sri Lanka. Expedited through a rigorous and well-developed academic portfolio, our education programs enable marketing professionals, novices and seasoned individuals to follow an academic curriculum aligned with global standards.

Core qualifications

- Professional Certificate in Marketing (PCM) – The entry point into marketing, the program is offered in all three languages.
- Postgraduate Diploma in Marketing Management (PGDip) – The main qualification under the SLIM portfolio, it is designed for aspiring marketing leaders and is accredited at CMI Level 7 in Strategic Management and Leadership Practice.
- Certified Professional Marketer (CPM Asia) – Conducted only by SLIM, the program is a recognised status qualification offered by the Asia Marketing Federation (AMF) and is recognised by 17 Asian countries.

Specialised Diplomas and Certificates

- National Diploma in Sales Management (NDSM) – Focused on developing high-performing sales professionals.
- Diploma in Strategic Brand Management (DSBM) – Tailored for brand builders and strategists.
- Digital Marketing Programs – Including the Diploma in Digital Marketing (DDM) and Certificate in Digital Marketing (CDM).
- Certificate in Pharmaceutical Marketing and Diploma in Pharmaceutical Marketing – Designed for professionals in the healthcare and pharma sectors.
- Diploma in General English - Focused on developing grammar proficiency and strengthening communication, listening, reading, and speaking skills to enhance overall English language competency.

MEMBERS, ALUMNI AND THE SLIM NETWORK

Our strength is reflected in our community of members, alumni and industry partners. This collective of the marketing profession is a network that brings together seasoned professionals and thought leaders who are passionate about Marketing and its advancement within Sri Lanka and internationally.

SLIM RESEARCH BUREAU (SRB)

SRB was founded in 2021 as the brainchild of Prof. (Dr.) Dewasiri N. Jayantha making it the official research arm of the Institute. Its agenda is to drive the country towards a knowledge-based and insight-driven economy through market intelligence to professionals, SMEs and academia. The bureau enables researchers to pursue real-world implications, bridging the practical world of marketing with academics.

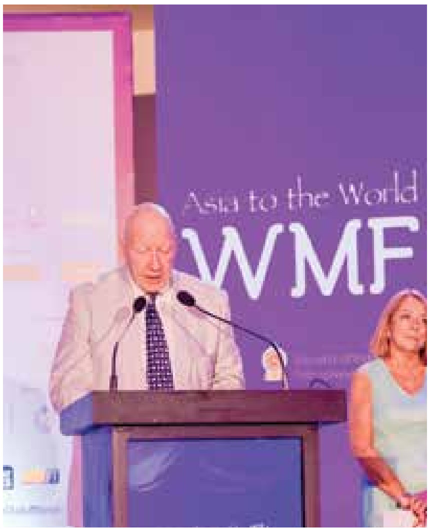
National Project of the Year

World Marketing Forum (WMF) 2025 – Sri Lanka

Marking a crucial milestone for the nation, the Institute organised the World Marketing Forum (2025), which was endorsed by the Ministry of Industry and Entrepreneurship Development. A historic event, the Forum was held in collaboration with several international marketing bodies, including the Asia Marketing Federation (AMF), European Marketing Confederation, and African Marketing Confederation.

WMF succeeded in positioning the country as a global hub for marketing innovation and collaboration, amidst the participation of a cohort of international marketing specialists, including,Prof. Hermawan Kartajaya (Indonesia), who delivered the opening keynote and launched the World Marketing Council, and Prof. Philip Kotler, the father of modern marketing, who inspired delegates with a keynote on the future of marketing.

Delegates from nearly 30 countries attended the 5-day event, which included CEOs, policymakers, academics, entrepreneurs and investors. They also experienced a cultural immersion and hospitality that exemplified Sri Lanka's traditions.



THE ARCHITECT OF SRI LANKA'S MARKETING PROFESSION

We invited distinguished and visionary leaders in Marketing, including:

- **Prof. Philip Kotler** – the Father of Modern Marketing and American Marketing Consultant, and he is also the Professor Emeritus of the Kellogg School of Management, North-western University, USA
- **Prof. Hermawan Kartajaya** – Founder of the World Marketing Forum, Founder of the Asia Marketing Forum and the Founder and Chairman of the Asia Small Business Federation and the Founder and Chair of MCorp
- **Dr. Den Huan Hooi** – Founding Member, World Marketing Council, Co-Founder of the Asia Marketing Federation and Tri-founder of the Asia Small Business Federation Foundation.
- **Mr. Jack Xin Yao** – President of the Asia Marketing Federation
- **Mr. Roger Wang** – President, Marketing Institute of Singapore and Managing Director of Essential Werkz Pte Ltd
- **Dr. Ralf Strauss** – Chairman of the European Marketing Federation
- **Ms. Helen McIntee Carlisle** – Co-founder and President of the African Marketing Confederation
- **Mr. Chris Daly** – Chief Executive of the Chartered Institute of Marketing and VP of the European Marketing Confederation
- **Ms. Maggie Jones** – Director of Qualifications and Partnerships of the Chartered Institute of Marketing, UK
- **Prof. Boojong Kim** from South Korea
- **Mr. Takaishi Kazutomo** from Japan
- **Dr. Sharif Islam** from Bangladesh
- **Mr. Nigel Tattersall** - Director and Vice President of the African Marketing Confederation
- **Dr. Dan Somchand** - Director of the Marketing Association of Thailand and Second Vice President of the Asia Marketing Federation
- **Mr. Mahesh Swar** - President of the Nepal Marketing Association and CEO of Kantipur Media Group
- **Prof. Dr. Mosaddak Ahmed Chowdhury** - President of the Asia Small Business Federation and academic at Shahjalal University of Science and Technology, Sylhet, Bangladesh

Special Invitees

- **Hon. Chathuranga Abeysinghe** - Deputy Minister of Industry and Entrepreneurship Development
- **Hon. Sajith Premadasa** - Leader of the Opposition
- **Mr. Ali Tariq** - Chairman of Unilever Sri Lanka
- **Mr. Dilith Jayaweera**- Member of Parliament
- **Mr. Rajeeva Bandaranaike**- CEO of the Colombo Stock Exchange
- **Mr. Kavinda de Zoysa**- Chairman of the Bank of Ceylon
- **Mr. Nalin Karunaratne**- CEO of Ceylon Biscuits Limited
- **Mr. Kushan Samararatne**- Chief Executive Officer of Colombo Coffee Company
- **Ms. Shamara Perera**- Marketing Director – Personal Care & Beauty Well-being at Unilever Sri Lanka.
- **Mr. Yasas Hewage** - Modern Marketer, Marketing Thought Leader, and Entrepreneur

Key Moments and Highlights

Several historic moments took place throughout the forum, which placed SLIM in the sight of greater prospects amongst the world marketing community and the local marketing and business fraternities.

A WMF 2025 commemorative stamp was launched, symbolising innovation and the collaborative spirit of the world marketing fraternity

Launch of the Bank of Ceylon (BOC) Multi-Currency Travel Card for SLIM members

Opening of the Colombo Stock Exchange with the ceremonial bell ringing for the first time in the Institute's history. The moment was followed by a keynote address by Prof (Dr.) Dewasiri N. Jayantha and was graced by dignitaries, including leaders from international marketing fraternities.

Tour of the Galle's iconic landmarks to all distinguished participants and invitees as a gesture of appreciation.

PARLIAMENT ACT AMENDMENT

A significant milestone during the year was securing Cabinet approval for the amendment of the Parliament Act, enabling SLIM to independently offer professional qualifications. The development also paved the way for the long-awaited Chartered Marketer status and strengthened our journey towards becoming a degree-awarding institution.

COMMEMORATIVE STAMP LAUNCH

SLIM marked a historic milestone with the launch of a commemorative stamp celebrating marketing excellence in Sri Lanka. The initiative recognised SLIM's contribution to the development of the marketing profession and its enduring role as the National Body for Marketing.

OUR PURPOSE: VISION, MISSION & VALUES

VISION

TO LEAD THE NATION'S EFFORTS TOWARDS ECONOMIC PROSPERITY

MISSION

TO ESTABLISH MARKETING AS THE DRIVING FORCE WHICH ENHANCES BUSINESS AND NATIONAL VALUE.

VALUES

» EXCELLENCE IN PERFORMANCE

» TEAMWORK

» HONESTY AND INTEGRITY

» INNOVATIVENESS

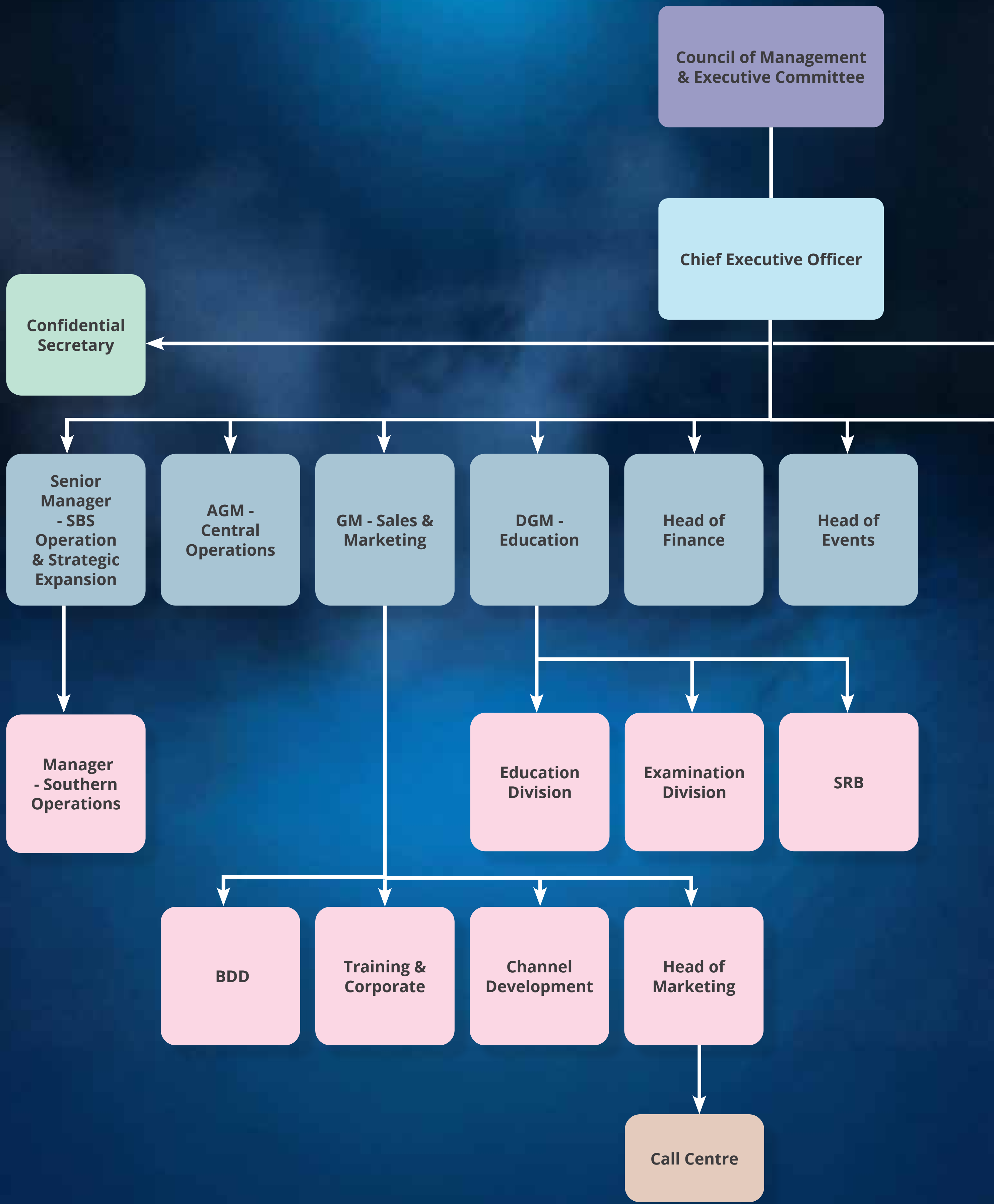
» PROFESSIONALISM

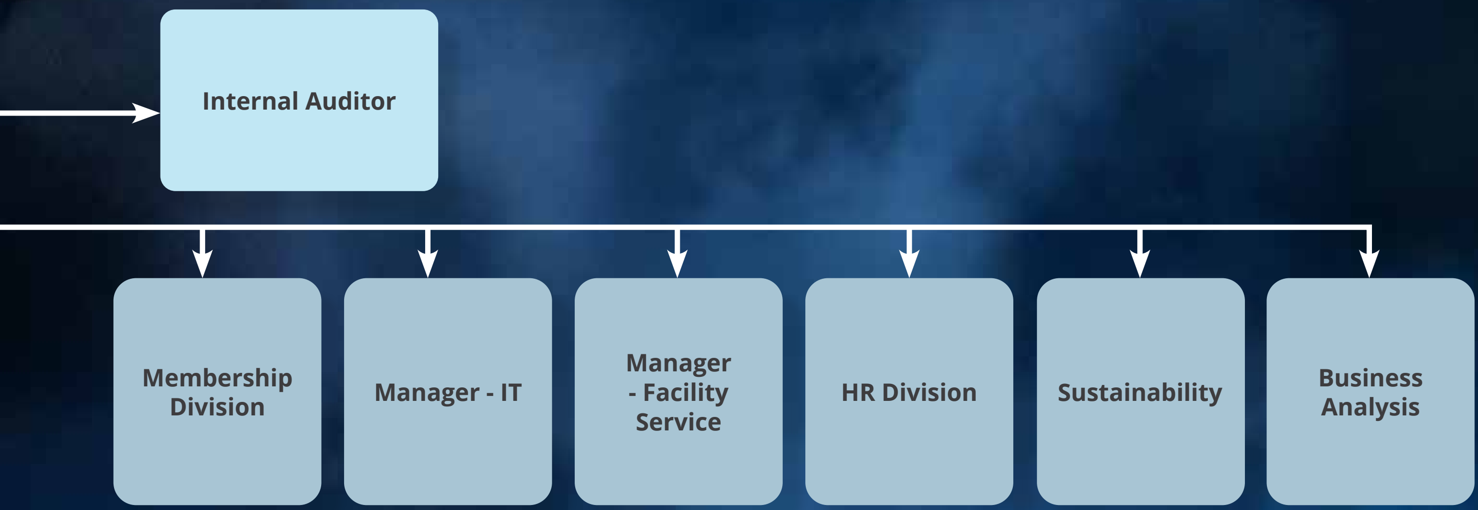
» COMMITMENT AND PASSION

BUSINESS OVERVIEW AND EXTERNAL IMPACTS

Every extraordinary journey begins with understanding the waters ahead. Just as a duck's natural ability to navigate is amplified through engineered flippers, true progress is achieved when instinct is strengthened by foresight and adaptability. SLIM embraces an evolving business landscape by enhancing its ability to anticipate external forces, respond to emerging opportunities and navigate changing economic, regulatory and industry dynamics with greater confidence. By transforming awareness into strategic action, the Institute continues to strengthen its foundation, ensuring that every challenge becomes a pathway towards greater resilience, stronger leadership and extraordinary national impact.

ORGANISATIONAL STRUCTURE




Internal Auditor
Membership Division
Manager - IT
Manager - Facility Service
HR Division
Sustainability
Business Analysis

PORTFOLIO

CERTIFICATE PROGRAMMES

Professional Certificate in Marketing (PCM)

The Professional Certificate in Marketing (PCM) is the gateway for people who have an interest in marketing to venture into a fulfilling career in the field.

Marketing serves not only as a career path, but as a lifestyle and will ensure that all professionals uplift their everyday standards. The course will cover basic concepts of marketing and lay the foundation for marketing as a profession. The PCM qualification is especially designed for beginners in Marketing. The Professional Certificate in Marketing course has a 3-month study duration leading up to the Postgraduate Diploma in Marketing Management (Sri Lanka).

Professional Certificate in Marketing Online

The Professional Certificate in Marketing - online is a 3-month study program leading up to the Postgraduate Diploma in Marketing (SLIM). In the 21st century, the world is moving fast and technology is changing rapidly for the betterment of the consumer. According to global trends, it is highly encouraging to study online rather than physically attend lectures. To fulfil global standards, SLIM has digitalised its PCM course, where students can study online in their most convenient learning environment. The location could be at home, a study room, the local gym or any place that is in line with their convenience and learning flexibility.

Certificate in Digital Marketing (CDM)

The Certificate in Digital Marketing (CDM) program is a preliminary course designed to equip students with the fundamentals of Digital Marketing and the Online Communication ecosystem.

This is a 4-month course offering an opportunity for students to gain a conceptual as well as practical knowledge of Digital Marketing and online communication. The course is beneficial for career-minded candidates in digital marketing to acquire. Specific competencies and would add value to those already in the marketing or business development force intending to enhance their skills in digital marketing.

Certificate in Pharmaceutical Marketing (CIPM)

The Certificate in Pharmaceutical Marketing is a course conducted for Medical Delegates who are already employed in pharmaceutical companies and for school leavers aspiring to be future Medical Delegates, to enhance their knowledge of pharmaceutical marketing and to prepare them for a higher career path in the pharmaceutical industry. The Certificate of Pharmaceutical Marketing (Pharma) is a 6-month certificate course, which is the result of combining the professional expertise of the pharmaceutical trade together with the inputs of the Sri Lanka Chamber of Pharmaceutical Industry (SLCPI) and the Sri Lanka Institute of Marketing (SLIM). The course was designed to fulfil a long-felt need for a qualification at a certified level for Medical Delegates. The program is an innovative skills development program focusing on training to embrace the most effective and best practices to succeed in the pharmaceutical trade.

Certificate in Service Marketing (CSM)

The transformation of the economy towards the service sector can be witnessed globally as well as locally. This transformation has impacted both consumers and organisations in numerous ways.

As consumers, many of our consumption choices are made on services such as retail banking, visiting a supermarket or restaurant, going on holiday, medical services, transportation, visiting immigration consultants, travel agents or hairdressers, higher education and many more. Secondly, we may be managing a service organisation, which may be challenging due to the inherent characteristics of providing services. Thirdly, even if we are not marketing a service, we definitely have to market the business through services, irrespective of the industry. Therefore, understanding the unique nature of services, concepts and strategies unique to services will provide numerous benefits to both customers and organisations. Consequently, this course is designed to introduce the changing nature of the services marketing environment, concepts and strategies unique to service businesses and provide skills to manage services efficiently and effectively. Thus, the course contains three modules: Introduction to Services Marketing, Building Services Strategy, and Uplifting the Services Culture. The duration of this course is 3 months and is ideal for those who are working in or managing service organisations in either a B2B or B2C setting. It is also designed for organisations who wish to enhance their customer value through services and anyone who aspires to be a marketer to acquire both a conceptual and practical knowledge of services marketing.

Certificate in Entrepreneurial Marketing (CEM)

A significantly large number of entrepreneurs operate in Sri Lanka. Irrespective of the scale they start at, their goal is to grow rapidly and to become major players in their industry. Thus, growth is the primary goal of entrepreneurship and marketing is the primary means for its growth. While many marketing strategies are available for an entrepreneur, the Certificate in Entrepreneurial Marketing (CEM), the a 5-month program, takes an interest to increasing the awareness and understanding on the essential applications and best tools in entrepreneurial marketing in order to equip the participants to compete effectively and efficiently in the market place.

DIPLOMA PROGRAMMES

National Diploma in Sales Management (NDSM)

Meticulous sales force management skills will have a dramatic impact on organisational sales performance and profitability. As a result, there is an increasing interest in developing the sales force, as organisations become more aware of the significance of building strong and powerful sales teams. This unique 12-month diploma is designed for a qualification in sales management and offers an opportunity to gain sound conceptual knowledge, whilst providing the recipient with the expertise to apply the knowledge gained to his/her respective working context. The National Diploma in Sales Management (NDSM) is suitable for career-minded candidates in sales seeking to acquire specific competencies to differentiate themselves from other sales personnel. This program would appeal to those already in the marketing or business development force intending to enhance their skills in sales management.

Diploma in Strategic Brand Management (DSBM)

The Diploma in Strategic Brand Management (DSBM) is suitable for career-minded candidates in Marketing/Brands seeking to acquire specific competencies to differentiate themselves from the rest. This program would appeal to those already in marketing or brand development intending to enhance their skills in Brand Management. The Diploma in Strategic Brand Management is a unique program of study which offers prospective students and practitioners of branding an opportunity to learn and apply sound conceptual learning to their business situations. It is a 12-month part-time program which will give students brand marketing competencies from multiple dimensions.

PORTFOLIO

Diploma in Digital Marketing (DDM)

The emerging digital technology is continuously challenging the effectiveness and relevance of many marketing practices and the number of marketing practices is labelled as traditional due to this development. While modern digital marketing techniques have resulted in numerous benefits for business organisations, these practices seem to be appealing to a larger majority of modern consumers. Though the importance of digital marketing is well recognised by both the organisations and the customers, how to select and implement the best digital strategy seems to require further assistance in the local context. The diploma in digital marketing program is designed to provide the most important digital marketing concepts and the best practices and emerging concepts in digital marketing. It further focuses on developing a comprehensive digital marketing plan that includes strategies, tools and tactics to meet business objectives. The diploma in digital marketing program is primarily for marketing professionals with fundamental knowledge in digital marketing and two years' experience in a marketing-related area. This program is also ideal for professionals at senior managerial levels who need to equip themselves with digital marketing knowledge and for entrepreneurs who wish to take their business to the next level with digital marketing tactics.

Diploma in Pharmaceutical Marketing (DIPM)

The Diploma in Pharmaceutical Marketing is a 12-month innovative skill development programme designed to provide a strong foundation in pharmaceutical marketing.

With a focus on best practices and industry insights, this programme equips participants with the essential knowledge and expertise to excel in the pharmaceutical trade.

POSTGRADUATE LEVEL PROGRAMMES

Postgraduate Diploma in Marketing Management (PGDIPMM)

Postgraduate Diploma in Marketing Management (PGDIPMM) – Accredited by CMI Level 7. The Postgraduate Diploma in Marketing Management (PGDIPMM) is highly recognised by the corporate sector, thus paving the way for budding marketers to secure employment in the corporate sector in Sri Lanka. This 18 - month part-time program includes an extraordinary Dual Qualification in partnership with the Chartered Management Institute (CMI), and it offers prospective students and practitioners of marketing an opportunity to learn and apply sound theoretical concepts to their day-to-day business situations. It is a programme that will give students marketing competencies from the operational level to the synthesis level.

Chartered Institute of Marketing (CIM)

The Chartered Institute of Marketing (CIM) is the world's largest and most prestigious professional body for marketing which provides an internationally recognised marketing qualification and opens the door for a range of opportunities for marketers. As the national body for marketing in Sri Lanka, SLIM has a responsibility to facilitate all activities for the development of marketing in the country. While SLIM has its indigenous Postgraduate Diploma in Marketing, it also looks at opening the avenue for those Sri Lankan students who wish to obtain a foreign (UK) postgraduate qualification in Marketing. This is the reason why SLIM launched an accredited study centre for CIM.

SPECIALISED PROGRAMMES

Data Driven Marketing Professional (DDMP)

The data-driven marketing professional program is designed to provide knowledge of essential data-driven marketing concepts, provide skills to evaluate and identify best practices, and the emerging concepts in data-driven marketing. It further focuses on developing a comprehensive data-driven marketing project, including data instruments, tools, and tactics that need to transform data to meet the marketing and business objectives and facilitate effective and efficient data usage for marketing decisions.

Business and Professional English (BPE)

The ability to communicate effectively in English is an essential skill for the workforce worldwide. Even though numerous educational programs attempt to provide a good understanding of the English language, they are not designed to cater to a specific field, such as marketing, which may not be as effective as a special English program which facilitates communication more effectively and accurately in a professional world dominated by English. As highlighted by many Sri Lankan employers, there is an urgent requirement for upgrading both written and spoken communication skills of Sri Lankan marketers. Most specifically, employees of private firms are in need of improving their confidence to present effectively and write and communicate professionally. Being the national body for marketing, SLIM encourages and promotes marketers to further enhance themselves as marketing professionals by designing a unique English program that helps them engage in their businesses effectively and productively. Since marketing is essential for any professional, this Business English program will be immensely helpful for society as a whole, regardless of their profession.

STATUS QUALIFICATIONS

Certified Professional Marketer - CPM (Asia)

The Certified Professional Marketer (Asia) is the formal endorsement of professional status for marketing professionals who have already attained a competent level of academic and practical understanding of marketing in the Asian region.

This professional status is conferred by the Asia Marketing Federation (AMF), which consists of several Asian countries in the region. It is the 21st century's preferred postgraduate professional status.

Certified Brand Strategist

The Certified Brand Strategist program is a status qualification that provides hands-on professional experience and knowledge for marketers on contemporary themes in Brand Management.

PORTFOLIO

Certified Sales Manager

The Certified Sales Manager program is a status qualification that provides hands-on professional experience and knowledge for sales managers on contemporary themes in Sales Management.

AI-Driven Marketing Specialist

The AI-Driven Marketing Specialist program is a status qualification that provides hands-on experience and knowledge on the effective utilisation of Artificial Intelligence in Marketing.

Certified Applied Market Researcher

This qualification is designed to equip professionals with the essential skills and knowledge to effectively apply market research principles in their day-to-day decision-making processes. It aims to enhance their ability to analyse market trends, consumer behaviour, and competitive dynamics, enabling them to drive strategic initiatives, optimise operational efficiency, and make informed decisions that align with organisational objectives. By emphasising the practical application of market research techniques, this qualification ensures that participants can bridge the gap between theoretical insights and real-world business challenges.

EVENTS

SLIM Brand Excellence Awards

SLIM Brand Excellence recognises exceptional marketing efforts and remarkable brand stories at the highest level. Through this awards program, SLIM endeavours 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 in the region. This is the ultimate recognition of courage, dedication and perseverance marketers have demonstrated in making their brands champions. Each year, a panel of judges evaluate contenders in each category, seeking those who truly stand out as brand excellence champions.

SLIM KANTAR People's Awards

People's Awards has been in existence since 2007 and has been one of the most looked-forward-to events in the corporate calendar. The uniqueness of these awards is that they are based on consumer preferences, determined by the results of a survey rather than decided by a panel of experts. The awards are presented by the Sri Lanka Institute of Marketing (SLIM), supported by survey results. The purpose of the awards has been to reward and recognise the brands and personalities that are closest to the hearts of the Sri Lankan people. On behalf of SLIM, Kantar Lanka (Pvt) Ltd, a research company, conducted the survey, deploying a rigorous data collection and analysis process to select the winners for the award categories.

SLIM National Sales Awards

The National Sales Awards reward high - performing individuals for their efforts and achievements in the sales fraternity and provide national - level recognition at the premier event. This prestigious event has been held for 21 consecutive years, as companies made their nominations for outstanding sales professionals who were given a training (1/2 day) by an eminent panel of sales professionals in the industry, which was followed up with a celebration of their success. In 2010, SLIM went one step further and introduced the inaugural National Sales Awards program, which became the premier event for the sales fraternity to recognise sales personnel among the wide range of industries under their job scopes. In 2013, the NSA introduced a special award for female sales professionals under each category, and the NSA further extended its scope by recognising and rewarding performers in both B2B and B2C segments. This will open doors to individuals and organisations who are involved in commercial B2B level to apply for their performance.

SLIM DIGIS

SLIM Digis intends to celebrate Sri Lanka's best digital marketing endeavours, innovation and talent and recognises the region's growing influence on the global digital industry. As the Sri Lankan digital industry continues to add value to many brands, SLIM Digis aims to celebrate outstanding work and talent within the digital sphere. This award competition is judged under international standards by the industry's most respected business, marketing and digital marketing professionals.

SLIM Brand Week

SLIM Brand Week 2025 is Sri Lanka's premier marketing symposium, bringing together visionary leaders, industry experts, and professionals for three days of innovation, inspiration, and networking. This year's theme, "Cutting Through the Noise," focuses on helping brands thrive in an increasingly competitive and digital-first world by adopting disruptive strategies and creating authentic connections.

Effie Awards

The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry and recognise any and all forms of marketing communication that contribute to a brand's success. Sri Lanka Institute of Marketing became the franchisee of Effie Awards Sri Lanka in 2008 and, to date, has been able to proudly play a role in bringing together the advertising community and the marketing fraternity to celebrate the best of Sri Lanka's creativity. The Effie Awards believe in the power of great ideas that yield great business results. This is a unique awards ceremony, which is about the power of creativity and the effect of allowing organisations to achieve their business and brand objectives.

SLIM SME Development Awards

SLIM SME Development Awards is a celebration organised under the restart initiative by the Sri Lanka Institute of Marketing to reward the outstanding efforts of SMEs in the marketing/branding/sales of their enterprises. Insights gained through SLIM Brand Excellence show that there is a lack of knowledge and appreciation for marketing among SME resulting in issues of commercialisation and sustenance.

SLIM efforts to encourage the practice of sales/marketing/branding to sustain more SMEs and progress forward to mainstream businesses with standards through this event.

PORTFOLIO

CORPORATE COMMUNICATION AND SUSTAINABILITY

Leading Liyo

This initiative serves as a platform to encourage more women to take up leading roles and effectively contribute to the national economy. Leading Liyo is a Leadership Development program consisting of seven modules which provides a platform for women to overcome the barriers which prevent access to elevating their skills and knowledge in leadership development. The objective of this program is to nurture future women leaders and equip them with the necessary skills to spearhead their respective fields, in addition to many initiatives launched by the government of Sri Lanka.

Liyaka Mahima

Liyaka Mahima is one of SLIM's pioneering projects executed under the initiative Gamata Marketing, with the intention of empowering grassroots-level entrepreneurs, with a special focus on women. This project was carried out in collaboration with the South Asian Association for Home-Based Workers (SABAH). While the former identified potential beneficiaries, analysed their needs and offered necessary training facilities to enhance their knowledge of the dynamic business environment, the latter aimed to assist them in promoting their products through various media platforms and bringing forth strategic partners.

Gamata Marketing

Amidst today's challenging business landscape, SLIM has identified many opportunities to support aspiring Sri Lankan entrepreneurs. In line with these objectives, the Gamata Marketing Workshop focuses on making local micro-level enterprises aware of basic marketing principles and their strategic applications. The Institute also strives to educate micro-level enterprises on effective targeting strategies focused on creating value in a way that would satisfy their customers more effectively and efficiently than their competitors. Under the Gamata Marketing banner, SLIM appointed the Market Development Expert Committee consisting of eminent professionals in different industries. One-to-one consultation sessions are conducted to guide and mentor micro-entrepreneurs to develop their business strategies.

PadiDiyaDana

PadiDiyaDana is an initiative led by 'Manusath Derana' in collaboration with the 'Red Cross Consultancy Services' (RCCS) under the auspices of 'Sri Lanka Red Cross Society' in order to eradicate 'Chronic Kidney Disease' (CKD) from Sri Lanka through the donation of Clay Water Filters to the affected areas/communities.

Marketing Roks

This is a competition for budding marketers at the school level and university level. The program is catering to a gamut of schools in every district and university on the island. This vibrant project has been approved by the Ministry of Education. This national-level CSR project directly caters to future marketers and entrepreneurs to face the future with confidence.

SLIM TRAININGS AND CORPORATE SOLUTION

Leading Liyo Corporate Solutions

Well-trained staff members are an asset to any organisation as they can improve business performance and profit. SLIM offers a range of marketing education programs that enable any organisation to choose the skill development their employees require. We have introduced and developed a series of cutting-edge workshops and programs that are responsive to the needs of the business community and are tailor-made for any organisation. The fully-fledged training sessions will provide staff with the practical skills needed to enhance their knowledge base and succeed in today's fast-paced and constantly changing business world. SLIM has designed the best solutions to assist teams in organisations in achieving higher team morale and performance, keeping up with industry changes, keep in touch with all the latest technology developments and stay ahead of competitors. On-going training is important not just for employee development, but also for business success. Whether it's just a personal ambition or a professional skill, learning is extremely important for any company. SLIM is the premier training institute of the corporate world; our workshops and trainings are conducted by various industry experts, leading to a significant improvement among the employee's overall productivity.

SLIM Trainings

SLIM training helps build high-performance teams in organisations across the country, giving all the skills, tools and techniques to maximise returns to the organisation. We believe in applying a practical approach that focuses on the reality of the workplace and how best to apply the theories in the real world. Our workshops give participants the information and skills needed to perform at expected levels in their organisations or businesses. Improving business performance through in-person and live online training courses includes the latest practices, efficient operations, traits to develop and different aspects to face the dynamic corporate world.

MEMBERSHIP AND CORPORATE AFFAIRS

Experience Sharing Forums

SLIM conducts Experience Sharing Forums, which bring together Marketing experts from across the country and often from overseas as well, giving them an opportunity to share their learning and experiences with our members. This program is conducted several times a year and is greatly anticipated, being an invaluable resource event for our members.

Marketer Quiz

Marketers Quiz is conducted to promote healthy competition among marketing professionals and to test the knowledge in the areas of marketing, strategy formulation, branding and general knowledge. Each team is given intriguing questions covering varying areas, including marketing essentials and concepts, consumer behaviour, brand fundamentals, international marketing, economics, business highlights and strategic thoughts.

PORTFOLIO

SLIM Marketing Column

SLIM has tied up with Ceylon Today to publish marketing-related articles in their newspaper. SLIM members and lecturers may send marketing-related articles that are published free of charge. This is a value addition to SLIM members, and the articles will benefit the marketing fraternity.

Marketers' Dance

The Marketers' Dance is the official dinner dance organised by the Sri Lanka Institute of Marketing, with the participation of professional marketers in the fraternity and SLIM members, along with graduates of the Graduation Ceremony. This is an annual event and the perfect platform to network with each other, with a fusion of entertainment and enjoyment.

RESEARCH CATEGORY

SLIM Research Bureau (SRB)

The SLIM Research Bureau is an operation associated with SLIM and it supports students, marketers, SMEs, and entrepreneurs by being at the forefront of decision-making and planning as a trusted source of information and insights, with the ambition of driving the country towards a knowledge-based economy. SRB provides the most accurate and up-to-date business information and tools to support marketers in strategic decision-making and carries out market research from ideation to commercialisation and post-launch evaluations.

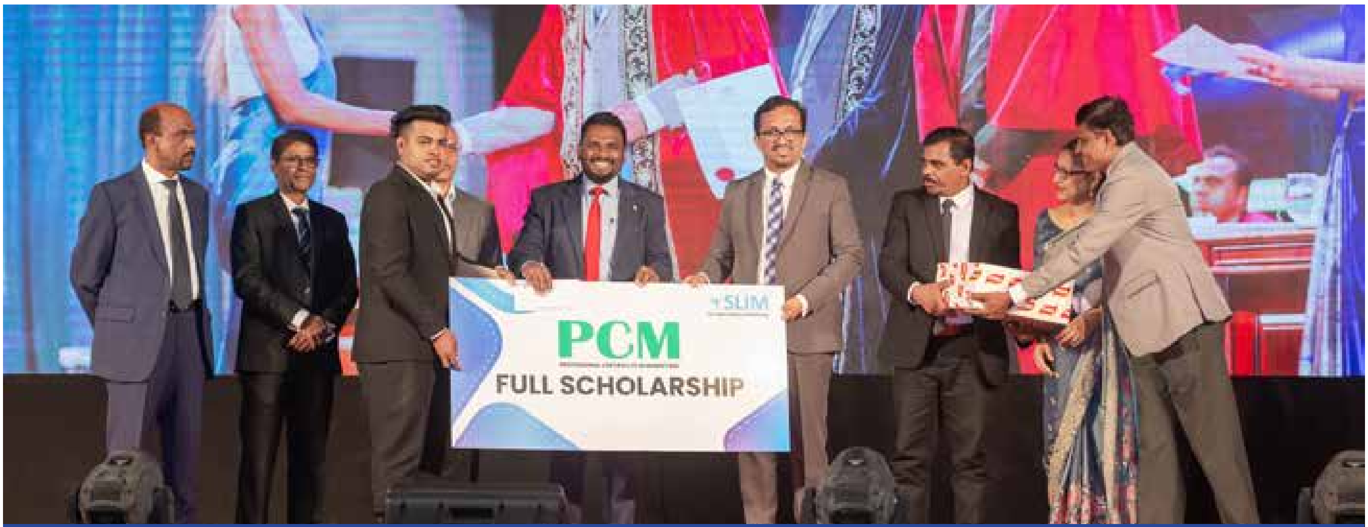
South Asian Journal of Marketing (SAJM)

The South Asian Journal of Marketing is an international, open access, peer reviewed academic journal focusing on all topics related to marketing with a particular emphasis on the South Asian region. The journal is published by Emerald Publishing and managed by the Faculty of Management Studies, Sabaragamuwa University of Sri Lanka on behalf of the Sri Lanka Institute of Marketing.

International Conference on Marketing Management (ICMM)

The International Conference on Marketing Management is an international conference held annually with the presence of international scholars and local scholars. The event enables scholars to publish their research work, and the best research papers are selected after being presented in front of an eminent panel. Emerald Publishing, which is a leading publisher of research work, has also tied up with ICMM.

HIGHLIGHTS OF THE YEAR



SKILLS EXPO 2025

Launch of Centre for International Education (CIE)

SLIM Kantar People's Awards 2026

HIGHLIGHTS OF THE YEAR

World Marketing Forum 2025

Book Launch -Shaping Entrepreneurial Marketing in South Asia

TAGS Annual Report Awards (Silver Award)

National Management Excellence Awards 2025 (Gold Award - Under the Education Sector)

National Business Excellence Awards (Silver Award - Under the Associations and Societies Sector)

MACROECONOMIC IMPACT

Transitioning from stabilisation to growth, Sri Lanka's economic recovery gained a firm position during the period under review. This underscores for the Institute an improvement in consumer purchasing power, which has translated into increased revenue from programs and events. Nevertheless, the broader recovery phase has been tempered by a higher tax environment and shifting educational trends, which shape our approach to innovation and value creation.

The following factors had both direct and indirect influence on our operations, . We monitored the external environment for monetary and fiscal developments, in addition to regulations and trends that have a direct impact on SLIM's academic and professional programs.

MACROECONOMIC ENVIRONMENT (NATIONAL)

The recent economic stability in Sri Lanka can be exemplified through several indicators. The country's GDP rate has multiplied from 2.3% in 2023 at the peak of the economic crisis, to 5% by the end of 2025. The economy is currently undergoing its second consecutive year of growth, with stabilised inflation, improved labour market conditions and a surplus in the primary balance. Moreover, key economic sectors recorded changes of 1.4%, 7.8% and 3.3% in Agriculture, Industry and Services.

Figure 1.9
Annual Real GDP Growth Rates (a)

(a) Base year 2015

Source: Central Bank of Sri Lanka

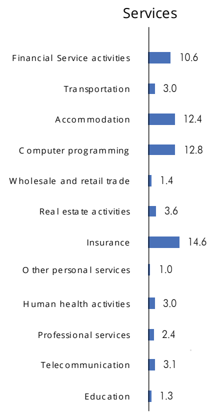
GDP growth was driven by expanded economic activity in industry, services and agriculture, with the latter seeing continued disruptions from weather and climate-related headwinds. The most hard-hitting devastation was caused by Cyclone Ditwah towards the latter part of 2025, causing widespread destruction to lives, land and property.

GDP SHARE AT CURRENT PRICE

Agriculture	Industry	Services
Share of GDP 8.4%	Share of GDP 25.4%	Share of GDP 54.6%

Source: National Accounts Estimates of Sri Lanka; Annual and Fourth Quarter -2025. Department of Census and Statistics.

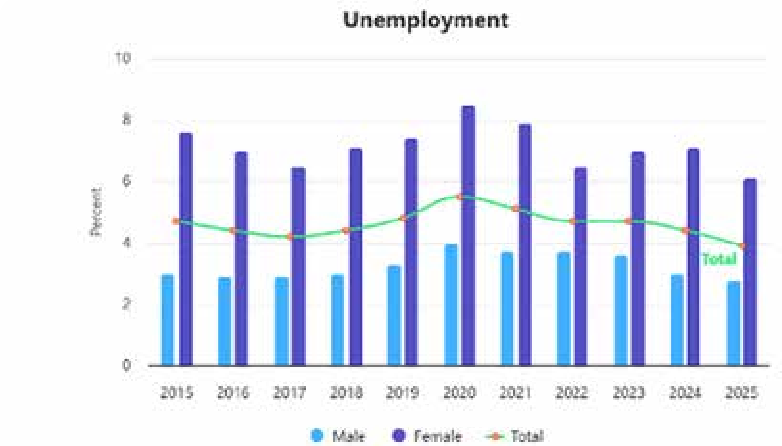
Growth in Economic Activities at Constant Prices in 2025 (a) (Services)



(a) Base year 2015

Source: Department of Census and Statistics, cited in the Annual Economic Review (CBSL)

Unemployment rate declined to 3.9% in 2025 from 4.4% in 2024. However, unemployment among youth between 20-24 and 25-29 remained high at 18% and 11%, respectively.



Source: Central Bank of Sri Lanka

INFLATION

Despite prices of goods and services remaining high, driving up the cost of living compared to the pre-economic crisis era, prices started stabilising over the period under review. There was a period of deflation in 2025, which saw rates move from positive to negative.

Annual average headline inflation, according to CBSL's Annual Economic Review, was -0.5% in 2025 compared to 1.2% in 2024. Headline inflation dipped into negative territory in Q1 of 2025 and reached 2.1% towards the final quarter of the year.

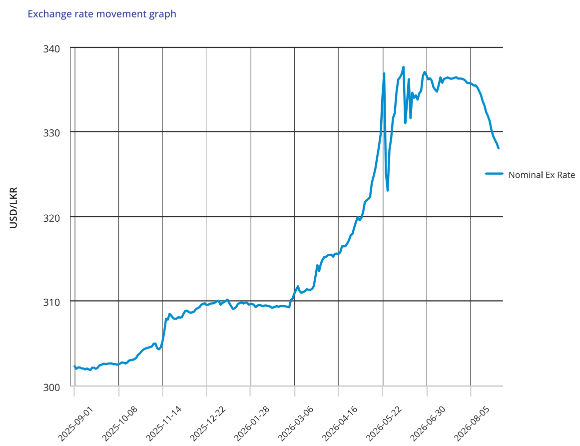
CREDIT EXPANSION

The Central Bank maintained a cautious monetary policy based on data, geared towards a target of 5% inflation and to support economic recovery. CBSL maintained a low-interest-rate environment, which enabled an influx of demand for private credit and created a surge in demand for big-ticket purchases of goods and services. However, loans for personal education by commercial banks dropped by 60% (CBSL data).

EXTERNAL SECTOR

Tourism earnings reached a historical high of USD 3.2 Bn by the end of the year, driving foreign exchange liquidity. This was secured through an influx of over 2 million tourist arrivals. Tourist arrivals increased by 15.1% during the year compared with 2024.

Gross Official Reserves reached USD 6.8 Bn by end-2025, an increase compared to end-2024. Moreover, the exchange rate (LKR per USD) stood at Rs 309.99 by the end of 2025 and depreciated by -5.6% in 2025 compared to a 10.7% appreciation in 2024. Furthermore, the current account surplus improved from USD 1.2 Bn in 2024 to USD 1.7 Bn in 2025.



Source: Central Bank of Sri Lanka

EDUCATION AND HIGHER EDUCATION

Sri Lanka currently has 17 state universities and 32 degree-awarding institutions recognised by the University Grants Commission (UGC). Together, they offer hundreds of UGC approved degree programmes, accredited under Section 25A of the Universities Act No. 16 of 1978. Our nation continues to enjoy a high literacy rate, one of the highest in the region. This is due to compulsory early childhood development as mandated by local laws. As per World Bank statistics, Sri Lanka has a 93% literacy rate compared to 78% in India (2024 data).

In developing the education sector, the Government allocated a considerable amount of funds in the period under review. This allocation supports expansion of early childhood development centres, school infrastructure upgrades, national review of the existing school system and funding for exam-based scholarships, in addition to curriculum modernisations. Reforms are underway across primary and secondary education with updated syllabi and new subjects being infused into the curriculum.

At the tertiary level, thousands of A/L graduates entered state universities, vocational and private institutions during the year, while roughly 62% of candidates qualified for university admission in 2025.

PROFESSIONAL AND ACADEMIC BODIES

Created through Acts of Parliament, institutions such as the Sri Lanka Institute of Marketing (SLIM) are stakeholders of the higher education sector. These have legal authority to regulate professions and set national standards, and offer qualifications aligned with university degrees, with the distinction of being specialisations in areas such as marketing, engineering, law, accounting and HRM, etc. Academic programs and qualifications provided by such institutions carry considerable weight and emphasise regulated expertise with heavy professional recognition and career advancement. The following are some data on University Education in Sri Lanka.

INDICATOR	VALUE
Student–teacher ratio	26.3
Age specific enrolment ratio (18–22 yrs.)	10.9%
Eligible for university admission	62.4%
Admitted as a % of eligible	24.3%
Government expenditure on education (2023)	1.6% of GDP

Source: Annual Economic Review. 2025. Central Bank of Sri Lanka

MACROECONOMIC IMPACT

TRENDS IMPACTING THE SECTOR

In 2025, nearly two-thirds of A/L students (62.4%) became eligible for university entrance, with 24.3% admitted to state universities. The higher education sector underscores limited placements at state universities, with a large number of students opting for private higher education locally, through academic migrations. Private-sector-based higher education continued to fill the gaps left by public institutions and offer alternative pathways for school leavers and young people.

The domestic higher education landscape is undergoing a period of transformation, redefined by infrastructure developments, climate-related changes, global labour market developments and changing migration patterns. We witnessed significant infrastructure projects promoted during the year, including the BOI's proposed university towns in Keragala and Sooriyawewa which stand as ambitious projects with plans to host internationally benchmarked facilities and infrastructure.

Sri Lanka is positioning itself as a regional hub for transnational higher education, and by clustering resources, the Board of Investment is making a concerted effort to replicate successful university cities, as seen in the UAE, Malaysia and Singapore.

Climate shocks continue to hamper certain aspects of education, such as examinations. The Ditwah Cyclone in late 2025 impacted the education system, which postponed the A/L examinations indefinitely, a decision that was necessitated to ensure student safety. The event underscores that Sri Lanka's exposure to climate-induced disruptions is likely to be frequent. Furthermore, we are reminded that the one-exam model of determining university entry remains vulnerable and could ultimately impact thousands of students.

Global tech disruptions and rapid changes are reshaping how students and employers view technology. Student aspirations and labour market expectations will continue to be shaped as new technologies emerge, particularly generative AI, quantum computing and robotics.

Worldwide, the tech sector entered a phase of transformations due to AI-led restructuring, layoffs and an increasing shift in manufacturing and R&D to India. While IT remains a field of high demand, students have increasingly diversified their focus into engineering, applied sciences and professional disciplines. Moreover, due to the rapidly increasing demand for reskilling and upskilling employees, universities and private institutions are adjusting curricula to include multi-disciplinary and industry-aligned education pathways.

Migration and international student mobility continued to slow down due to tightened VISA policies. Constraints, such as new migration and VISA rules in Western countries, especially in the USA, pushed students to reconsider exploring higher education pursuits locally and regionally. Sri Lankan students have encountered new barriers in academic migration due to stricter financial proof-of-funds and caps on student and dependent visas. These have slowed outbound migration and created uncertainty about future migration potential for students and families.

Note: To be read in conjunction with the narrative.

- Government-led education investment
  - BOI-led investments
  - Government allocation for education
- Policy reforms and regulatory shifts
- Improved macroeconomic governance (e.g. improved state revenue and a primary account balance)
- Tight government oversight for academic credibility (e.g., UGC approval and stringent process in obtaining NVQ/TVEC equivalence)

- Macroeconomic recovery, witnessed through stabilising growth and fiscal improvements, which are likely to encourage reduced migrations and potentially develop the talent pool
- High allocation of funding for the education sector
- Rising operating costs and high price sensitivity

- Changing pathway preferences as students select IT, Engineering, Applied Sciences and professional disciplines.
- Growing demand for private higher education due to limited state university capacity
- Growing appetite for flexible learning (part-time and hybrid learning)
- Climate-related disruptions to education leave students vulnerable
- Shifts in academic migration due to tight visa rules and improving local conditions

- Technology is becoming a major competitive factor
- Infrastructure modernisations, including tech labs and research facilities
- EdTech options – E.g., digital assessments and hybrid learning

- Climate vulnerabilities, as underscored by the Ditwah Cyclone's devastating effects
- Increasing weather events that disrupt academic calendars (primary and secondary education, which impacts higher education enrolments and timeframes)

- Stricter international visa and immigration regulations, including higher financial thresholds and reshaping outbound student mobility
- Local regulatory frameworks that regulate private sector higher education, including quality assurance and accreditations.

GLOBAL DIRECTION AND OUTLOOK

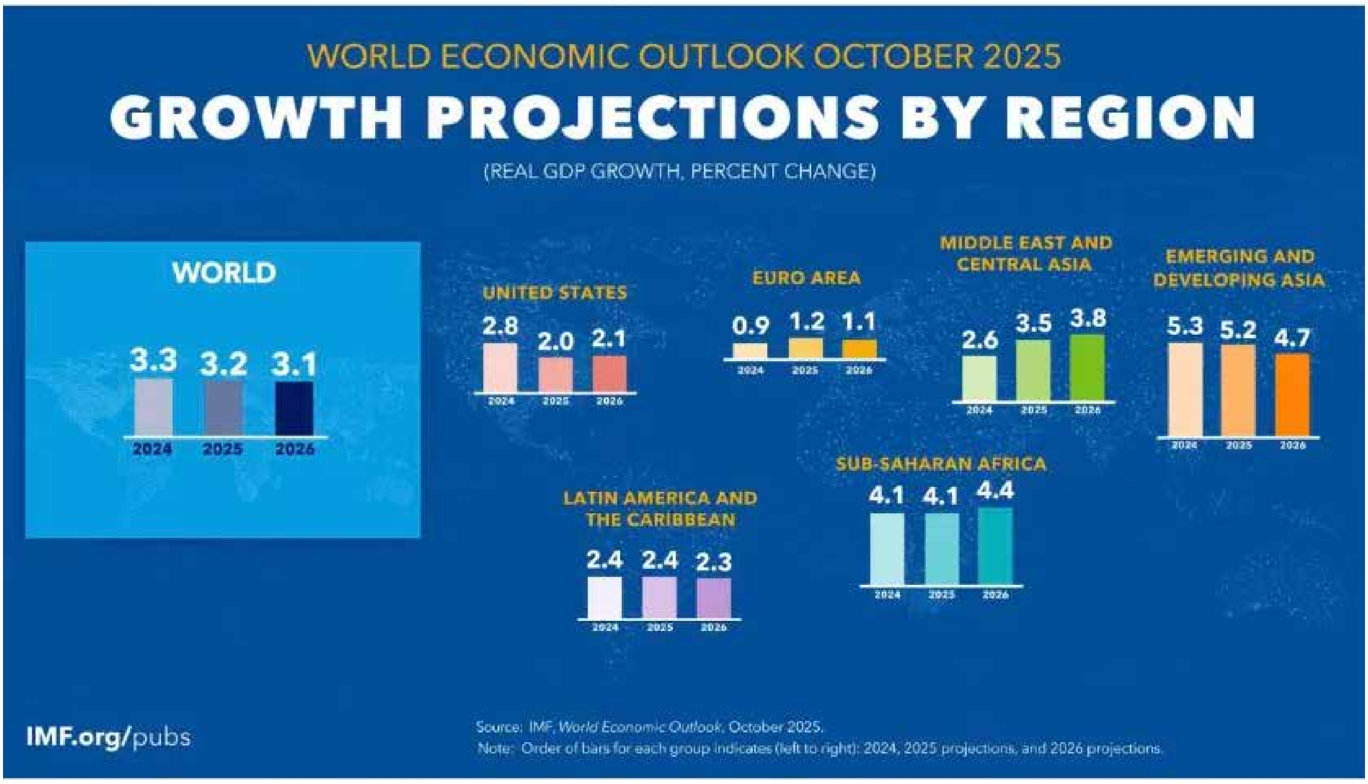
Global GDP growth slowed to 3.2% in 2025, with a slightly increased momentum expected by 2027. The world economy and regional growth are currently navigating a period of geopolitically driven tensions and wars, defined by the escalating war in the Middle East and also concerned by the war between Ukraine and Russia.

Despite remaining a primary growth engine, the Asia-Pacific region reported 4.5% growth in 2025, a slower rate than in 2024. Moreover, growth is expected to moderate to 4.1% in 2026. Regional growth was resilient, with a strong tech cycle boosting exports.

Two themes, tariffs and protectionism, were expected to reduce demand for Asian exports in 2025/26, with concerns amplified by slowing growth and social tensions. However, strong exports marked the first six months of 2025, underpinning regional economic resilience. This was due to frontloading (accelerating exports to avoid tariffs).

A prolonged conflict and geopolitical fragmentation, AI and trade tensions continue to characterise the outlook and risks. However, there is optimism on AI-driven productivity and some easing in trade tensions.

MACROECONOMIC IMPACT



GLOBAL IMPACTS ON EDUCATION

The global acceleration in generative AI has stirred discussions around curriculum development. However, access to such technologies can be challenging. Despite hybrid learning and adaptive educational platforms in urban areas, rural schools may struggle with access to digital resources due to high-tech costs. Moreover, climate change has pushed universities to integrate climate literacy into higher education.

In line with the UN SDGs, Sri Lanka's progress dashboard showed improvements seen in effective learning; progress has been seen in technical and vocational training, while there is growth in digital and technology-related skills. To achieve targets set for 2030, certain focused initiatives are required, particularly in increasing Early Childhood Development enrolment and teacher qualifications.

BEYOND THE CURRENT CONTEXT

As the private sector expands and the government increases investments in infrastructure projects, Sri Lanka's higher education sector is poised for diversification and resilience. We can safely expect more internationally linked education ecosystems to emerge in the country, benefitting students, parents and academia. Moreover, the pace of educational reforms and our ability to adapt to international pressures will determine how successfully the country supports our next generation of learners and young professionals.

GOVERNANCE

Progress is sustained when every decision is guided with clarity and purpose. Just as a sailfish enhances its remarkable speed and directional precision through a polished steel bill and integrated compass, SLIM strengthens its governance with ethical leadership, transparent oversight and sound decision-making. Built upon a framework of accountability and integrity, governance provides the direction that connects strategy with responsible execution while responding confidently to an evolving landscape. More than a system of oversight, it is the guiding force that steers SLIM's journey from ordinary to extraordinary.

CORPORATE GOVERNANCE REPORT

Over the years, we have consistently upheld the precepts of governing with accountability. This has been possible with a strong commitment to transparent governance, modernised oversight and future-focused strategies to ensure that SLIM remains relevant and central to the professional marketing community and the professional education sector. Our approaches to governance have evolved over time, based on current stakeholder and institutional expectations, as well as industry best practices. The governance structure and procedures have been revised over time.

THE GOVERNANCE STRUCTURE

Our governance structure is comprehensive and encompasses all applicable standards of governance and internal controls. As a non-profit organisation, our governance structure ensures disciplined oversight and accountable leadership across our divisions and processes.

Each tier of the structure, from the Council of Management to Operational Heads, holds a defined role in responsibly carrying out the Institute's functions. Furthermore, the entire framework is held strongly by combining mandatory compliance requirements and voluntarily adopted standards to strengthen transparency and to maintain continuous compliance and improvements to our systems.

AUDIT, COMPLIANCE, RISK COUNCIL OF MANAGEMENT & ETHICS COMMITTEE
HUMAN RESOURCE DEVELOPMENT COMMITTEE
EDUCATION REFORMS COMMITTEE
COUNCIL OF EDUCATION
CONSULTATIVE COMMITTEE
PARLIAMENT ACT AMENDMENT COMMITTEE

Council Of Management & Executive Committee

Chief Executive Officer

GM – Marketing & Business Development
DGM - Education
AGM – Central Operations
Head of Finance
Head of Events
Head of Marketing
Senior Manager - SLIM Business School Operations & Strategic Expansion
Confidential Secretary

MANDATORY COMPLIANCE	VOLUNTARY ADHERENCE
Constitution of Institute	Code of Best Practice on Corporate Governance issued by CA Sri Lanka SEC
Incorporation Act No 41 of 1980	Code of Business Ethics
Companies Act No. 07 of 2007	Environmental Management System
Sri Lanka Accounting and Auditing Standards	Internal Control System
Inland Revenue Act No. 24 of 2017	

TIERS OF AUTHORITY

SLIM operations are overseen by its top leadership, the Council of Management and the Executive Committee (EXCO), which are appointed each year at the Annual General Meeting.

BODY	PRIMARY ROLE	FOCUS AREA
Council of Management	Strategic leadership	Policy, governance, long - term direction
Executive Committee	Operational execution	Implementing programs, events, and initiatives

COUNCIL OF MANAGEMENT

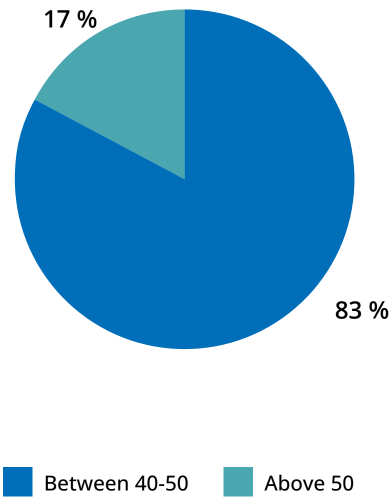
The committee of the year under review (2025) comprised 15 members, all of whom were appointed at the 55th AGM of SLIM in 2025. The leaders of the council and the committee are entrusted with guiding SLIM in line with its strategic direction. They are responsible for carrying out the following duties, in general.

- Shaping the long-term strategic objectives
- Setting policies, standards and governance framework
- Overseeing finance activities and performance
- Guide major initiatives, such as education reforms and professional development, and global engagement
- Compliance with the SLIM Act and corporate governance
- Responsible leadership and good governance

The 2025 Council did not include female representation.

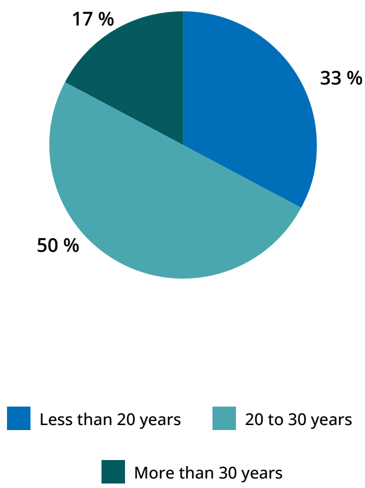
NAME	STATUS	AGE	EXPERIENCE	AREAS OF EXPERTISE
Prof. (Dr.) Dewasiri N. Jayantha	President	42	23 Years	Finance, Sales and Marketing
Dr. Dilhan Sampath Jayatilleke	Vice President - Education and Research	41	20 Years	Sales, Marketing, Business Development and General Management
Mr. Enoch Perera	Vice President – Events and Sustainability Projects	45	21 Years	Finance, Domestic and International Sales, Marketing, and Operations
Mr. Manthika Ranasinghe	Honorary Secretary	44	19 years	Marketing, Finance, And General Business Administration
Mr. Asanka Perera	Honorary Treasurer	43	19 years	Advertising, Brand Management, and Strategic Marketing
Mr. Channa Jayasinghe	Honorary Assistant Secretary	54	33 Years	Marketing Strategy Development and Execution

AGE REPRESENTATION - COUNCIL



The Council of Management has 83% members who are below the age of 50.

EXPERIENCE LEVEL - COUNCIL



The members of the Council of Management are experienced professionals with decades of experience in leadership positions and as executives in various industries/sectors.

CORPORATE GOVERNANCE REPORT

COUNCIL MEETINGS

The Council of Management was assigned 9 meetings during the year and succeeded in conducting all planned meetings, with attendance varying from member to member.

NAME	STATUS	SCHEDULED MEETINGS	ATTENDANCE
Prof. (Dr.) Dewasiri N. Jayantha	President	9	8/9
Dr. Dilhan Sampath Jayatilleke	Vice President - Education and Research	9	7/9
Mr. Enoch Perera	Vice President – Events and Sustainability Projects	9	9/9
Mr. Manthika Ranasinghe	Honorary Secretary	9	7/9
Mr. Asanka Perera	Honorary Treasurer	9	7/9
Mr. Channa Jayasinghe	Honorary Assistant Secretary	9	6/9

ROLE AND RESPONSIBILITIES OF THE PRESIDENT

The President of SLIM is responsible for providing leadership to the Institute, shaping its direction in the operating year and ensuring that the Institute remains responsibly governed. His/her key responsibilities cover:

- Lead with vision to ensure strong governance, and ensure that policies support the Institute's goals.
- Create and execute strategic plans, monitor finances, and secure important funding.
- Engage with stakeholders to represent the profession in public and marketing forums
- Team up with management to reach goals
- Resolve conflicts and provide new ideas to raise the reputation of the Institute.
- Other secondary duties include providing oversight on routine operations, representing SLIM on PR aspects and advocating on behalf of the Institute to support its mission.

THE EXECUTIVE COMMITTEE (EXCO)

The Executive Committee is responsible for supporting the Council of Management and for providing operational leadership to the Institute. The EXCO of the year under review was appointed at the 2025 AGM alongside the Council of Management and is formed by experienced professionals with relevant experience in providing guidance and leadership to operational activities.

The EXCO is responsible for carrying out activities and services in line with the SLIM Act of Incorporation and for implementing the decisions of the Council of Management. Moreover, their responsibilities include providing oversight of programs and events, while supporting strategic initiatives and representing diverse sectors of the marketing industry. Specific functions are as follows:

- General Authority and Finance: Act in the name and on behalf of the Institute, and authorise the spending of funds to achieve the Institute's objectives.
- By-laws: Make, alter, or cancel any by-laws from time to time, provided they are not repugnant to the Rules.
- Committee Appointments: Establish, appoint members to, and determine the terms of reference and duration for Special Committees (e.g. Council of Education, Audit Committee, Disciplinary Committee).
- Membership and Elections: Approve or reject membership applications, and scrutinise all nominations received for elections to ensure candidates are in good standing.
- Financial Oversight: Direct the Honorary Treasurer on keeping books of accounts and approve the audited statement of income and expenditure.

EXECUTIVE COMMITTEE MEMBERS

The EXCO comprised 9 members in the period under review, who fulfilled their duties to the best of their abilities, while balancing their industry responsibilities.

NAME	AGE	EXPERIENCE	AREAS OF EXPERTISE
Ms. Kaushala Amarasekara	40	20 +	Integrated Marketing Communications (IMC)
Mr. Anuk De Silva	36	16	Finance and related markets
Dr. Rasanjalee Abeywickrama	39	13	Academic and Marketing Consultancy
Mr. Damith Jayawardana	44	24	Marketing and Business Development
Mr. Sirimevan Seneviratne	43	18	Marketing professional
Mr. Tharindu Karunarathne	37	15	Marketing professional
Mr. Rajiv David	46	26+	Digital Marketing and Social Media Strategy
Mr. Nuwan Thilakawardhana	40	16+	Strategic Marketing and Brand Management
Dr. Muditha Hewawanitunga	46	28	Financial services sales and marketing

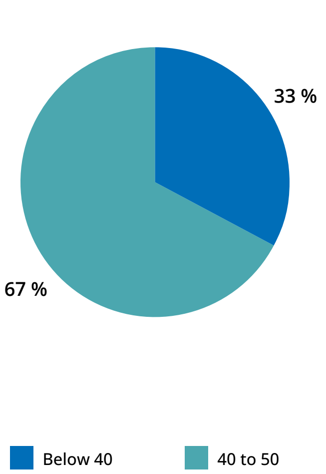
EXCO MEETING ATTENDANCES

17 EXCO meetings were scheduled for the period under review.

NAME	STATUS	SCHEDULED MEETINGS	ATTENDANCE
Ms. Kaushala Amarasekara	Executive Committee Member	17	13/17
Mr. Anuk De Silva	Executive Committee Member	17	14/17
Dr. Rasanjalee Abeywickrama	Executive Committee Member	17	17/17
Mr. Damith Jayawardana	Executive Committee Member	17	16/17
Mr. Sirimevan Senevirathne	Executive Committee Member	17	15/17
Mr. Tharindu Karunarathne	Executive Committee Member	17	15/17
Mr. Rajiv David	Executive Committee Member	17	15/17
Mr. Nuwan Thilakawardhana	Executive Committee Member	17	15/17
Dr. Muditha Hewawanitunga	Executive Committee Member	17	17/17

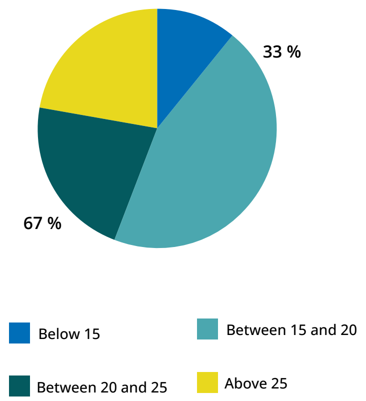
AGE REPRESENTATION - EXCO

Age Representation - EXCO



The majority of the EXCO members who served during the period under review were between the ages of 40 and 50.

EXPERIENCE LEVEL - EXCO



AGENDA OF THE EXECUTIVE COMMITTEE

The following were discussed, and some aspects were expedited during the period under review.

TIMELINE	TOPIC / ACTIVITY	DETAILS / KEY DECISIONS	STATUS
April	Change of Parliament Act	Drafting amendment documents; Project Chair: Prof. (Dr.) Dewasiri N. Jayantha; falls under the CEO	In progress
May – June	Amendment to SLIM Act	Request submitted to amend SLIM Act	Pending / Under review
July – October	SLIM Southern Campus Refurbishment	Refurbishment work commenced	Ongoing
November – December	MoU with SLEDB	SLIM to provide event branding, creative content, digital marketing, media briefings and launch events for Sri Lanka Expo 2026	Approved and Active
November – December	SLIM Business School Colombo Refurbishment	Refurbishment initiated	Partly completed; On hold
January – March	SLIM Southern Campus	Grand Opening held	Completed
January – March	SLIM Marketer's Dance 2025	Networking platform for graduates; celebration of achievements	Completed
January – March	SLIM Champions' Night 2025	Annual staff recognition event	Completed
January – March	Centre for International Education (CIE)	Official launch	Completed

CORPORATE GOVERNANCE REPORT

SLIM COMMITTEES

The EXCO and Council have established several committees to assist them in ensuring the proper operational conduct across various functions of the Institute. The following committees operated during the year under review, and their primary responsibilities are demonstrated below. Committees are represented by several distinguished marketing and business professionals, who collectively provide leadership to various sectors and multiple organisations.

Academic and Education Governance

- Board of Study - Ensures high academic standards by providing expert academic and industry insights.
- Education Reforms Committee - Comprising a distinguished panel of experts from marketing and academia, the committee is the Advisory body and guides curriculum revisions, quality standards and SLIM's alignment with industry expectations.
- Academic Council - Guidance on academic governance, including recruitment, development and disciplinary procedures.
- Council of Education – Provides strategic direction to the Institute and policy guidance for educational frameworks.
- Marketing Education and Research Committee (MERC) - Develops curriculum standards and shapes academic policy.
- Centre for International Education (CIE) - International education initiatives.

Research and Ethical Oversight

- SLIM Research Bureau (SRB) - SRB undertakes commercial and non-commercial research and consulting for the marketing profession and entrepreneurs.
- Ethical Clearance Committee for Research – They are tasked with ensuring ethical standards in marketing and corporate research through SRB and the MERC.
- International Conference on Marketing Management – Annual conference for scholars to publish best research papers, selected and vetted by an expert panel.

Industry Advisory and Development

- Business Consultant Panel – Governing and lecturing experts who specialise in marketing, strategy and entrepreneurship.
- Consultative Council – A team of senior professionals that advises SLIM's governing body on strategic marketing initiatives and industry development.
- Market Development Expert Committee - Provides advisory and consultancy support to MSMEs.
- Digital Marketing Advisory Committee (DMAC) – Drives our digital marketing strategy and oversees digital events, such as SLIM DIGIS.

Governance, Compliance and Administration

- Remuneration Committee – Oversees staff recruitment, remuneration, training, retention and retirement procedures
- Audit Committee – Tasked with ensuring financial governance and oversight of financial reporting and risk management
- Disciplinary Committee – Upholds our code of ethics and manages member complaints; and also investigates professional misconduct

COMMITTEE MEETINGS

Meetings were organised for each committee, with the number of scheduled meetings differing from each committee. However, the following committees did not organise any meetings during the year since the resolutions were not approved.

- Board of Study 2025-2026
- Marketing Education and Research Committee 2025-2026
- Ethical Clearance Committee for Research 2025 - 2026
- Market Development Expert Committee 2025-2026
- Business Consultant 2025 - 2026
- Academic Council 2025-2026
- Digital Marketing Advisory Committee 2025 - 2026
- Building Committee 2025 - 2026

COMMITTEE DETAILS

The following are the formations of the SLIM Committees which were active in the period under review.

EDUCATION REFORMS COMMITTEE – 2 SCHEDULED MEETINGS

MEMBERS	DESIGNATION	MEETING ATTENDANCE
Dr. Pradeep Edward	Chairperson, Past President – SLIM, Director General Manager, Hemas Hospitals – Thalawathugoda, Sri Lanka	2
Mr. Dehan Senevirathne	Vice Chairperson, Past President – SLIM, Accredited Lecturer, University of West London, Marketing and Management Consultant	2
Prof. Amila Buddhika Sirisena	Professor in Marketing, University of Ruhuna, Sri Lanka	2
Dr. Nuwan Wimalana	Co-Founder and Chairman, Eye for Growth (Pvt) Ltd., Sri Lanka	2
Dr. Anil Munasinghe	CEO – Marketing, Kelani Cables PLC	2
Mr. G.S. Sylvester	Chairperson of the Academic Council, Sri Lanka Institute of Marketing	2
Mr. Ramal Jasinghe	Managing Director, Arpico Insurance PLC, Sri Lanka	2
Mr. Deepal Abeysekera	Ex CEO, People’s Insurance PLC, Sri Lanka	2
Dr. Samantha Rathnayake	Senior Lecturer, PIM, University of Sri Jayewardenepura	2

COUNCIL OF EDUCATION - 4 SCHEDULED MEETINGS

MEMBERS	DESIGNATION	MEETING ATTENDANCE
Prof. Dewasiri N. Jayantha	President	4
Dr. Dilhan Sampath Jayatilleke	Vice President – Education	4
Mr. Enoch Perera	Vice President – Events and Sustainability Projects	4
Mr. Chamil Wickramasinghe	Chief Executive Officer	4
Dr. Sajith Chanuka Premathilaka	Head of Education	4
Hon. Secretary/Treasurer/Asst. Secretary	By Invitation	4

INTERNATIONAL CONFERENCE ON MARKETING MANAGEMENT - 9 SCHEDULED MEETINGS

MEMBERS	DESIGNATION	MEETING ATTENDANCE
Ms. Shanika Rathnasiri	Chairperson	8
Ms. Iresha Hettige	Secretary	9
Ms. Shashini Bulumulla	Coordinating Secretary	7

CORPORATE GOVERNANCE REPORT

CONSULTATIVE COUNCIL - 2 SCHEDULED MEETINGS		
MEMBERS	DESIGNATION	MEETING ATTENDANCE
Mr. Mahen Perera	Chairperson	2
Mr. Pradeep Edward	Consultative Committee Member	2
Mr. Taslim Rahaman	Consultative Committee Member	2
Mr. Thushara Perera	Consultative Committee Member	1
Mr. Wasantha Mallikarachchi	Consultative Committee Member	2
Prof. Dewasiri N. Jayantha	President SLIM	2
Dr. Dilhan S. Jayatilleke	Vice President - Education and Research	2
Mr. Enoch Perera	Vice President – Events and Sustainability	2
Mr. Manthika Ranasinghe	Hon. Secretary	2
Mr. Asanka Perera	Hon. Treasurer	2
Mr. Channa Jayasinghe	Hon. Asst. Secretary	2
Mr. Chamil Wickremasinghe	Chief Executive Officer	2

PARLIAMENT ACT AMENDMENT COMMITTEE - 10 SCHEDULED MEETINGS		
MEMBERS	DESIGNATION	MEETING ATTENDANCE
Prof. Dewasiri N. Jayantha	President	10
Dr. Dilhan S. Jayatilleke	Vice President - Education and Research	10
Mr. Enoch Perera	Vice President - Events and Sustainability	8
Ms. Shanika Rathnasiri	EXCO Member	5
Mr. Rohan Somawansha	Past President	6
Mr. Thushara Perera	Past President	6
Dr. Pradeep Edward	Past President	6
Mr. Sameera Liyanage	Member	6
Mr. Anura Siriwardhane	Member	5
Ms. Christina	Legal Officer	7
Mr. Chamil Wickramasinghe	Chief Executive Officer	6
Dr. Sajith Premathilake	Head of Education	3

AUDIT COMMITTEE – 6 SCHEDULED MEETINGS		
MEMBERS	DESIGNATION	MEETING ATTENDANCE
Mr. Taslim Rahaman	Chairperson	6
Mr. R M P Dayawansa	Vice Chairperson	6
Mr. Upul Adikari	Past President	4
Mr. Manil Jayasinghe	Member	5
President, Hon Secretary, Treasurer, CEO, Head of Finance	By Invitation	6

REMUNERATION COMMITTEE - 2 SCHEDULED MEETINGS		
MEMBERS	**DESIGNATION**	**MEETING ATTENDANCE**
Mr. RMP Dayawansa (Chairperson)	Chairperson	2
Mr. Dulip Wijetilleke (Vice-Chairperson)	Vice Chairperson	2
Ms. Thilanka Abeywardena	Past President	2
Mr. Dehan Seneviratne	Past President	2
Mr. Manthika Ranasinghe	Hon. Secretary	2
Mr. Chamil Wickramasinghe	Chief Executive Officer	2
Mr. Asanka Perera	Hon. Treasurer	2

COMPLIANCE

The ensuing section demonstrates our commitment to compliance requirements, including our commitment to governance frameworks. Our approaches and these voluntarily adopted frameworks ensure that we remain responsible for securing stakeholder expectations, while working towards the best interests of the Institute.

CORPORATE GOVERNANCE REPORT

SEC AND CA SRI LANKA CODE REFERENCE	CORPORATE GOVERNANCE PRINCIPLES	COMPLIANCE STATUS	SLIM LEVEL OF COMPLIANCE
A.1	**EXECUTIVE COMMITTEE**		
Principle A.1	The Institute should be headed by an effective Executive Committee [ExCo], which should direct, lead and control the Institute.		
A.1.1	The Committee should meet regularly. Executive Committee meetings should be held at least nine times in a financial year, in order to effectively execute the Executive Committee's responsibilities, while providing information to the Executive Committee on a structured and regular basis.	Compliant	The Executive Committee has held seventen (17) Meetings during the year. These meetings ensured that prompt action were taken to achieve the expectations of all stakeholders of SLIM. Refer number of meetings held and its attendance on page 37.
A.1.2	The Executive Committee's role is to provide entrepreneurial leadership to the Institute within a framework of prudent and effective controls which enables risk to be assessed and managed. In performing its role, the Executive Committee should be responsible for matters.	Compliant	The Executive Committee is collectively responsible for the success of the Institute. Executive Committee formulated the 5 year strategy plan and ensures that the CEO and Management team possess the skills experience and knowledge to implement the strategies. It also ensures that effective systems are in place to secure integrity of the information, internal control, risk management and compliance with all applicable laws and regulations.
A.1.3	The Executive Committee collectively and Executive Committee members individually, must act in accordance with the laws of the Country, as applicable to the Institute. There should be a procedure agreed to by the Executive Committee members, to obtain independent professional advice where necessary, at the Institute's expense.	Compliant	The Executive Committee collectively as well as individually recognises its duty to comply with laws of the country which are applicable to the Institute. Procedures have been placed for the Executive Committee to seek independent professional advice in furtherance of its duties at the Institute's expense. In addition, the Executive Committee is assisted by several Special committees on various matters.
A.1.4	All Executive Committee members should have access to the advice and services of the Institute Secretary, who is responsible to the Executive Committee in ensuring that Executive Committee procedures are followed and that applicable rules and regulations are complied with. Any question of the removal of the Institute Secretary should be a matter for the Executive Committee as a whole. The role of Institute Secretary is given in Constitution.	Compliant	As per the Rule Book of the Sri Lanka Institute of Marketing, responsibilities are vested with the Hon.Secretary. The Executive Committee members have access to the Hon.Secretary to ensure that proper board procedures are followed and all applicable rules and regulations are complied with.
A.1.5	All Executive Committee members should bring independent judgment to bear on issues of strategy, performance, resources (including key appointments) and standards of business conduct.	Compliant	As per the minutes, all Executive Committee members exercised independent judgment on matters of strategy, performance, resources, and business standards. Furthermore, they served the institute in an honorary capacity.

SEC AND CA SRI LANKA CODE REFERENCE	CORPORATE GOVERNANCE PRINCIPLES	COMPLIANCE STATUS	SLIM LEVEL OF COMPLIANCE
A.1.6	Every Executive Committee member should dedicate adequate time and effort to matters of the Executive Committee and the Institute, to ensure that the duties and responsibilities owed to the Institute are satisfactorily discharged. It must be recognized that Executive Committee members have to dedicate sufficient time before a meeting to review papers and call for additional information and clarification, and after a meeting to follow up on issues consequent to the meeting. This should be supplemented by a time allocation for familiarization with business changes, operations, risks and controls.	Compliant	Executive Committee members have dedicated sufficient time to obtain clarifications regarding matters via e-mails both before and after the Executive Committee meetings to ensure that the duties and responsibilities are discharged accordingly. In addition, the executive committee attended special committees including the education reforms committee, council of education, international conference on marketing management, consultative council, parliament act amendment committee, audit committee, remuneration committee.
A.1.7	Every Executive Committee member should receive appropriate training when first appointed to the Executive Committee of the Institute and subsequently as necessary. Training curricular should encompass both general aspects of being an Executive Committee member and matters specific to the particular industry/ institute concerned. An Executive Committee member must recognize that there is a need for continuous training and an expansion of the knowledge and skills required to effectively perform his duties as an Executive Committee member. The Executive Committee should regularly review and agree the training and development needs of the Executive Committee members.	Compliant	An orientation session for the Executive Committee members was conducted by the Council of Management. Additionally, the Council of Management organised a training session on Corporate Governance, which was conducted by a Past President of SLIM with expertise in this field.
A.2	**PRESIDENT AND CHIEF EXECUTIVE OFFICER (CEO)**		
Principal A.2	There are two key tasks at every Institute conducting of the business of the ExCo, and facilitating executive responsibility for management of the Institute's business. There should be a clear division of responsibilities at the head of the Institute, which will ensure a balance of power and authority, such that no one individual has unfettered powers over decision making.		
A.2.1	A decision to combine the posts of President and CEO in one person should be justified and highlighted in the Annual Report.	Compliant	The roles of the President and the CEO are distinct. The President is an elected representative serving in an honorary capacity, whereas the CEO is a full-time employee responsible for the organization's operational management.
A.3	**PRESIDENT'S ROLE**		
Principle A.3	The President's role in preserving good Corporate Governance is crucial. As the person responsible for running the Executive Committee, the President should preserve order and facilitate the effective discharge of Committee functions.		

CORPORATE GOVERNANCE REPORT

SEC AND CA SRI LANKA CODE REFERENCE	CORPORATE GOVERNANCE PRINCIPLES	COMPLIANCE STATUS	SLIM LEVEL OF COMPLIANCE
A.3.1	The President should conduct Executive Committee proceedings in a proper manner and ensure, inter-alia.	Compliant	The primary role of the President is to lead and manage the Executive Committee while ensuring its effectiveness in all aspects. The President's responsibilities include: 1). Ensuring that the views of Executive Committee members on matters under consideration are properly ascertained. 2). Encouraging all Executive Committee members to contribute effectively within their professional capacity for the benefit of the Institute. 3). Representing the views of the Executive Committee to the public. 4). Providing collective guidance and direction to the CEO and staff.
A.4	**FINANCIAL ACUMEN**		
Principle A.4	The Executive Committee should ensure the availability within it of those with sufficient financial acumen and knowledge to offer guidance on matters of finance.	Compliant	According to the qualifications of Executive Committee members, there was sufficient financial knowledge associated with members to offer guidance on matters on finance. Executive Committee Profiles are given on Pages from 36 to 37.
A.5	**BOARD [EXCO] BALANCE**		
Principle A.5	It is preferable for the Board to have a balance of Executive and Non-Executive Directors such that no individual or small group of individuals can dominate the Board's decision taking.		
A.5.1	The Executive Committee should include Members [not involved in management] of sufficient calibre and number for their views to carry significant weight in the ExCo decisions.	Compliant	The Executive Committee consists of professionals in Marketing, Human Resource, Management, Accounting, Finance and Information Technology. The Executive Committee Members possess the skills, experience and knowledge complemented with a high sense of integrity and independent judgment. The Executive Committee Profiles are given on pages from 36 to 37.
	The Executive Committee should include at least two Non-Executive Committee or such number of Non-Executive Committee Members equivalent to one third of total number of Executive Committee Members, whichever is higher. In the event the President and CEO is the same person, Non-Executive Committee Members should comprise a majority of the Executive Committee.	Not applicable	The roles of the President and the CEO are distinct as per the Rule Book of the Sri Lanka Institute of Marketing. The President is an elected representative serving in an honorary capacity, whereas the CEO is a full-time employee responsible for the organisation's operational management.
	The total number of Executive Committee members is to be calculated based on the number as at the conclusion of the immediately preceding Annual General Meeting. Further, any change occurring to this ratio should be rectified within 90 days from the date of the change.	Not applicable	The number of members of the Executive Committee is specified by the Rule Book of the Sri Lanka Institute of Marketing.

SEC AND CA SRI LANKA CODE REFERENCE	CORPORATE GOVERNANCE PRINCIPLES	COMPLIANCE STATUS	SLIM LEVEL OF COMPLIANCE
A.5.2	Where the constitution of the Executive Committee Members includes only two Non-Executive Committee Members, both such Non- Executive Committee Members should be 'independent'. In all other instances two or one third of Non-Executive, Executive Committee Members appointed to the Executive Committee whichever is higher should be 'independent'.	Not applicable	All members of the Executive Committee serve in an honorary capacity and operate independently.
A.5.3	For an Executive Committee Member to be deemed 'independent' such Executive Committee Member should be independent of management and free of any business or other relationship that could materially interfere with or could reasonably be perceived to materially interfere with the exercise of their unfettered and independent judgment.	Compliant	All members of the Executive Committee serve in an honorary capacity and operate independently.
A.5.4	Each Executive Committee Member should submit a signed and dated declaration annually of his/her independence or non-independence.	Compliant	The Executive Committee members of the Institute have provided written submissions affirming their independence.
A.5.5	The Executive committee should make a determination annually as to the independence or non-independence of each Executive Committee Member based on such a declaration made of decided criteria and other information available to the ExCo. The ExCo should determine whether the EXCO Member is independent in character and judgment and whether there are relationships or circumstances which are likely to affect, or could appear to affect, the ExCo Members judgment. The ExCo should specify the criteria not met and the basis for its determination in the annual report, if it determines that a ExCo Member is independent notwithstanding the existence of relationships or circumstances which indicate the contrary and should set out in the Annual Report the names of Directors determined to be 'independent'. An Executive Committee member would not be independent if he/she:	Compliant	All Executive Committee members of the Institute have submitted written declarations regarding their independence and they are serving in an honorary capacity. For further details, please refer to the profiles of the Executive Committee members on pages from 36 to 37.
A.5.6	If an alternate ExCo member is appointed by a Non-Executive Committee Member such alternate ExCo member should not be an executive of the Institute. If an alternate ExCo member is appointed by an independent Director, the person who is appointed also should meet the criteria of independence and the provision on minimum number of independent directors also should be satisfied.	Not applicable	All members of the Executive Committee serve in an honorary capacity and operate independently.

CORPORATE GOVERNANCE REPORT

SEC AND CA SRI LANKA CODE REFERENCE	CORPORATE GOVERNANCE PRINCIPLES	COMPLIANCE STATUS	SLIM LEVEL OF COMPLIANCE
A.5.7	In the event the President and CEO is the same person, the Executive committee should appoint one of the independent Non-Executive Committee Member to be the "Senior Independent Executive Committee Member " (SIECM) and disclose this appointment in the Annual Report	Not applicable	"The President and the CEO are two distinct individuals."
A.5.7	The Senior Independent Director should make himself available for confidential discussions with other directors who may have concerns which they believe have not been properly considered by the Board as a whole and which pertain to significant issues that are detrimental to the Company.	Not applicable	Refer above
A.5.9	The President should hold meetings with the Non-Executive Committee Members only, without the Executive committee Members being present, as necessary and at least once each year.	Compliant	All members of the Executive Committee serve in an honorary capacity and operate independently.
A.5.10	Where Executive Committee Members have concerns about the matters of the Institute which cannot be unanimously resolved, they should ensure their concerns are recorded in the Executive Committee Meeting Minutes.	Complaint	There is no evidence of any matters that could not be unanimously resolved this year. However, if such matters arise, they will be recorded in the minutes of the Executive Committee meetings.
A.6	**SUPPLY OF INFORMATION**		
Principle A.6	The Executive Committee should be provided with timely information in a form and of a quality appropriate to enable it to carry out its duties.		
A.6.1	Management has an obligation to provide the Executive Committee with appropriate and timely information, but information volunteered by management may not be enough in all circumstances and Executive committee members should make further inquiries where necessary. The President should ensure all Executive Committee members are properly briefed on issues arising at Executive Committee meetings.	Compliant	The Senior Management and the Council of Management convene the COMAT meeting to review SLIM's performance. Matters discussed during the COMAT meeting are subsequently presented to the Executive Committee for ratification, ensuring that key decisions are supported by appropriate deliberation and information.
A.6.2	The minutes, agenda and papers required for an Executive Committee Meeting should ordinarily be provided to Executive Committee members at least Fourteen (14) days before the meeting, to facilitate its effective conduct.	Compliant	As per the Rule Book of the Sri Lanka Institute of Marketing, a minimum of fourteen (14) days' prior notice is required for meetings. The meetings are scheduled for the entire year, and the Secretary to the President, Council of Management, and Executive Committee ensures that reminders are sent fourteen (14) days in advance.
A.7	**APPOINTMENTS TO THE EXCO**		
Principle A.7	There should be a formal and transparent procedure for the election of new Executive Committee members to the Executive Committee in compliance with the Act.		

SEC AND CA SRI LANKA CODE REFERENCE	CORPORATE GOVERNANCE PRINCIPLES	COMPLIANCE STATUS	SLIM LEVEL OF COMPLIANCE
A.7.1	A Nomination Committee should be established to make recommendations to the Executive Committee on all new Executive Committee appointments. As per the constitution the Council will function as the Nomination Committee. Terms of Reference for Nomination Committees are set in the Constitution. The Chairman of the Nomination Committee should be identified in the Annual Report.	Compliant	The composition of the Nomination Committee is the Executive Committee members of the Sri Lanka Institute of Marketing as per the Rule Book of the Sri Lanka Institute of Marketing and Hon. Secretary functions as Secretary of the Committee.
A.7.2	The Nomination Committee or in the absence of a nomination committee, the Executive Committee as a whole should annually assess Executive Committee - composition to ascertain whether the combined knowledge and experience of the Executive Committee matches the strategic demands facing the Institute. The findings of such assessment should be taken into account when new Executive Committee appointments are considered and when incumbent executive members come up for re-election.	Compliant	The Executive Committee is responsible in scrutinising the nominations received to ensure that the Candidates and his/her proposer and seconder are members in good standing and qualified to vote and to hold Membership as per the Rule Book of Sri Lanka institute of Marketing.
A.7.3	Upon the appointment of a new Executive Committee member to the Executive Committee, the Institute should forthwith disclose to members.	Compliant	When the new Executive Committee was appointed, the required Information was published in newspapers, website and personalised letters sent for the information of stakeholders.
A.8	**RE-ELECTION**		
Principle A.8	All Exco members should be required to submit themselves for re-election at regular intervals and at least once in every three years.		
A.8.1	Executive Committee members should be appointed for specified terms subject to re -election and to the provisions in the Institute's Act relating to the removal of an Executive Committee member.	Compliant	The Executive Committee Members themselves are required to submit their nominations every year to be elected.
A.8.2	All Exco members including the President, should be subject to election by Members at the first opportunity after their appointment, and to re-election thereafter at intervals of no more than three years. The names of Executive Committee submitted for election or re-election should be accompanied by a resume minimally as set out in paragraph A.7.3 above, to enable Members to make an informed decision on their election.	Compliant	Refer Comment above.
A.9	**APPRAISAL OF EXCO PERFORMANCE**		
Principle A.9	Executive Committee should periodically appraise their own performance in order to ensure that the Executive Committee responsibilities are satisfactorily discharged.		
A.9.1	The Executive Committee should annually appraise itself on its performance in the discharge of its key responsibilities.	Compliant	The Executive Committee annually evaluates its performance against the annual objectives set at the beginning of the year.

CORPORATE GOVERNANCE REPORT

SEC AND CA SRI LANKA CODE REFERENCE	CORPORATE GOVERNANCE PRINCIPLES	COMPLIANCE STATUS	SLIM LEVEL OF COMPLIANCE
A.9.2	The Executive Committee should also undertake an annual self- evaluation of its own performance and that of its Committees.	Compliant	Refer the previous comment.
A.9.3	The Executive Committee should state how such performance evaluations have been conducted, in the Annual Report.	Compliant	
A.10	**DISCLOSURE OF INFORMATION IN RESPECT OF EXECUTIVE COMMITTEE MEMBERS**		
Principle A.10	Members should be kept advised of relevant details in respect of Executive Committee members.		
A.10.1	The Annual Report of the Institute should set out the following information in relation to each Executive Committee member:	Compliant	Details of the Executive Committee are given in this Annual Report refer pages from 36 to 37.
A.11	**APPRAISAL OF CHIEF EXECUTIVE OFFICER (CEO)**		
Principle A.11	The Executive Committee should be required, at least annually, to assess the performance of the CEO.		
A.11.1	At the commencement of every fiscal year, the Executive Committee in consultation with the CEO, should set, in line with the short, medium and long-term objectives of the Institute, reasonable financial and non-financial targets that should be met by the CEO during the year.	Compliant	CEO's performance objectives are aligned with the business sustainability of the Institute. The performance targets for the CEO are set at the commencement of every financial year by the Executive Committee which are in line with the medium and long term objectives of the Institute. CEO's performance are discussed at the Council meeting and appraised annually.
A.11.2	The performance of the CEO should be evaluated by the Executive Committee at the end of each fiscal year to ascertain whether the targets set by the Executive Committee have been achieved and if not, whether the failure to meet such targets was reasonable in the circumstances.	Compliant	There is an ongoing process to discusses the performance of the CEO against the financial and non financial targets set as described above, which is followed by a formal annual review by the Executive Committee.
B	**SENIOR MANAGEMENT'S REMUNERATION**		
B.1	**REMUNERATION PROCEDURE**		
Principle B.1	The Institute should establish a formal and transparent procedure for developing policy on management remuneration and for fixing the remuneration packages of senior management. No member of the senior management should be involved in deciding his/her own remuneration.		
B.1.1	To avoid potential conflicts of interest, the Executive Committee should set up a Remuneration Committee to make recommendations to the Executive Committee within agreed terms of reference, on the Institute's framework of remunerating the senior management. (These also include Post-Employment Benefits as well as Terminal Benefits). Terms of Reference for Remuneration Committees are set out in Schedule C.	Compliant	SLIM has formed a Remuneration Committee.

SEC AND CA SRI LANKA CODE REFERENCE	CORPORATE GOVERNANCE PRINCIPLES	COMPLIANCE STATUS	SLIM LEVEL OF COMPLIANCE
B.1.2	The Remuneration Committee should consist exclusively of independent ExCo members, and should have a Chairman, who should be appointed by the Executive Committee. The Chairman of the Committee should be independent Non-ExCo Member.	Compliant	The Chairman of the Remuneration Committee is an independent and Non-Executive Committee member.
B.1.3	The Chairman and members of the Remuneration Committee should be listed in the Annual Report each year.	Compliant	Details disclosed in page 212.
B.1.4	The Remuneration Committee should consult the President and CEO about its proposals relating to the remuneration of staff members and have access to professional advice from within and outside the Institute, in discharging their responsibilities.	Compliant	The proposals are referred to the President, Executive committee and CEO.
B.2	**THE LEVEL AND MAKE UP OF REMUNERATION**		
Principal B.2	Levels of remuneration of the Senior Management should be sufficient to attract and retain staff needed to run the Institute successfully. A proportion of the senior management's remuneration should be structured to link rewards to corporate and individual performance.		
B.2.1 to B.2.8	Level and make up of the remuneration	Compliant	The Remuneration Committee is mindful of the packages required to attract and retain senior management whilst taking into account market conditions. An industry analysis was done to rectify anomalies and considered a performance based system in structuring remuneration.
B.2.9	Levels of remuneration for Non-Executive Directors should reflect the time commitment and responsibilities of their role, taking into consideration market practices. Remuneration for Non-Executive Directors should not normally include share options. If exceptionally options are granted,shareholder approval should be sought in advance and any shares acquired by exercise of the options should be held until at least one year after the Non-Executive Director leaves the Board. Holding share options could be relevant to the determination of a Non executive Director's independence. (as set out in provision A.5.5)	Not Applicable	Not Applicable
B.3	**DISCLOSURE OF REMUNERATION**		
Principal B.3	The Institute's Annual Report should contain a Statement of Remuneration Policy and details of remuneration of the senior management as a whole. Refer Schedule D for Specimen Remuneration Committee Report		
B.3.1	The Annual Report should set out the names of members (or persons in the parent company's committee in the case of a group company) comprising the remuneration committee, contain a statement of remuneration policy and set out the aggregate remuneration paid to Executive and Non-Executive Directors.	Compliant	SLIM has formed the Remuneration Committee and the names of the committee members are given on page 212.

CORPORATE GOVERNANCE REPORT

SEC AND CA SRI LANKA CODE REFERENCE	CORPORATE GOVERNANCE PRINCIPLES	COMPLIANCE STATUS	SLIM LEVEL OF COMPLIANCE
C	**RELATIONS WITH MEMBERS**		
C.1	**CONSTRUCTIVE USE OF THE ANNUAL GENERAL MEETING (AGM) AND CONDUCT OF GENERAL MEETINGS.**		
Principle C.1	The Executive Committee should use the AGM to communicate with Members and should encourage their participation		
C.1.1	Companies should count all proxy votes and should indicate the level of proxies lodged on each resolution, and the balance for and against the resolution and withheld, after it has been dealt with on a show of hands, except where a poll is called.	Not applicable	There is no process for proxy votes and the mechanism of voting is indicated in the Constitution of the Sri Lanka Institute of Marketing.
C.1.2	The Institute should propose a separate resolution at the AGM on each substantially separate issue and should in particular propose a resolution at the AGM relating to the adoption of the report and accounts.	Compliant	Separate resolutions are proposed for all separate issues at the AGM for ratification. The Annual Report together with the finance are adopted at the Annual General meeting.
C.1.3	The President of the Executive Committee should arrange for the Chairmen of the Audit, Remuneration and Nomination Committees to be available to answer questions at the AGM if so requested by the President.	Compliant	President of the Institute ensures that Chairpersons of all committees are present at the AGM to answer any questions under their purview.
C.1.4	The Institute should arrange for the Notice of the AGM and related papers to be sent to members as determined by statute, before the meeting.	Compliant	The notices of AGM including the copy of the final accounts are circulated to Members as per the Constitution of SLIM.
C.1.5	The institute should circulate with every Notice of General Meeting, a summary of the procedures governing voting at General Meetings.	Compliant	A summary of the procedures governing voting at General Meetings were circulated as per the Constitution of SLIM.
C.2	**COMMUNICATION WITH MEMBERS**		
Principal C.2	The Executive Committee should implement effective communication with members.		
C.2.1	There should be a channel to reach all members of the Institute in order to disseminate timely information.	Compliant	The Institute has implemented the relevant communication channels to share the timely information.
C.2.2	The Institutes Should disclose the policy and Methodology for communication with Members.	Compliant	Refer comment above.
C.2.3	The Institute should disclose how they implement the above policy and methodology.	Compliant	Refer comment above.
C.2.4	The Institute should disclose the contact person for such communication.	Compliant	Refer comment above.
C.2.5	There should be a process to make all Executive Committee members aware of major issues and concerns of members, and this process has to be disclosed by the Institute.	Compliant	Refer comment above.
C.2.6	The Institute should decide the person to contact in relation to Members' matters. The relevant person with statutory responsibilities to contact in relation to members' matters is the Institute Secretary or in his/her absence should be an Executive Committee member of the Executive Committee.	Compliant	The contact person for members matters is the Secretary of the Executive Committee.

SEC AND CA SRI LANKA CODE REFERENCE	CORPORATE GOVERNANCE PRINCIPLES	COMPLIANCE STATUS	SLIM LEVEL OF COMPLIANCE
C.2.7	The process for responding to member matters should be formulated by the Executive Committee and disclosed.	Compliant	Refer the comment of C.2.1.
C.3	**MAJOR AND MATERIAL TRANSACTIONS**		
Principal C.3	Further to complying with the requirements under the Companies Act, Securities and Exchange Commission law and Colombo Stock Exchange regulations; as applicable, Directors should disclose to shareholders all proposed material transactions, which if entered into,would materially alter/vary the Company's net assets base or in the case of a Company with subsidiaries, the consolidated group net asset base.		
C.3.1	Prior to a Company engaging in or committing to a 'Major related party transaction' with a related party, involving the acquisition, sale or disposition of greater than one third of the value of the Company's assets or that of a subsidiary which has a material bearing on the Company and/or consolidated net assets of the Company, or a transaction which has or is likely to have the effect of the Company acquiring obligations and liabilities, of greater than one third of the value of the Company's assets, Directors should disclose to shareholders the purpose and all material facts of such transaction and obtain shareholders' approval by ordinary resolution at an extraordinary general meeting. It also applies to transactions or series of related transactions which have the purpose or effect of substantially altering the nature of the business carried on by the Company.	Not Applicable	During the year there were no major transactions as defined by section 185 of the Companies act no 07 of 2007.
D	**ACCOUNTABILITY AND AUDIT**		
D.1	**FINANCIAL REPORTING**		
Principle D.1	The Executive Committee should present a balanced and understandable assessment of the Institute's financial position, performance and prospects.		
D.1.1	The Executive Committee's responsibility to present a balanced and understandable assessment extends to reports to regulators as well as to information required to be presented by statutory requirements.	Compliant	SLIM reported a true and fair view of its financial position and performance for the year ended 31st December 2025. Further SLIM Prepared and presented the financial Statements in accordance with the Sri Lanka accounting standard for small and medium sized entities.
D.1.2	The Executive Committee members' Report which forms part of the Annual Report, should contain declarations by the Executive Committee members to the effect that the Executive Committee members have reviewed the Institute's internal controls, including financial, operational and compliance controls and risk management, and have obtained reasonable assurance regarding their effectiveness.	Compliant	The Executive Committee's report is given in this Annual Report and covers all areas of this section. Refer pages from 182 to 183.

CORPORATE GOVERNANCE REPORT

SEC AND CA SRI LANKA CODE REFERENCE	CORPORATE GOVERNANCE PRINCIPLES	COMPLIANCE STATUS	SLIM LEVEL OF COMPLIANCE
D.1.3	The Annual Report should contain a statement setting out the responsibilities of the Executive Committee for the preparation and presentation of financial statements, together with a statement by the Auditors about their reporting responsibilities. Further, the Annual Report should contain a Report/Statement on Internal Control.	Compliant	The Statement of Executive Committee's responsibility on financial reporting and auditors report is given in this annual report. Refer pages from 182 to 183.
D.1.4	The Annual Report should contain a "Management Discussion & Analysis", discussing, among other issues:	Compliant	The Management Discussion and Analysis is given in this Annual Report Refer pages from 76 to 180.
D.1.5	The Executive Committee members should report that the business is a going concern, with supporting assumptions or qualifications as necessary. The matters to which the Executive Committee should give due consideration when adopting the going concern assumption are set out in this Code.	Compliant	This is given in the Annual Report of the Executive Committee on Page 183.
D.1.6	In the event the net assets of the Institute fall below 50% of the value of the Institute's Members' funds, the Executive Committee shall forthwith summon an extraordinary general meeting of the Institute to notify Members of the position and of remedial action being taken	Compliant	Likelihood of such occurrence is remote however, should the situation arise an EGM will be called for and Members will be notified.
D.1.7	The Executive Committee should adequately and accurately disclose the related party transactions in its Annual Report	Compliant	There were no related party transactions during the year and disclosed in the financial statement on page 199.
D.2	**INTERNAL CONTROL**		
Principle D.2	The Executive Committee should have a process of risk management and a sound system of internal control to safeguard the Institute's assets. Broadly, risk management and internal control is a process, affected by a the Institute's Executive Committee members and management, designed to provide reasonable assurance regarding the achievement of Institute's objectives.		
D.2.1	The Executive Committee members should, at least annually, conduct a review of the risks facing the Institute and the effectiveness of the system of internal controls, so as to be able to report to members as required in D.1.3. This could be made the responsibility of the Audit Committee.	Compliant	The Institute maintains a comprehensive framework of policies and procedures governing risk management and internal control, which is regularly reviewed and updated to ensure its continued relevance and effectiveness. The Audit Committee continues to oversee the adequacy and effectiveness of the Institute's internal control mechanisms and financial reporting processes.
D.2.2	The Institute should have an internal audit function.	Compliant	The Institute's internal audit function is supported by BDO Partners, together with an in-house Internal Auditor appointed by SLIM to further strengthen the independence, effectiveness and continuous oversight of the internal audit function. The Internal Auditor reports directly to the Chairman of the Audit Committee.

SEC AND CA SRI LANKA CODE REFERENCE	CORPORATE GOVERNANCE PRINCIPLES	COMPLIANCE STATUS	SLIM LEVEL OF COMPLIANCE
D.2.3	The Executive Committee should require the Audit Committee to carry out reviews of the process and effectiveness of risk management and internal controls, and the Executive Committee should take the responsibility for the disclosures on internal controls.	Compliant	The Audit Committee regularly reviews the adequacy and effectiveness of the Institute's risk management and internal control processes and communicates its observations and recommendations to the Executive Committee through the Council of Management.
D.2.4	The schedule K to this document contains guidance on the responsibilities of Executive committee members in maintaining a sound system of internal control and the contents of the statement of internal control	Compliant	The Institute maintains a structured framework of policies and procedures governing risk management and internal control, which is regularly reviewed and updated to ensure its continued adequacy and effectiveness. The Audit Committee provides oversight of the effectiveness of the internal control framework and the reliability and integrity of the Institute's financial reporting.
D.3	**AUDIT COMMITTEE**		
Principle D.3	The Executive Committee should establish formal and transparent arrangements for considering how they should select and apply accounting policies, financial reporting and internal control principles and maintaining an appropriate relationship with the Institute's Auditors.		
D.3.1	The Chairman of the Committee should be an independent member.	Compliant	The Institute's Audit Committee comprises four independent, non-executive members, including a representative of CA Sri Lanka. The Committee operates in accordance with clearly defined Terms of Reference, which set out its responsibilities and oversight functions. Mr. Taslim Rahaman serves as the Chairman of the Audit Committee.
D.3.2	The duties of the Audit Committee should include keeping under review the scope and results of the external audit and its effectiveness, and the independence and objectivity of the Auditors. Where the Auditors also supply a substantial volume of non-audit services to the Institute, the Committee should keep the nature and extent of such services under review, seeking to balance objectivity, independence and value for money.	Compliant	The Audit Committee maintains an appropriate and professional relationship with the External Auditors, KPMG (Chartered Accountants), while safeguarding their objectivity and independence. Fees paid to the External Auditors for audit and non-audit services are disclosed in the Annual Report. In addition, the Institute maintains an independent internal audit function to support effective oversight and internal control. The External Auditors have no relationship with, or financial interest in the Institute that could impair their objectivity or independence.
D.3.3	The Audit Committee should have a written Terms of Reference, dealing clearly with its authority and duties. The Audit Committee's written Terms of Reference must address:	Compliant	The Institute has established formal Terms of Reference for the Audit Committee, clearly defining its roles, responsibilities, authority and oversight functions.

CORPORATE GOVERNANCE REPORT

SEC AND CA SRI LANKA CODE REFERENCE	CORPORATE GOVERNANCE PRINCIPLES	COMPLIANCE STATUS	SLIM LEVEL OF COMPLIANCE
D.3.4	Disclosures	Compliant	Name of the Members of the Audit committee are given in this Annual Report under the Audit Committee Report. Refer Page 173.
D.4	**CODE OF BUSINESS CONDUCT & ETHICS**		
Principle D.4	Institute must adopt a Code of Business Conduct & Ethics for Executive Committee members, and Key Management Personnel and must promptly disclose any waivers of the Code for Executive Committee members or others.		
D.4.1	The Institute must disclose whether they have a Code of Business Conduct & Ethics for Executive Committee members and Key Management Personnel and if they have such a Code, make an affirmative declaration in the Annual Report that all Executive Committee members and Key Management Personnel have declared compliance with such Code, and if unable to make that declaration, state why they are unable to do so. The Institute may determine its own policies in the formulation of such a Code, The Institutes should address the following important topics in their respective Codes:	Compliant	Institute has developed a code of Ethics and professional standards for all its members.
D.4.2	The President must affirm in the Institute's Annual Report that he is not aware of any violation of any of the provisions of the Code of Business Conduct & Ethics.	Compliant	Refer the President's Statement in the Annual Report for details. Refer pages from 66 to 69.
D.5	**CORPORATE GOVERNANCE DISCLOSURES**		
Principle D.5	Executive Committee members should be required to disclose the extent to which the Institute adheres to established principles and practices of good Corporate Governance.		
D.5.1	The Executive Committee members should include in the Institute's Annual Report a Corporate Governance Report, setting out the manner and extent to which the Institute has complied with the principles and provisions of this Code.	Compliant	This requirement is met by including the corporate governance report in this Annual Report.
SECTION 2:	**MEMBERS**		
E	**INSTITUTIONAL MEMBERS**		
E.1	**MEMBER VOTING**		
Principle E.1	Institutional members have a responsibility to make considered use of their votes and should be encouraged to ensure their voting intentions are translated into practice.		
E.1.1	The Institute should conduct a regular and structured dialogue with Members based on a mutual understanding of objectives. Arising from such dialogue the President should ensure the views of Members are communicated to the Executive Committee as a whole.	Compliant	Annual General Meeting is used to have an effective dialogue with the Members on the Matters which are relevant and of concern to the general membership.

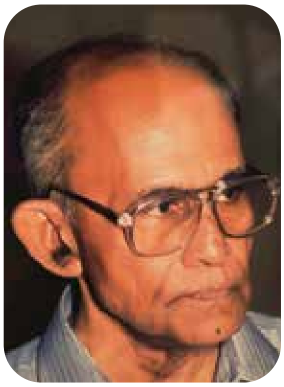
SEC AND CA SRI LANKA CODE REFERENCE	CORPORATE GOVERNANCE PRINCIPLES	COMPLIANCE STATUS	SLIM LEVEL OF COMPLIANCE
E.2	**EVALUATION OF GOVERNANCE DISCLOSURES**		
Principle E.2	When evaluating the Institutes' governance arrangements, particularly those relating to the Executive Committee structure and composition, institutional members should be encouraged to give due weight to all relevant factors drawn to their attention.	Compliant	The composition of the Executive Committee is determined by the constitution. Notice is circulated to members to nominate members to the Executive Committee and the members are involved in electing the Executive Committee at the AGM.
F	**OTHER INVESTORS**		
F.1	**INVESTING/ DIVESTING DECISION**		
Principle F.1	Individual shareholders, investing directly in shares of companies should be encouraged to carry out adequate analysis or seek independent advice in investing or divesting decision	Not applicable	Not applicable.
F.2	**MEMBER VOTING**		
Principle F.2	Members eligible to vote should be encouraged to Participate in General Meetings of Institutes and exercise their voting rights.	Compliant	Individual Members are encouraged to participate at General Meetings and exercise their Voting rights.
G.1	**SUSTAINABILITY REPORTING**		
Principle G.1	Sustainability is a business approach that creates long-term stakeholder value by embracing opportunities and managing risks derived from economic, environmental and social developments and their potential implications and impacts on the business activities of the Institute. Sustainability reporting is the practice of recognizing, measuring, disclosing and being accountable to internal and external stakeholders for organizational performance towards the goals of sustainable development in the context of the overall business activities and strategy of the entity and be directed to the target stakeholders, usually, employees, consumers, society and Government.		
G.1.1 to 1.7	Principles of Sustainability Reporting	Compliant	The Institute has adopted relevant principles and Procedures of the Code to develop a sustainable business environment and disclosures are made in the Annual Report.

PAST PRESIDENTS

Mr. Stanley Jayawardana
1970/1971 & 1971/1972

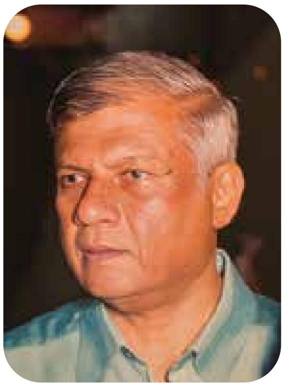
Mr. Elmo De Alwis
1972/1973

Mr. Lalith De Mel
1973/1974 & 1974/1975



Mr. Asoka De Lanerolle
1975/1976

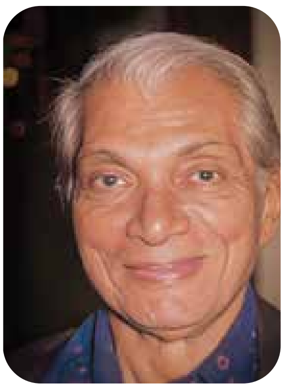
Mr. Kenneth Abeywickrama
1977/1978 & 1978/1979



Mr. Frank Samaraweera
1976/1977 & 1979/1980 & 1980/1981

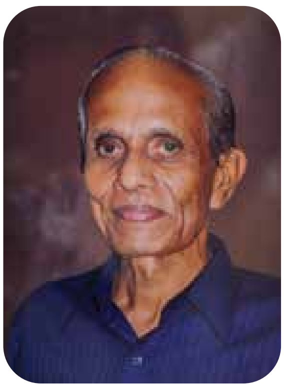
Mr. Jayantha Mendis
1981/1982 & 1982/1983

Mr. Ranjith Jayasuriya
1983/1984 & 1984/1985

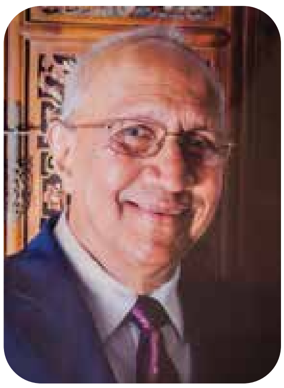


Mr. Felix De Silva
1985/1986 & 1986/1987

Mr. Eardley Perera
1987/1988



Mr. Sisira Jayalath
1988/1989



Mr. Willie Weerasekera
1989/1990

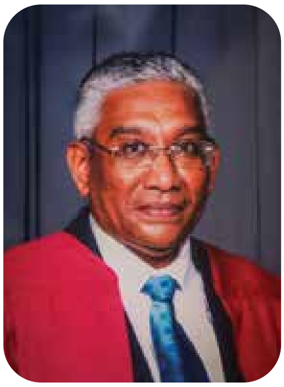
Mr. Nimal Goonewardhana
1990/1991

Mr. Godwin Perera
1991/1992 & 1992 Oct

Mr. Ruchi Goonewardana
1992 Oct/1993 & 1993/1994

Mr. Mahen Perera
1994/1995

Mr. Tissa De Alwis
1995/1996



Mr. Dehan Seniviratne
1996/1997

Mr. Lal De Mel
1997/1998

Mr. Shanti Nadarajah
1998/1999

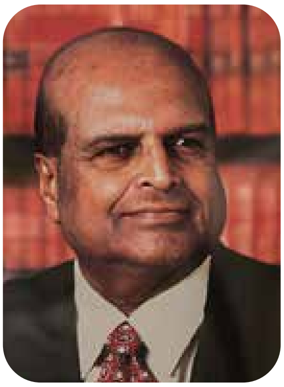
Mr. Deepal Sooriyaarachchi
1999/2000

Mr. Rienzie Martinesz
2000/2001

Mr. Nalin Attygalle
2001/2002 & 2004/2005

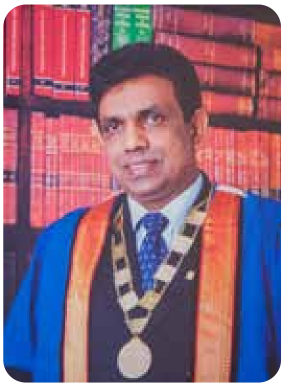
Mr. Taslim Rahaman
2002/2003

PAST PRESIDENTS



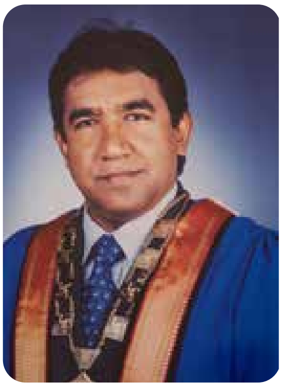
Prof. K. U. Kamalgoda
2003/2004

Mr. Nishan Navaratne
2005/2006



Mr. Wasantha Mallikarachchi
2006/2007

Mr. Sarath Fernando
2007/2008



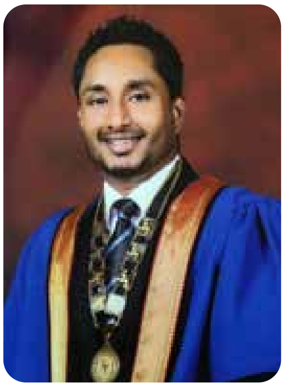
Mr. R.M.P Dayawansa
2008/2009

Mr. Saliya Weerasekera
2009/2010

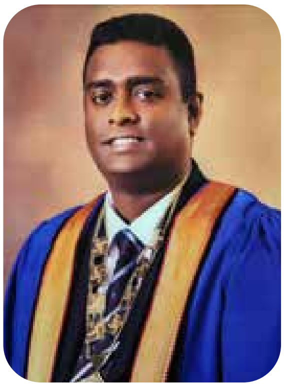
Mr. Rohan Somawansa
2010/2011

Mr. Thushara Perera
2011/2012

Mr. Tilan Wijeyesekara
2012/2013

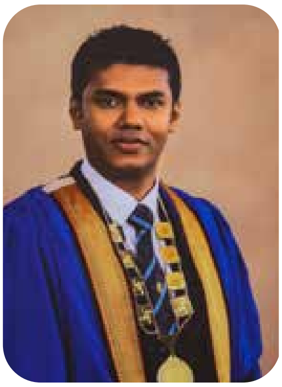


Mr. Gamika De Silva
2013/2014

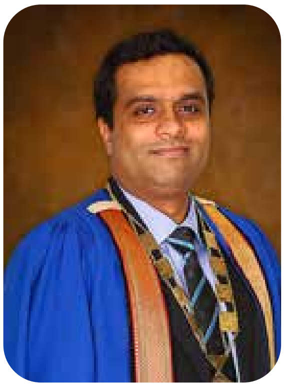


Mr. Kalana Ratnayake
2014/2015

Mr. Ruwan Liyanagamage
2015/2016

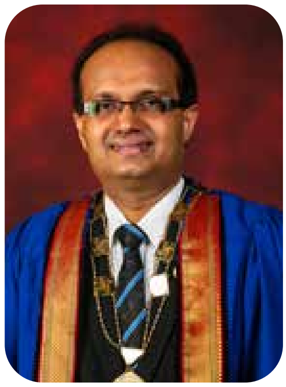


Mr. Upul Adikari
2016/2017



Mr. Karthik Elangovan
2017/2018

Dr. Pradeep Edward
2018/2019



Mr. Suranjith Swaris
2019/2020

Mr. Roshan Fernando
2020/2021

Ms. Thilanka Abeywardena
2021/2022

Mr. Nuwan Gamage
2022/2023

Mr. Chinthaka Perera
2023/2024

Mr. Gayan Lakshan Perera
2024/2025

COUNCIL OF MANAGEMENT 2025/26

EXECUTIVE COMMITTEE

Ms. Kaushala Amarasekara
Executive Committee Member

Mr. Rajiv David
Executive Committee Member

Mr. Nuwan Thilakawardhana
Executive Committee Member

Dr. Muditha Hewawanitunga
Executive Committee Member

Mr. Anuk De Silva
Executive Committee Member

Dr. Rasanjalee Abeywickrama
Executive Committee Member

Mr. Damitha Jayawardana
Executive Committee Member

Mr. Sirimevan Senevirathne
Executive Committee Member

Mr. Tharindu Karunarathne
Executive Committee Member

MANAGEMENT TEAM

Mr. Chamil Wickremasinghe
Chief Executive Officer

Ms. Mihirinie Fonseka
General Manager – Marketing & Business Development

Dr. Sajith Premathilaka
Deputy General Manager - Education

Ms. Indika Herath
Asst. General Manager - Central Operations

Ms. Sameera Senevirathne
Head of Finance

Ms. Gangani Liyanage
Head of Events

Mr. Thivantha Wickremaratne
Head of Marketing

Mr. Sadeepa Abeynayake
Senior Manager - SLIM Business School Operations & Strategic Expansion

PRESIDENT'S MESSAGE

DEAR STAKEHOLDERS OF THE SLIM COMMUNITY,

It is with immense pride and a deep sense of fulfilment that I present to you the Integrated Annual Report of the Sri Lanka Institute of Marketing (SLIM) for the financial year ended 31st December 2025. As I conclude my tenure as President at the upcoming Annual General Meeting on 30th March 2026, I reflect on what has undoubtedly been the most transformative and successful year in SLIM's history.

SLIM 2.0 – THE YEAR OF TRANSFORMATION

The year 2025 was defined by our bold theme, 'SLIM 2.0, The Year of Transformation'. This was not merely a statement of intent, but a decisive shift in mindset, strategy, and execution. We moved beyond incremental progress and embraced a holistic transformation of SLIM, redefining our role as the apex body for marketing in Sri Lanka.

This transformation was driven through a focused strategic agenda across key pillars: educational excellence, financial strength, national impact, digital advancement, and global positioning. Together, these pillars enabled us to elevate SLIM to unprecedented heights.

A JOURNEY OF FINANCIAL TRANSFORMATION

The financial performance of SLIM over the past three years reflects a remarkable journey of resilience, recovery, and accelerated growth.

In 2023, the Institute recorded a loss, reflecting broader economic challenges. Through decisive strategic interventions and strengthened governance, 2024 marked a turning point, delivering a return to profitability with a surplus of Rs. 30 Mn.

Building on this foundation, 2025 stands as a landmark year. SLIM achieved record-breaking revenue of Rs. 517 Mn and a surplus after tax of Rs. 70.7 Mn, the highest in its history. Revenue expanded, and cost structures were effectively managed through consistent monitoring and operational discipline. This translates to a net surplus margin of 13.7%, a Return on Assets (ROA) of 11.1%, and a Return on Equity (ROE) of 14.9%, reflecting both operational efficiency and effective utilisation of resources. This performance was further reinforced by:

- Strong revenue growth, reflecting expanded institutional reach
- Profit growth exceeding 100%, demonstrating disciplined execution
- Growth in total assets and accumulated funds, strengthening SLIM's financial position and long-term sustainability

From a position of financial strain in 2023 to record-breaking performance in 2025, SLIM has undergone a complete financial transformation, firmly establishing itself as a financially resilient and future-ready institution.

TRANSFORMATION OF SLIM NATIONAL EVENTS

A defining highlight of SLIM 2.0 was the complete transformation of our national events into high-impact, commercially sustainable platforms.

A major milestone was the Government of Sri Lanka's official endorsement of SLIM national events, further enhancing their credibility and national relevance.

From a financial perspective, this transformation delivered exceptional results:

- The Events Division recorded its highest-ever revenue of Rs. 148 Mn
- Achieved the highest-ever surplus of Rs. 53.7 Mn
- Represented a growth of 141% compared to the previous year

All flagship events, including Brand Excellence, DIGIS, National Sales Awards, Effie Awards, and the People's Awards, achieved record-breaking participation, entries, and profitability.

Notably, the National Sales Awards generated the highest-ever surplus from a single event, exceeding Rs 22 Mn, setting a new benchmark for event excellence.

The successful hosting of the World Marketing Forum 2025, with participation from 30 countries, further elevated SLIM's global standing while delivering both strategic and financial value.

ELEVATING EDUCATION AND PROFESSIONAL STANDARDS

We made significant strides toward one of SLIM's most ambitious strategic priorities, advocating for an amendment to the Parliament Act. During the year, we successfully secured Cabinet approval for the amendment, enabling SLIM to offer professional qualifications independently. This milestone also paved the way for the introduction of the Chartered Marketer status qualification, a long-awaited achievement and a dream nurtured by SLIM for over 55 years. This marks a defining step in our journey towards becoming a degree-awarding institution and, ultimately, a university of excellence in marketing and entrepreneurship.

In line with our commitment to shaping future-ready marketers, we further strengthened our educational portfolio by introducing new industry-relevant programs, including the Certified Brand Analyst, Certified Relationship Officer, and Certified Market Researcher.

PRESIDENT'S MESSAGE

"The year 2025 was defined by our bold theme, 'SLIM 2.0 – The Year of Transformation'. This was not merely a statement of intent, but a decisive shift in mindset, strategy, and execution. We moved beyond incremental progress and embraced a holistic transformation of SLIM, redefining our role as the apex body for marketing in Sri Lanka. "

"SLIM ACHIEVED RECORD-BREAKING REVENUE OF RS 517 Mn AND A SURPLUS AFTER TAX OF RS 70.7 Mn, THE HIGHEST IN ITS HISTORY."

"ALL FLAGSHIP EVENTS, INCLUDING BRAND EXCELLENCE, DIGIS, NATIONAL SALES AWARDS, EFFIE AWARDS, AND THE PEOPLE'S AWARDS, ACHIEVED RECORD-BREAKING PARTICIPATION, ENTRIES, AND PROFITABILITY"

Additionally, large-scale national initiatives such as the Entrepreneurship Development Program played a pivotal role in capacity building, successfully training development officers serving under the Ministry of Industry and Entrepreneurship Development. This initiative not only contributed to national economic development but also led to the largest single partnership secured in SLIM's history, through an Australian-funded collaboration valued at Rs. 78 Mn.

Ringing of the bell at the Colombo Stock Exchange reflected SLIM's growing stature as a nationally significant institution.

DIGITAL TRANSFORMATION AND INFRASTRUCTURE DEVELOPMENT

A key enabler of SLIM 2.0 was our investment in technology and infrastructure. The implementation of smart classrooms, alongside upgrades to Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), and Learning Management System (LMS) platforms, enhanced both operational efficiency and the student experience.

Infrastructure developments, including new campus initiatives such as SLIM Southern Campus and the Centre of International Education (CIE), have laid a strong foundation for future expansion, ensuring SLIM remains aligned with the expectations of modern learners and the demands of a rapidly evolving digital landscape.

INVESTMENT IN HUMAN CAPITAL

Importantly, this strong financial performance was achieved while continuing to invest meaningfully in our people, recognising that human capital remains a critical driver of SLIM's success.

In recognition of the exceptional contributions of our staff, the Institute awarded a two-month performance bonus of approximately Rs 11 Mn, following a year in which no bonus was paid. This reflects both the Institute's improved financial capacity and its commitment to rewarding performance and fostering employee motivation. In addition, top-performing divisions were recognised through a foreign incentive tour, as part of a structured performance recognition initiative aimed at strengthening a culture of accountability, excellence, and high performance across the organisation.

Overall, total staff and staff development-related expenditure amounted to approximately RS 156.7 Mn, reflecting SLIM's continued investment in attracting, developing, and retaining talent to support its long-term strategic ambitions.

Complementing our internal people initiatives, SLIM also strengthened member engagement and professional development through a series of membership experience-sharing programmes and member gatherings. These platforms enabled knowledge exchange, networking, and the sharing of industry insights, thereby enhancing the overall value proposition for our members and fostering a stronger professional community.

The Institute's accumulated fund increased to Rs 473.8 Mn, up from Rs 403.1 Mn in 2024, representing a 17.5% growth. This growth is primarily driven by the strong surplus generated during the year. It reflects the Institute's continued commitment to reinvesting earnings to strengthen its capital base and ensure long-term sustainability.

CORPORATE SOCIAL RESPONSIBILITY AND COMMUNITY ENGAGEMENT

As part of our commitment to inclusive growth and national development, SLIM continued to expand its Corporate Social Responsibility (CSR) initiatives during the year.

A key highlight was the offering of 1,000 scholarships for online programmes to students from TVEC-registered institutions, aimed at supporting underprivileged and underserved communities. These scholarships were awarded at the Sri Lanka Skills Expo, organised in collaboration with the Tertiary and Vocational Education Commission (TVEC) and the Ministry of Education, Higher Education and Vocational Education, reinforcing SLIM's commitment to expanding access to education and promoting inclusive national development.

In addition, SLIM conducted book donation campaigns to enhance access to educational resources across diverse regions, further strengthening our commitment to knowledge dissemination and capacity building.

True to our purpose, we extended our impact into the broader economy. Through initiatives such as the Asia Industry Expo and SME development programmes by the Asia Small Businesses Federation of Sri Lanka (an initiative by SLIM), we empowered entrepreneurs and businesses with the knowledge and tools to compete and grow.

Our other scholarship initiatives and inclusive education programs ensured that opportunities were extended across diverse segments of society, reinforcing our commitment to inclusive growth and national development.

These initiatives reflect SLIM's broader mission to empower future generations, promote inclusive education, and contribute meaningfully to national development.

RECOGNITION OF EXCELLENCE

National accolades, including the Gold Medal for Management Education at the National Management Excellence Awards, the National Business Excellence Awards, and the TAGS (Transparency, Accountability, Governance and Sustainability) Awards, further distinguished the year and reflected SLIM's commitment to strong governance, transparency, and sustainable value creation. These achievements stand as a testament to our commitment to governance, transparency and institutional excellence.

GRATITUDE AND ACKNOWLEDGEMENT

This extraordinary journey would not have been possible without the unwavering dedication and commitment of the Council members, the Executive Committee, and all committees who contributed their expertise and leadership throughout the year.

I wish to extend my special appreciation to the Audit Committee for their steadfast support and guidance in strengthening SLIM's governance framework, ensuring transparency, accountability and financial discipline across the Institute.

I also express my sincere gratitude to the Consultative Committee for their invaluable advice and strategic insights, which played a pivotal role in guiding key decisions and shaping the Institute's direction during this transformative year.

My heartfelt appreciation is extended to our Chief Executive Officer, corporate management and staff, whose relentless dedication and professionalism transformed vision into reality. To our members, students, partners, sponsors and all stakeholders, your trust and confidence have been the driving force behind our success.

LOOKING AHEAD

As I conclude my tenure, I do so with great confidence that SLIM is stronger, more relevant and better positioned than ever before. The foundations laid through SLIM 2.0 will continue to propel the Institute towards its long-term vision of becoming a globally recognised centre of excellence in marketing and entrepreneurship.

FINAL REMARK

Serving as President during this defining period has been one of the greatest honours of my professional journey. Together, we did not merely achieve progress; we have redefined excellence.

Thank you for being part of this remarkable journey.

Prof. (Dr.) Dewasiri N. Jayantha

President
Sri Lanka Institute of Marketing

CEO'S REVIEW

To our valued members, students, corporates, the marketing fraternity and our myriad stakeholders,

I am indeed honoured to address you all, through this Integrated Annual Report of the Sri Lanka Institute of Marketing (SLIM). Operationally, we have had a successful year, as our programmes and initiatives aligned with our strategic direction.

As mentioned by the President in his address, SLIM underwent a year of transformations under 'SLIM 2.0, the Year of Transformations' which was a deep commitment to redefining the value SLIM provides to all stakeholders, moving beyond incremental change to a holistic transformation from strategy to execution.

Not only did we focus on strategic milestones through national events, academic integrity and curriculum improvements, but we also continued to create intellectual value by providing training and consultation to corporate clientele and the marketing fraternity. Importantly, the work of our sustainability division extended towards the wider community, creating ripple effects in women's empowerment, youth career guidance and equitable and inclusive access to education.

FINANCIAL SOUNDNESS

Alongside the successful implementation of several strategic programs and the effective execution of our academic programs to nurture young minds and professional repertoires, SLIM also secured financial soundness through stellar performance across key indicators. The year 2025 marked a significant rise in profitability with net profit reaching Rs 70.7 Mn, a substantial increase of 18% compared to Rs 30.5 Mn recorded in 2024. This is the result of several measures taken to ensure practical and strategically approached financial management, including internal efficiencies and revenue growth.

The institute recorded its highest ever revenue, reaching Rs 517 Mn, marking an impressive 18% growth during the year. Simultaneously, our expenses were contained to ensure that it did not rise unjustifiably, and I am pleased to state that expenditure rose only by 10% despite increased allocations to our programs and events during the period.

The collective commitment of our entire team towards financial stability has come from previous financial decelerations, which have prompted us to take proactive measures and to make transparent and comprehensive financial management an absolute priority.

Furthermore, underpinning the Institute's strong financial position, total assets increased by 12% to Rs 633.9 Mn from Rs 565.8 Mn. This was driven by positive cash flows, strategic capital investments, and operational expansion, further strengthening our financial position. However, the downward trend in interest rates impacted our net interest income to drop by 18% to Rs 19.5 Mn; nevertheless, we continued to reinvest funds into initiatives that carry a strong potential for long-term value creation.

A GLOBAL MILESTONE

The highlight of the SLIM calendar in 2025 was hosting the World Marketing Forum (WMF) in Colombo. A historic first for SLIM and for the South Asian region, the forum placed Sri Lanka on the global marketing sphere, redefining our identity as a hub for the region's marketing industry and reflecting the excellence of Sri Lanka's marketing professionals, including our members.

The event hosted delegates from over 30 countries, transforming the occasion into a powerful endorsement of SLIM's intellectual resources and professional networks in leading global conversations on marketing and branding, digital marketing and creative strategic thinking.

EXCELLENCE IN ACTION

With WMF setting the year on the global stage for SLIM, our flagship events continued to drive national marketing excellence and became platforms to champion the brilliance of our marketing fraternity.

SLIM Brand Excellence Awards served as the ultimate pinnacle for SLIM's brand health. Our flagship brand recognition program celebrated and honoured brands that demonstrated strategic brand ingenuity and excellence in creating resounding business and market impacts. Rewarding authentic consumer connections and proving that brand management is an equity, we rewarded winners across various business sectors and categories.

Setting the stage for our sales warriors to be rewarded and honoured, SLIM National Sales Awards celebrated a large cohort of sales professionals for their performances across various award categories, recognising their grit and resilience in navigating a highly volatile economic environment, while achieving targets and milestones in sales. The program is a much-needed professional validation for those in a highly competitive vocation. It provides a national yardstick for sales ethics and performance and continues to empower greater achievements in sales professionals.

The SLIM Digis have become the leading barometer for the future of Sri Lanka's digital marketing and innovations. The 2025 award program was crucial in celebrating some revolutionary digital marketing campaigns and executions, demonstrating impressive transitions from social media marketing to sophisticated, insight-driven storytelling.

CEO'S REVIEW

With 'Cutting through the Noise' as its central thematic focus, SLIM Brand Week was organised for the second consecutive year. The event brought together marketing professionals and international experts to share insights and experiences on branding and sales. Moreover, sessions delved into AI-driven marketing and strategies that could drive companies to thrive in a digital-first world.

STRATEGIC DIGITAL TRANSFORMATION

The period under review was a defining moment for the Institute, as we made a decisive leap into a stronger digital ecosystem to support operations and future expansion plans. We have now adopted a cloud-first digital backdrop, which has added tremendous value and agility to the Institute, reinforcing our credibility by enhancing service delivery and ensuring long-term sustainability of academic operations.

During the year, SLIM achieved a series of technological enhancements aimed at modernising infrastructure and improving service delivery. Achieving a monumental digital milestone, we secured membership in the Lanka Education and Research Network (LEARN), which enabled us to capitalise on the official EDU.ID status, elevating our identity as an accredited, education-focused institution within the national academic community.

In other developments, we transitioned to a centralised cloud ERP system, reaping the strategic benefits of centralised data accessibility and agility for improved work processes and student services. Moreover, the LEARN platform has enabled us to integrate unlimited Microsoft Teams licenses and eight dedicated Zoom accounts for seamless remote work and hybrid communications.

"The highlight of the SLIM calendar in 2025 was hosting the World Marketing Forum (WMF) in Colombo. A historic first for SLIM and for the South Asian region, the forum placed Sri Lanka on the global marketing sphere, redefining our identity as a hub for the region's marketing industry and reflecting the excellence of Sri Lanka's marketing professionals, including our members. "

"SLIM PROMOTES A PROFESSIONAL AND RESPECTFUL WORKPLACE CULTURE UNDERPINNED BY ETHICAL CONDUCT, TRANSPARENCY AND ACCOUNTABILITY."

"WE TRANSITIONED TO A CENTRALISED CLOUD ERP SYSTEM, REAPING THE STRATEGIC BENEFITS OF CENTRALISED DATA ACCESSIBILITY AND AGILITY FOR IMPROVED WORK PROCESSES AND STUDENT SERVICES."

Furthermore, LMS implementation (Moodle) was adopted as the primary learning management platform for structured and blended learning, centralised course management and scalable student engagement.

COMPREHENSIVE EMPLOYEE GROWTH, INCLUSIVITY AND DIVERSITY

In line with the Sri Lanka Institute of Marketing's corporate governance framework, the Institute continued to uphold principles of diversity, equality and inclusivity throughout the year under review. All human resource practices, including recruitment, performance evaluation and career progression, were conducted on a merit-based and non-discriminatory basis, in accordance with the approved Staff Handbook and established HR policies.

SLIM promotes a professional and respectful workplace culture underpinned by ethical conduct, transparency and accountability. Equal opportunity is ensured across all levels of employment, while institutional policies provide clear guidance on employee conduct, grievance handling and disciplinary procedures. These measures support inclusive participation and reinforce governance standards across the organisation.

Employee Development (Financial and Professional)

SLIM recognises that sustainable institutional performance is directly linked to the continuous development of its human capital. Accordingly, a structured performance management system is in place, comprising both mid-year and annual performance appraisals, to assess employee performance, identify development needs and align individual contributions with organisational objectives.

Professional development initiatives were extended to all employees, with training opportunities tailored to job roles and responsibilities, alongside common training programmes applicable across the organisation. In addition, employees were provided opportunities to participate in SLIM's national-level professional events, enhancing industry exposure and institutional engagement.

From a financial development perspective, SLIM administered annual salary increments and performance-based bonuses in line with approved remuneration structures and governance approvals. Employees also benefit from access to SLIM's education programmes, provided free of charge under a structured bond arrangement, supporting both professional advancement and long-term talent retention.

Employee Welfare and Work–Life Balance

Employee welfare and work–life balance remained a key priority within SLIM's people governance framework during the year. The Institute provides comprehensive medical and life insurance coverage for employees and their eligible family members, including critical illness benefits, thereby ensuring financial security and well-being.

A dedicated staff welfare unit continued to support employees during key life events, including medical emergencies, funerals, marriages, birthdays and other exceptional circumstances. In addition, emergency financial assistance was extended where required, reinforcing SLIM's commitment to employee care and organisational responsibility.

SLIM also adopted a flexible and supportive approach to work arrangements, providing flexible working options where appropriate, based on medical conditions, environmental factors or other special requirements, subject to operational feasibility and management approval. These measures contributed to employee well-being, engagement and productivity, while maintaining governance discipline and operational effectiveness.

CHAMPIONING COMMUNITY INCLUSIVITY, DIVERSITY AND ACCESSIBILITY

At SLIM, we believe in creating measurable impacts that resonate with stakeholder expectations, especially the marketing community and the wider general public. We believe that our institutional growth is intertwined with the progress of the marketing community.

Apart from our efforts taken to make education accessible and to enhance skills through various scholarships and donations, we undertook several initiatives, contributing to inclusive professional development and academic advantages.

In the period under review, we expedited several flagship programs that endorsed and embraced corporate social responsibility. Advancing inclusive leadership became a priority as we empowered female professionals. In 2025, we expedited our flagship Women's Leadership Development Program, 'Leading Liyo', by providing a structured platform for female professionals to develop leadership skills and enhance confidence while cultivating a network of female leaders that can redefine ethical leadership standards in the country.

Another example of inclusive and equitable impact creation is the ABLE Charter, which was launched in 2025 in partnership with the Chartered Institute of Personnel Management (CIPM), with a vision to promote socio-economic inclusion of Persons with Disabilities (PWDs). The charter advocates for structured employment and entrepreneurship, fostering a more equitable corporate landscape.

"Moreover, by working closely with industry partners (international marketing bodies, local corporate clients, national academic institutions and other professional bodies) and international academic partners, we will secure sustainable partnerships and align our academic and flagship programs with international requirements, delivering more value to stakeholders and the marketing fraternity."

CEO'S REVIEW

Catalysing SME and entrepreneurial growth, we extended our impact into the broader economy by empowering the economic engine of our nation, our SMEs. This was done through several programs, including Gamata Marketing, an ongoing outreach program focused on personalised consultations and workshops for micro, small and medium-scale entrepreneurs. Initiated in 2021, the initiative has improved the operational capabilities of hundreds of such entrepreneurs.

The success of our initiatives is reflected in the value they have created for the community: from enhanced resilience of SME participants in our programs to the endorsement of more inclusive hiring practices in the corporate sector, we have moved alongside the UN Sustainable Development Goals (SDGs), aligning strongly with gender equality, decent work and economic growth.

THE FUTURE APPROACH

Marketing has proven itself to be a major driver of the country's economic prosperity and attractiveness for doing business. SLIM will remain committed to realising this potential during the upcoming year.

Our focus will continue to be directed at further improving our core academic and professional programmes, including the postgraduate diploma for marketing management, and launching innovative short courses and workshops designed to foster practical skills and industry-relevant knowledge.

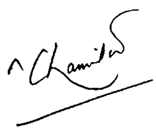
During the upcoming year, we will be placing a strong emphasis on blending the relatability and interconnectedness of our academic curricula and real-world application, ensuring that our graduates receive updated insights and career readiness to be productive contributors to the profession and to the national knowledge economy.

Moreover, by working closely with industry partners (international marketing bodies, local corporate clients, national academic institutions and other professional bodies) and international academic partners, we will secure sustainable partnerships and align our academic and flagship programs with international requirements, delivering more value to stakeholders and the marketing fraternity.

GRATITUDE

I am deeply thankful to all our stakeholders for maintaining their relations with the Institute, amidst macroeconomic concerns and various commitments. I convey my sincere appreciation to the Council of Management for providing strategic leadership and exercising executive authority in all aspects of our work.

I extend my appreciation to the Heads of all Divisions and their teams for undertaking mammoth efforts to elevate the reputation of SLIM and the value of the marketing profession. Your efforts have not only placed tremendous success on our stability and growth, but have catapulted our students, members, corporates and the community to benefit from the strategic and professional importance of marketing as a profession and as a knowledge and experience-driven industry.



Mr. Chamil Wickremasinghe

Chief Executive Officer
Sri Lanka Institute of Marketing

SUSTAINABILITY

Progress is sustained when every decision is guided with clarity and purpose. Just as a sailfish enhances its remarkable speed and directional precision through a polished steel bill and integrated compass, SLIM strengthens its governance with ethical leadership, transparent oversight and sound decision making. Built upon a framework of accountability and integrity, governance provides the direction that connects strategy with responsible execution while responding confidently to an evolving landscape. More than a system of oversight, it is the guiding force that steers SLIM's journey from ordinary to extraordinary.

SOCIAL, ECONOMIC AND ENVIRONMENTAL SUSTAINABILITY

Our sustainability footprint is reflected in contributions to national workforce development, empowering communities through education and career readiness, and supporting industries to advance through Marketing and related disciplines.

Our contributions to sustainability weigh more towards uplifting society and developing through marketing-related education and professional development. This ensures that marketing becomes a catalyst for impactful and meaningful change.

Our approaches to sustainability include a diverse range of initiatives/programs, designed to address the needs of various community groups, including students, women entrepreneurs and professionals.

OUR SDG FOOTPRINT

SDG	SLIM CONTRIBUTION
4 Quality Education	Education access, professional development, school programs
5 Gender Equality	Women's leadership and empowerment
8 Decent Work and Economic Growth	Economic growth, SME support, employability
9 Industry, Innovation and Infrastructure	Digital adoptions, research, professional development
12 Responsible Consumption and Production; 13 Climate Action; 15 Life on Land	Resource efficiency, environmental responsibility
16 Peace, Justice and Strong Institutions	Governance, ethics, compliance
17 Partnerships for the Goals	Partnerships and collaborations

Quality Education

SLIM is one of Sri Lanka's largest professional education service providers in marketing, with pathways from certificate levels to postgraduate qualifications. We have shaped the professional lives of thousands of young and seasoned professionals over the years through globally-oriented marketing education and related disciplines. We offer industry-accepted programs for young and senior marketing professionals, and have provided flexibility for thousands of marketers to elevate their careers to the next level.

Over the years, we have ensured equitable access to high-quality marketing education with exposure to practical applications. This has been achieved in the following ways.

- Expanding access to our programs through regional study centres and the SLIM Business Schools.
- Globally-aligned marketing qualifications and credentials
- Industry-focused curriculum and exposure to experiential learning
- Continuous professional development for students and particularly Members
- School-level programs, such as student-based short programs and career guidance sessions
- Community education programs, such as Gamata Marketing and Leadership Development for students.

Gender Equality

In recent years, we have taken an active role in enhancing women's empowerment and leadership in workplaces and in entrepreneurship. This has been done through several specific programs that are designed to improve and elevate leadership and business skills among female professionals and entrepreneurs.

- Leading Liyo – Leadership development for women
- Liyaka Mahima – Celebrating and uplifting women achievers
- Equal access to education and scholarships for female students
- Women focused community programs and SME support
- Improved gender ratio of 1.125:1 (female to male), with a higher base of female staff members.

Decent Work and Economic Growth

Over the years, we have provided employment opportunities to hundreds of individuals. Despite being a non-profit institution, we have maintained recruitment at an optimal level, hiring professionals with the right credentials for suitable positions. Our operational staff at present include over 100 employees, with a majority of our staff members employed on a permanent basis.

- 71% employed on a permanent basis
- 58 new recruits (2025)
- Job promotions based on performance

Industry, Innovation and Infrastructure

In the period under review, we strengthened our contributions to SDG 9 by accelerating digital transformation and adopting enhanced digital infrastructure to support learning and improve the efficiency and success of our institutional activities. During the year under review, we reinforced our Learning Management System (LMS) to support digital learning and expanded access to high-quality educational content and resources. These included:

- Moodle – Implementation of Moodle to support online learning, streamline courses and improve digital engagement through digital delivery of academic programs.
- Lanka Education and Research Network (LEARN) – We obtained membership in LEARN, which now allows us to access high-speed internet for educational activities and SLIM operations. It provided dedicated leased-line connectivity.
- Microsoft Teams through LEARN – This has enabled us to have seamless online meetings, virtual learning environments and improved collaboration between students and staff.
- Ongoing IT and digital infrastructure upgrades – This will strengthen our support for online learning, digital services and institutional functions.
- Adoption of cloud-based platforms and digital systems – Expanding adoption of cloud-based platforms will enable further access to efficient digital resources.

Environmental Impact

At SLIM, we have contributed to environmental sustainability by controlling and managing our consumption of natural resources while prudently controlling the waste outputs of our operational activities. While we are yet to advance our approaches in line with various standards and guidelines, such as the GHG protocols and emission tracking, we remain committed to understanding how we can continuously improve our contributions to protecting the environment, preserving natural resources and making palpable contributions.

- Paper recycling – 700 Kgs (2025)
- Prohibiting single-use plastic water bottles during SLIM programs (glass bottles as alternatives)
- Digital submissions for assignments and awards programs, which have eliminated paper submissions to a great extent. This reduces paper waste outputs and contributes to sustainable paper waste management.
- Learning management system (LMS) for digitalised learning and digitised resources

Peace, Justice and Strong Institutions

Over the years, we have improved our international governance structures and protocols to align with enhanced accountability and transparency. Decision-making is no longer in the hands of one or several individuals, but is shared within the Council of Management and the Executive Committee. This ensures that authority and power are equally shared and remain balanced. Furthermore, compliance with regulations and adherence to national education standards have enabled us to contribute robustly to developing the country's workforce.

As the central body for marketing in Sri Lanka, we have responsibly promoted ethical behaviours within the marketing profession. Responsible practices are promoted through our educational and professional development programs, while our national award programs are based on fairness and transparency, enabling us to practice responsible conduct within the Institute.

SOCIAL, ECONOMIC AND ENVIRONMENTAL SUSTAINABILITY

Partnerships for the Goals

As the national body for the Sri Lankan marketing profession, meaningful development thrives on sustainable relationships. Our collaborations with government institutions, academic organisations and professional bodies, corporates and community organisations have enabled us to deliver meaningful support to various communities, including our own stakeholders.

- We have become a bridge between the government and private sector requirements, capitalising on marketing for national development.
- Through TVEC-approved programs, we are supporting national education and skills development agendas
- Support SMEs through community education and awareness programs
- Promoting ethical and responsible marketing practices
- Engagement in policy discussions, representing the marketing profession and corporate sector.

Our collaborations with local and international universities, schools and international accreditation bodies contribute to elevating the recognition of marketing-based professional education in the country. This is achieved by:

- Globally-benchmarked qualifications
- Curriculum modifications and enhanced academic rigour
- Student access to international education pathways

We have partnered with professional bodies to support cross-disciplinary collaborations and to promote inclusive growth. A key example is the SLIM-CIPM Able Charter, created to promote inclusive employment for persons with disabilities.

OUTLOOK

The immediate future carries a collective focus on further aligning our actions with the SDGs. Guided by the SDG framework, we plan to increase contributions in line with the most pertinent SDGs, particularly, SDG 4 - Quality Education, SDG 5 - Gender Equality, SDG 8 - Decent Work and Economic Growth, SDG 9 - Industry, Innovation and Infrastructure and SDG 17 - Partnerships for the Goals.

VALUE MODEL

Meaningful value is created when strength is enhanced with purpose. Just as a rhinoceros reinforces its remarkable power through a heavy-duty hydraulic frame, SLIM strengthens its capabilities to generate greater value for its members, stakeholders and the nation. Built upon its strategic pillars and guided by integrated thinking, the Institute converts knowledge, partnerships and innovation into sustainable outcomes that extend well beyond financial success. More than a measure of performance, value creation reflects how SLIM continually strengthens its foundations to deliver enduring benefits and shape the future of Sri Lanka's marketing profession.

VALUE MODEL

INPUT

FINANCIAL CAPITAL

- Revenue base Rs 517 Mn
- Cost discipline maintained
- Cash reserves Rs 350 Mn
- Non-Current Asset investment Rs 145 Mn
- Balanced cash flow priorities

MANUFACTURED CAPITAL

- PPE value Rs 95 Mn
- Total cost of PPE Rs 203 Mn
- Capex Addition Rs 62 Mn
- Maintenance spend Rs 17 Mn
- 3 registered campuses

INTELLECTUAL CAPITAL

- 55+ years of brand leadership
- Program development capabilities
- Strong quality assurance
- Highly experienced and qualified faculty members
- Academic alignment with national and global frameworks

HUMAN CAPITAL

- 102-member workforce
- 53% female representation
- 58 new hires
- Training and development
- HR governance

SOCIAL AND RELATIONSHIP CAPITAL

- 8,359 total students
- 1,168 members
- 132 Resource panel
- Corporate and industry collaborations
- SME and youth empowerment
- National ties with regulatory bodies
- Affiliations with accreditation bodies
- Mutual value creation for sponsors

NATURAL CAPITAL

- Electricity consumption
- 4R waste management method
- Resource conservation efforts
- Digital platform substitution
- Energy-saving practices implemented

OUR BUSINESS

The Sri Lanka Institute of Marketing (SLIM) provides professional marketing education to learners from school leavers to seasoned professionals. We are equipped to provide individualised corporate and institutional training programs to improve competencies in marketing and sales, while providing research to industry partners and academia. Furthermore, we issue memberships to professionals and deliver related services. SLIM is also the proud organiser of several national award programs that benchmark excellence in marketing, branding and sales, and we engage with the community through knowledge-sharing, career guidance and engages in policy discussions related to higher education, with the aim of contributing to a highly competent national workforce.

Primary Activities

- Professional Marketing Education
- Corporate Training & Development
- Membership Services
- Research & Thought Leadership
- National Events & Industry Advocacy
- Community Empowerment

Supporting Activities

- Business School activities
- Digitalisation of Education and Services
- Marketing
- Financial Management
- HRM and Administration
- Facilities Management

OUTPUT	OUTCOME	SDGs
• Revenue growth - Rs 517 Mn (18%) • Surplus - Rs 70.7 Mn (132%) • Contribution – Rs 352 Mn (22.5%) • Asset Base - Rs 634 Mn (12%) • Non-current assets Rs 145 Mn (36%)	**(ALL STAKEHOLDERS)** • Financially stable institution • Stronger financial position • Improved financial resilience • Increased investments in education, events and training • Robust asset base and strong liquidity supports sustainable value creation	4 Quality Education 8 Decent Work and Economic Growth 9 Industry, Innovation and Infrastructure 10 Reduced Inequalities 17 Partnerships for the Goals
• New physical assets (Rs 62 Mn) • Expanded PPE base • Enhanced collaboration tools	**(STAKEHOLDERS: STUDENTS | EMPLOYEES | RESOURCE PANEL AND ACADEMIC PARTNERS | ACCREDITED CENTRES | MEMBERS)** • Modern classrooms • Completed Southern Campus • Improved Business School facilities • Cloud platforms expanded	8 Decent Work and Economic Growth 9 Industry, Innovation and Infrastructure 11 Sustainable Cities and Communities 12 Responsible Consumption and Production
• Expanded portfolio (5 new programs) • NVQ Level 5 and 6 mapping • 7,000+ new learners enrolled • 21 research papers (ICMM and SAJM), 9 publications • 394-page proceedings • 2 national awards • 30+ speakers at Brand Week • Broader industry engagement • Modernised curriculum	**(ALL STAKEHOLDERS)** • Improved academic credibility • Increased engagement with industry • Compliance through national frameworks • Enhanced visibility • Enhanced national thought leadership	4 Quality Education 8 Decent Work and Economic Growth 9 Industry, Innovation and Infrastructure 17 Partnerships for the Goals
• 9 training programs • 42 training hours • HR policies implemented	**(STAKEHOLDERS: EMPLOYEES)** • Strengthened HR governance and compliance • Expanded talent pool • Balanced workforce gender representation • Improvements in staff knowledge • Structured induction	1 No Poverty 3 Good Health and Well-Being 5 Gender Equality 8 Decent Work and Economic Growth 10 Reduced Inequalities
• Broader access to marketing education • Strengthened member engagement • Enhanced corporate capability building • Expanded community empowerment • Increased knowledge sharing • 57 programs for corporate partners	**(ALL STAKEHOLDERS)** • Improved access to programmes, facilities and digital services • Stronger professional recognition and value for members • Enhanced marketing, sales and leadership competencies through corporate training programs • For the community, better entrepreneurship support, employability pathways and marketing knowledge • Deeper collaborations through MOUs with Resource persons and partner institutions • Increased awareness of marketing education and national professional standards	4 Quality Education 5 Gender Equality 8 Decent Work and Economic Growth 10 Reduced Inequalities 17 Partnerships for the Goals
• 191,055 electricity units consumed • 54% of electricity used at Head Office • 700 kg paper recycled • 953 L fuel used	**(ALL STAKEHOLDERS)** • Cleaner learning environment • Stronger sustainability culture • Reduced environmental footprint • Moderate alignment with SDGs	7 Affordable and Clean Energy 12 Responsible Consumption and Production 13 Climate Action 15 Life on Land

MATERIALITY

Over the years, SLIM has focused strongly on establishing the right material topics that carry with significant impact on long-term value creation. These material matters reflect our internal understanding of what is most important to the Institute, and these have been shaped by engagements with stakeholders and their expectations, identified and reaffirmed over the years.

Material matters are also influenced by the Sri Lanka Institute of Marketing (Incorporation) Act, No. 41 of 1980, which has defined SLIM's mandate, purpose and overall strategic outlook. Guided by the Act and through various forms of stakeholder engagements over the years, we have identified the key material topics that form the basis of our materiality considerations.

Factors that impact our focus on materiality are shown in subsequent pages below. They are central to how we approach value creation, for our stakeholders and for the Institute.

MATERIALITY DETERMINATION

The Process

Identify	**Evaluate**	**Prioritise (if required, e.g., health and safety during the pandemic)**	**Report (Annual Report)**

SLIM deliberates material issues and topics based on the following, while also taking into account risks demonstrated on pages 172 and 179).

Act of Incorporation

The objectives/purpose and principal functions of the Institute are central to recognising all material matters that are related to value creation over time.

Stakeholder Impact

Stakeholder expectations from SLIM and how we respond to those expectations by creating value directly impact our professional standing in the marketing and business community. Moreover, understanding what stakeholders expect from us as a leading marketing body in Sri Lanka has enabled us to amplify our brand appeal and recognition.

Financial sustainability

Aspects that impact revenue and assets affect value creation and our ability to remain operationally viable while supporting strategic initiatives and plans.

Regulatory and external environment

Macroeconomic impacts affect our financial sustainability and stability. This entails concerns on local economic shifts/reforms and the affordability of professional education. Moreover, adherence to the Act of Parliament under which SLIM was incorporated.

MATERIAL TOPICS

The following 13 Material Topics, and corresponding sub-topics pivots on what influences the Institute and value creation.

Material sub-topics can be considered as an intersection between stakeholder expectations and SLIM's priorities. Stakeholder expectations are a crucial contributor to these sub-topics; they are also reflections of our objectives which have become expectations anticipated by the marketing profession and students. Our priorities are also have an impact from the Act of Incorporation, which guides us to serve the marketing profession and stakeholders.

Therefore, the correlation between stakeholder expectations, our strategic priorities and the following material topics is a nuanced alignment that ensures what we focus on what our stakeholders value most, while also strengthening the areas that drive long-term institutional performance and impact.

Certain material subtopics appear across multiple main material topics, as their relevance extends to several stakeholder groups. These subtopics reflect stakeholder expectations and align closely with the organisation's strategic priorities, ensuring coherence and consistency across all areas of impact. Codes have been assigned for cross-reference and conciseness.

The following is essentially how our materiality topics have been identified within the materiality determination and reporting process.

1. STUDENT SERVICES

CODE	MATERIAL SUB TOPIC	CAPITAL	STAKEHOLDERS
SM1	Academic Excellence and Professional Development		
SM2	Student Support, Guidance and Well-Being		
SM3	Engagement, Community Building and Co-Curricular Development		
SM4	Outreach, Communication and Brand Presence		
SM5	Infrastructure, Accessibility and Operational Support		
SM6	Industry Recognition and Career Advancement		

2. ACADEMIC QUALITY AND PROFESSIONAL STANDARDS

CODE	MATERIAL SUB TOPIC	CAPITAL	STAKEHOLDERS
SM1	Academic Excellence and Professional Development		
SM5	Infrastructure, Accessibility and Operational Support		
SM6	Industry Recognition and Career Advancement		
MM1	Professional Standing and Recognition		
MM2	Continuous Learning and Development		
ARM1	Academic Partnerships and Collaborations		
ARM2	Accreditation and Recognition		
ARM7	Governance and Ethical Alignment		
ACSM1	Operational Efficiency and Compliance		

3. MOTIVATED AND COMPETENT WORKFORCE

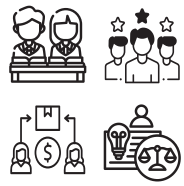
CODE	MATERIAL SUB TOPIC	CAPITAL	STAKEHOLDERS
EM1	Remuneration and Benefits		
EM2	Welfare and Wellness		
EM3	Positive Work Environment		
EM4	Rewards and Recognition		
EM5	Training Opportunities		
RPM1	Active Engagement with Students and Academic Team		
RPM2	Knowledge and Capacity Building		
RPM4	Teamwork and Collaboration		

MATERIALITY

4. DIGITAL CAPABILITIES AND INFRASTRUCTURE

CODE	MATERIAL SUB TOPIC	CAPITAL	STAKEHOLDERS
SM1	Academic Excellence and Professional Development		
SM4	Outreach, Communication and Brand Presence		
SM5	Infrastructure, Accessibility and Operational Support		
MM4	Member Support		
EM5	Training Opportunities		

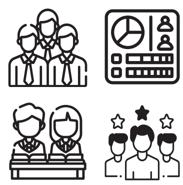
5. BRAND RECOGNITION

CODE	MATERIAL SUB TOPIC	CAPITAL	STAKEHOLDERS
SM4	Outreach, Communication and Brand Presence		
ARM1	Academic Partnerships and Collaborations		
SSM2	Brand Visibility and Reach		

6. GOVERNANCE, RISK MANAGEMENT AND COMPLIANCE

CODE	MATERIAL SUB TOPIC	CAPITAL	STAKEHOLDERS
ARM7	Governance and Ethical Alignment		
GRM1	Compliance with Taxation and Statutory Obligations		Indirectly impacts stakeholders, as non-compliance will disrupt smooth continuity

7. FINANCIAL SUSTAINABILITY

CODE	MATERIAL SUB TOPIC	CAPITAL	STAKEHOLDERS
FCM	Financial Capital Management		

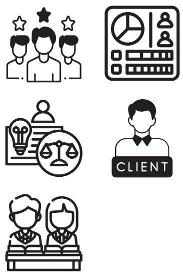
8. MEMBER SERVICES

CODE	MATERIAL SUB TOPIC	CAPITAL	STAKEHOLDERS
MM1	Professional Standing and Recognition		
MM2	Continuous Learning and Development		
MM3	Networking and Strategic Connection		
MM4	Member Support		

9. SUSTAINABLE PARTNERSHIPS

CODE	MATERIAL SUB TOPIC	CAPITAL	STAKEHOLDERS
ARM1	Academic Partnerships and Collaborations		
ARM2	Accreditation and Recognition		
ARM3	Student Pathways and Progression Opportunities		
ARM4	Research and Knowledge Sharing		
ARM5	Faculty Development and Capacity Building		
ARM6	Industry–Academia Integration		

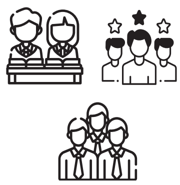
10. RESEARCH AND THOUGHT LEADERSHIP

CODE	MATERIAL SUB TOPIC	CAPITAL	STAKEHOLDERS
SM1	Academic Excellence and Professional Development		
MM2	Continuous Learning and Development		
ARM4	Research and Knowledge Sharing		
RPM3	Research and Theoretical Applications		

11. COMMUNITY ENGAGEMENT

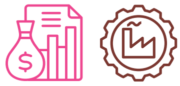
CODE	MATERIAL SUB TOPIC	CAPITAL	STAKEHOLDERS
CM1	Community and Social Impact		
CM2	Career Development and Opportunities		
CM3	Recognition and Achievement		

12. ENVIRONMENTAL IMPACT

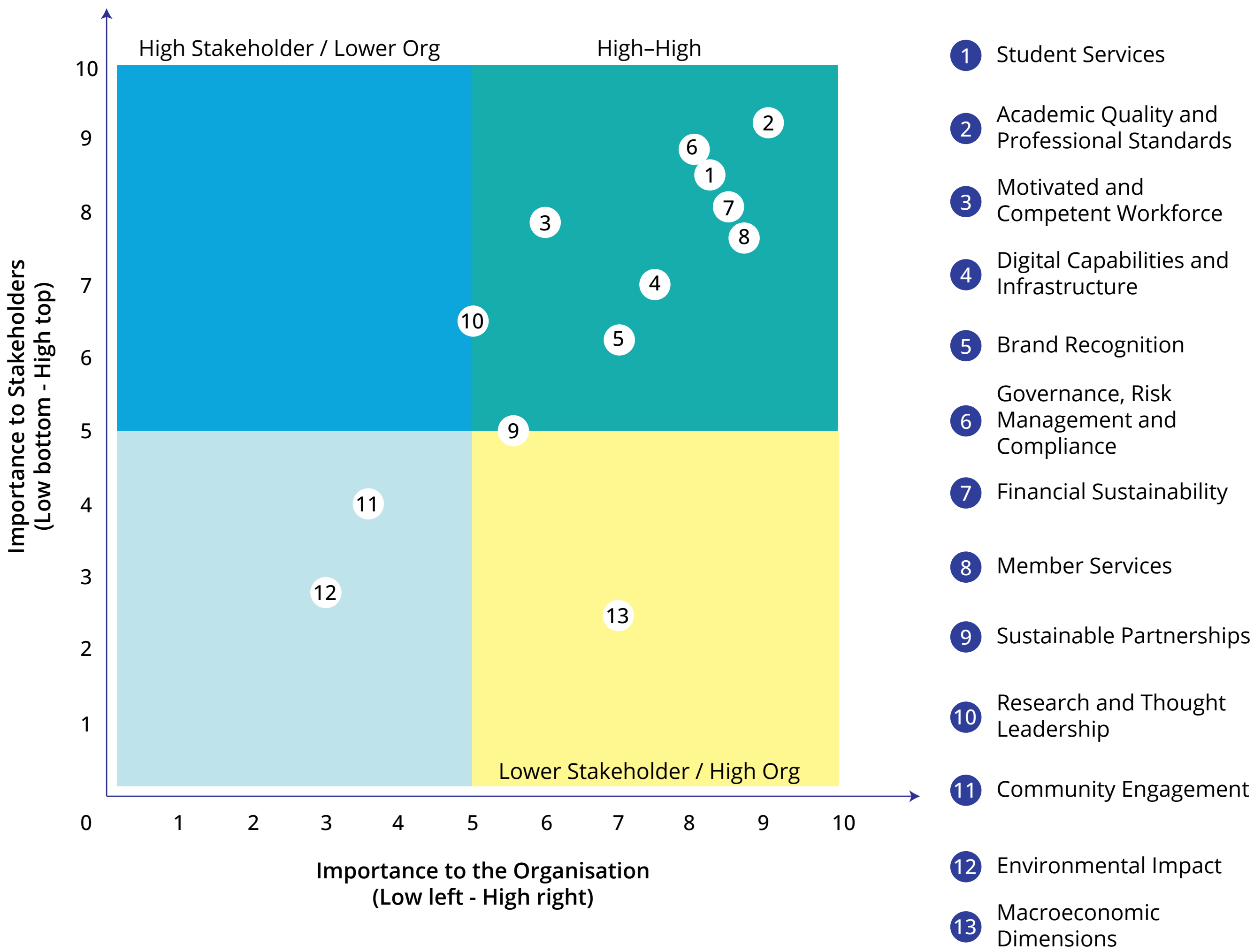
CODE	MATERIAL SUB TOPIC	CAPITAL	STAKEHOLDERS
ES1	Sustainable Actions		

MATERIALITY

13. MACROECONOMIC DIMENSIONS

CODE	MATERIAL SUB TOPIC	CAPITAL	STAKEHOLDERS
MD1	Inflation		
MD2	Interest Rates		
MD3	Economic Growth		
MD4	Exchange Rate		
MD5	Higher Education Sector		

Materiality Matrix – Sri Lanka Marketing Institute



STRATEGY AND RESOURCE ALLOCATION

THE STRATEGIC ROUTE (2025)

The strategic direction for the year under review aligned with the theme of 'SLIM 2.0 – The Year of Transformation', which aimed to take the Institute from incremental progress to transformation. Our focus was to strengthen SLIM's role as the top authority for marketing in Sri Lanka and deepen our influence in professional education, national marketing events, digital capabilities, and member development, while further positioning SLIM in the global marketing landscape.

Several strategic achivements of the year

- Cabinet approval to amend the SLIM Act No. 41 of 1980
- The World Marketing Forum 2025
- Greater Financial Resilience and Stability
- TVEC-approved programs

THE 2025 STRATEGIC APPROACH WAS BUILT ON SEVERAL CORE PRIORITIES

1. Financial Resilience

In 2025, we achieved greater financial stability through improved revenue and surplus. In the fiscal year under review, our revenue reached a record high and contributed to a higher surplus, reflecting strong cost discipline, better governance, and stable operating controls.

2. National Events and Commercial Transformation

SLIM national events improved commercial sustainability and financial returns. The Events Division played a strategic role in improving the quality of events and transforming brand equity and stakeholder relevance into financial value, making them profitable and their expenditure justifiable during the fiscal year.

3. Leadership in Professional Marketing Qualifications

In September 2025, the cabinet gave the nod to amend the Sri Lanka Institute of Marketing (Incorporated) Act No. 41 of 1980. The proposal for the amendment was made by the Minister of Industries and Entrepreneurship Development. The amendment will pursue transforming SLIM to a future Chartered Marketer Status, which is a long-term focused strategic step in bolstering our position as the apex authority in the national marketing profession.

4. Global Positioning of SLIM

We furthered our efforts to place SLIM in the global marketing sphere by organising the World Marketing Forum in 2025. This was a key, strategically imperative event that enhanced SLIM's global brand awareness and institutional credibility.

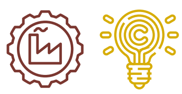
5. Policy Influence

We continued to integrate National Competency Standards and NVQ frameworks into selected marketing programs. This is a key part of contributing toward national skill development and setting professional standards for the country's marketing professionals and the profession.

6. Enhancing SLIM's Digital Backbone

During the period, we continued to make rationalised investments to improve our learning management system by implementing Moodle (Moodle Learning Management System). Furthermore, we obtained the LEARN membership. Moreover, we transitioned to a centralised cloud ERP system.

STRATEGY AND RESOURCE ALLOCATION

STRATEGIC PRIORITY	RESOURCES ALLOCATED	KEY OUTCOMES	CAPITALS IMPACTED	FUTURE FOCUS
Financial Resilience	• Financial and human resources • Enhanced ERP systems • Stronger cost disciplines to optimise spending • Broader industry and corporate sector engagement to diversify earnings from events	Rs 517 Mn (18% growth) in Revenue Rs 71 Mn (132 % growth) in surplus		Sustain profitability and reinvest in long-term capacity building
National Events and Commercial Transformation	• Funding for national events • Skilled event and marketing teams • Media partnerships • Use of digital technologies	Rs 148 Mn (74% growth) in Revenue from National Events		Expand event value, partnerships and regional/global visibility
Leadership in Professional Marketing Qualifications	• Academic staff • Digital learning systems • Program development budgets	Cabinet approval to amend the SLIM Act, supporting the pathway towards Chartered Marketer status		Progress towards Chartered Marketer status and nationally-accepted standards
Global Positioning of SLIM	• Investments in global branding and the World Marketing Forum • Research-backed thought leadership • International marketing and industry partnerships	World Marketing Forum strengthened SLIM's global brand visibility and credibility		Build stronger global alliances and international recognition
Policy Influence	• Government and regulatory relationships • Funding for program development	Selected marketing programmes were aligned with national skills development priorities		Strengthen and grow contributions to national skill development
Enhancing SLIM's Digital Backbone	• Investments in Moodle LMS, Cloud based ERP System and other adoptions • Internal IT specialists	Improved digital learning and accessibility and ERP-backed work efficiencies		Scale digital learning, data-driven operations and improved service delivery

SLIM LONG-TERM STRATEGY

The Institute's strategy will focus on balancing short-term performance with long-term objectives, underscoring national capacity building through professional marketing education.

- Institutional elevation will involve progressing toward professional qualification independence, achieving Chartered Marketer status, obtaining degree-awarding capability, and ultimately securing university-level recognition.
- SLIM's national relevance will be enhanced through national policy engagement, entrepreneurship development, support for small and medium-sized enterprises (SMEs), community building programs, and industry partnerships.
- Capability building will be pursued through human capital development and related investments, digital infrastructure adoption, facility/infrastructure development, global and local partnerships, and financially sustainable programs and events.

Over the long term, asset allocation will conform to these strategic priorities. Financial resources will be directed toward developing digital scalability, supporting national events, and modernising curricula to meet Tertiary and Vocational Education Commission (TVEC) standards. Ultimately, SLIM aims to become a globally recognised centre of excellence in marketing and entrepreneurship.

STAKEHOLDER REPORT

CONNECTING WITH STAKEHOLDERS

The relationships we have formed with internal and external stakeholders are essential to the process of value creation and to generating outcomes that benefit stakeholders and SLIM as an organisation. Effective engagements and interactions with stakeholders drive growth, recognition, and successful delivery of value creation.

At the heart of SLIM is a strong and diverse community of stakeholders, which nurtures institutional recognition and elevates SLIM's brand recognition within the marketing fraternity and business community.

STUDENTS

Students enrolled in all marketing course programs and non-marketing subjects

COMMUNITY

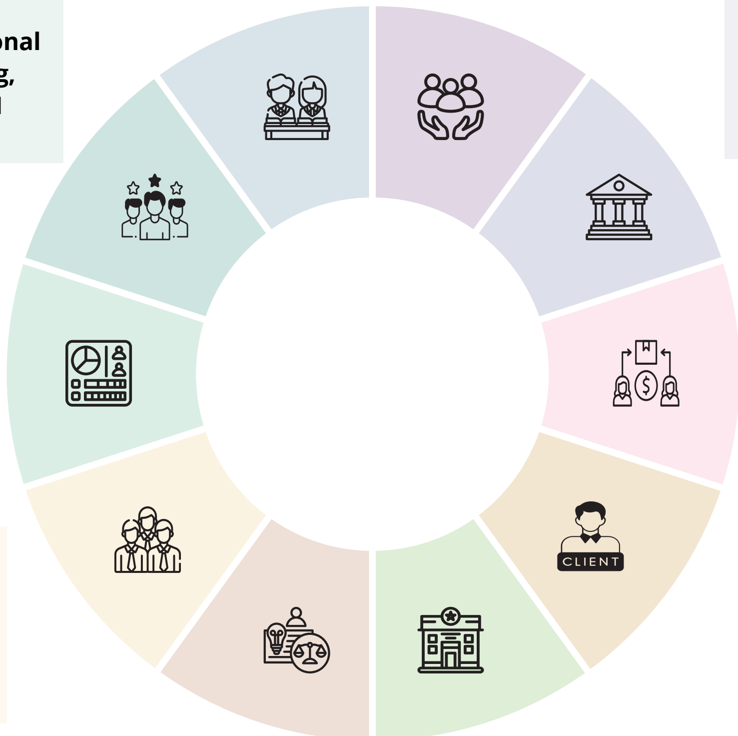
Includes the general public, non-member marketers, sales professionals and business leaders

MEMBERS

Professionals who have obtained SLIM qualifications, professional experience in marketing, and have obtained SLIM membership.

GOVERNMENT

As an institute established by an Act of Parliament, SLIM is answerable to the Government



RESOURCE PANEL

Lecturers with permanent/full-time attachment to SLIM and part-time/ visiting lecturers and examiners

SPONSORS AND SUPPLIERS

Sponsor companies of SLIM events and suppliers

EMPLOYEES

All employed under SLIM (Permanent staff and contractual)

ACCREDITED CENTRES /PARTNERS

Regional centres accredited by SLIM to conduct approved SLIM programs

AFFILIATIONS AND REGULATORY BODIES

Local and international universities and private institutions, affiliated with Institutional authorities that regulate and demand academic rigour and standards (Ministry of Higher Education. SLIM offers TVEC-approved qualifications)

CLIENTELE

Companies/ organisations seeking training, consultancy and marketing expertise

STAKEHOLDER REPORT

For clarity and balanced representation, this chapter includes the following changes, considered as improvements in comparison to last year's report.

- Resource panel shown distinctly as a stakeholder for enhanced focus
- Affiliations and regulatory bodies shown together, due to similarities in expectations
- Clientele added to provide focus on corporate/institutional clients
- Accredited centres demonstrated distinctly
- Sponsors and suppliers given special focus as enablers of SLIM national events and programs

ALIGNING VALUE CREATION WITH STAKEHOLDER INTERESTS

STUDENTS	
SM1: ACADEMIC EXCELLENCE & PROFESSIONAL DEVELOPMENT	
How we align with interests	Academic excellence • Professional qualifications in marketing • Experienced and qualified lecture panel • Exam guidance and technique sessions • Access to physical and digital learning resources) • Learning management system • Professional development • Mentorship sessions • Workshops, seminars and webinars • SLIM Toastmasters • Training programs
SM2. STUDENT SUPPORT, GUIDANCE &WELL-BEING	
How we align with interests	• Student counsellor for support • Student counsellor for representation • Job Bank services for students
SM3. ENGAGEMENT, COMMUNITY BUILDING & CO-CURRICULAR DEVELOPMENT	
How we align with interests	• Student associations fostering collaboration • Sports day to promote camaraderie • Graduation and certification ceremonies • Events and other professional engagements • Toastmasters and leadership-oriented activities
SM4. OUTREACH, COMMUNICATION & BRAND PRESENCE	
How we align with interests	• SLIM website as an informational hub • Regular updates on website and social media • Social media and telecommunication for outreach • Promotional brochures and e-flyers • Visits to schools for engagement

STUDENTS

SM5. INFRASTRUCTURE, ACCESSIBILITY & OPERATIONAL SUPPORT	
How we align with interests	• SLIM branch network for accessibility (three branches + accredited centres) • SLIM Accredited Examination Centres (AECs) • Online payment gateway • LMS development for digital access • Access to online library resources via Emerald Publishing.
SM6. INDUSTRY RECOGNITION & CAREER ADVANCEMENT	
How we align with interests	• SLIM qualifications recognised locally and internationally • Job Bank services • Professional networking events • Industry-aligned curriculum and expert lecture panel

MEMBERS

MM1: PROFESSIONAL STANDING AND RECOGNITION	
How we align with interests	• Membership investitures • Reciprocal agreements with universities/bodies • Professional exemptions • Opportunities to participate in the Executive Committee
MM2. CONTINUOUS LEARNING & DEVELOPMENT	
How we align with interests	• Member engagement and development activities (Forums, seminars, webinars, and workshops). • Continuous Professional Development (CPD) activities • Sustained operation of the SLIM Toastmaster Club
MM3. NETWORKING & STRATEGIC CONNECTION	
How we align with interests	• Hosting signature events such as networking nights and the Marketers' Ball. • Networking events such as Experience Sharing Forums, CEO Breakfast Forum and Cheese and Wine nights which engage marketing professionals • The Annual Marketing Summit (Connecting members with industry thought leaders).
MM4. MEMBER SUPPORT	
How we align with interests	• Direct Member support services. • Website member portal • Exclusive discounts and negotiated offers from partner banks, lifestyle stores, and hospitals

STAKEHOLDER REPORT

RESOURCE PANEL

RPM1 KNOWLEDGE-SHARING AND TEACHING DELIVERY	
How we align with interests	• Interactive teaching methods • Case-study-based learning • Action Learning Marketing (ALM) workshops for students • Online webinars for students • Career counselling sessions for students
RPM2: KNOWLEDGE AND CAPACITY BUILDING	
How we align with interests	• Industry and practically-aligned curriculum • Skill-building workshops • Continuous professional development programs (CPD) • Access to learning resources
RPM3 RESEARCH AND THEORETICAL APPLICATIONS	
How we align with interests	• Innovation in marketing through applied theory • Decisions backed by evidence and data
RPM4 TEAMWORK AND COLLABORATION	
How we align with interests	• Participation in SLIM events and national-level award programs • Participation in SLIM resource personnel get-togethers

EMPLOYEES

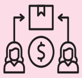
EM1 REMUNERATION AND BENEFITS	
How we align with interests	• Annual salary increments • Regular performance appraisals • Incentives and promotions
EM2 WELFARE AND WELLNESS	
How we align with interests	• Activities organised by the welfare committee • Recreational events, gatherings and religious events • Work-life balance initiatives
EM3 POSITIVE WORK ENVIRONMENT	
How we align with interests	• Motivational programs • Inclusive cultural activities • Flexible scheduling
EM4 REWARDS AND RECOGNITION	
How we align with interests	• SLIM Champion's Night • Promotion cycles • Public recognition of achievements
EM5 TRAINING OPPORTUNITIES	
How we align with interests	• Access to SLIM qualifications free of charge • Training and development sessions • External industry exposure • Networking and collaboration through national events

AFFILIATIONS AND REGULATORY BODIES	
ARM1. ACADEMIC PARTNERSHIPS & COLLABORATIONS	
How we align with interests	• Joint programmes with local and international universities • Accreditations through international bodies for postgraduate pathways • Exchange of academic expertise and visiting lecturers • Collaborative curriculum development aligned with global marketing standards
ARM2. ACCREDITATION & RECOGNITION	
How we align with interests	• Institutional recognition by national education authorities • International accreditation of SLIM programmes • Benchmarking against global marketing education frameworks • Compliance with quality assurance and academic governance standards
ARM3. STUDENT PATHWAYS & PROGRESSION OPPORTUNITIES	
How we align with interests	• Credit transfers and exemptions • Guaranteed entry routes to postgraduate programmes • Internship and industry placement pathways facilitated through affiliations • International exposure to students through workshops
ARM4. RESEARCH & KNOWLEDGE SHARING	
How we align with interests	• Joint research initiatives with universities • Publication partnerships and academic conferences • Access to research databases and academic resources • Collaborative studies on marketing trends and consumer behaviour
ARM5. FACULTY DEVELOPMENT & CAPACITY BUILDING	
How we align with interests	• Training and certification for SLIM lecturers through partner institutions • Academic exchange programmes • Joint professional development workshops • Exposure to global teaching methodologies
ARM6. INDUSTRY–ACADEMIA INTEGRATION	
How we align with interests	• Guest lectures and industry forums hosted in collaboration with affiliated institutions • Partnerships that strengthen employability and practical skill development
ARM7. GOVERNANCE & ETHICAL ALIGNMENT	
How we align with interests	• Alignment of academic policies with partner institutions • Transparent affiliation agreements and governance structures • Ethical standards in academic delivery and student assessment • Compliance with institutional partnership guidelines

STAKEHOLDER REPORT

ACCREDITED CENTRES AND PARTNERS	
ACM1: OPERATIONAL EFFICIENCY AND COMPLIANCE	
How we align with interests	• Optimise accredited centres to improve efficiency and reduce operational friction • Maintain strong procurement policies to ensure fairness, transparency, and compliance • Explore opportunities that support mutual growth and sustainability • Manage registration processes to ensure credibility and trust • Provide regular updates to accredited centres so stakeholders remain aligned with evolving requirements
ACM2: ECONOMIC GROWTH AND TALENT SUPPORT	
How we align with interests	• Explore procurement opportunities that stimulate economic activity and broaden stakeholder participation • Support accredited centres and suppliers with the objective of national economic growth

CLIENTELE	
CM1 CUSTOMISED SOLUTIONS AND MEASURABLE IMPACT	
How we align with interests	• Training programs and corporate workshops tailored to the organisation, developed to result in noticeable improvements • Marketing strategies tailored to the organisation with measurable impacts • Tailored delivery aligned with requirements
CM2 EXPERT INSIGHT	
How we align with interests	• Access to a network of field-tested advice • Insights based on industry and organisation backdrop • Research-driven insights
CM3 TALENT PIPELINE (EMPLOYABLE STUDENTS AND MEMBERS)	
How we align with interests	• Students and members with industry-relevant education, training and continuous development



SPONSORS AND SUPPLIERS

SSM1 SPONSORSHIP AND SUPPLIER MANAGEMENT	
How we align with interests	• Establish structured sponsorship programs that directly support stakeholder initiatives • Request quotations and estimates from general suppliers to ensure cost-effective, transparent sponsorship arrangements
SSM2 BRAND VISIBILITY AND REACH	
How we align with interests	• High visibility through SLIM flagship and national events, such as SLIM Brand Excellence, SLIM-KANTAR People's Awards, Effie's awards, SLIM DIGIS, etc. • These events connect sponsors and suppliers with high-value audiences
SSM3 NETWORKING	
How we align with interests	• Direct access to marketing professionals, business leaders and influencers for business relationships
SSM4 PROFESSIONALISM	
How we align with interests	• Fair procurement processes • Timely payment with prior communication on any potential delays

GOVERNMENT

GM1: COMPLIANCE WITH TAXATION AND OTHER STATUTORY OBLIGATIONS	
How we align with interests	• Regular compliance monitoring to ensure all statutory requirements and deadlines are met, reinforcing trust and regulatory alignment.
GM2: SUPPORT AND RESOURCES FOR SMALL AND MEDIUM ENTERPRISES (SMES)	
How we align with interests	• SME-focused academic credentials/qualifications • SME Development Awards • Gamata Marketing program
GM3: ENHANCING PUBLIC AWARENESS AND UNDERSTANDING OF MARKETING CONCEPTS	
How we align with interests	• Professional education, public programs, and awareness initiatives that elevate marketing literacy and support national competitiveness.
GM4: POLICY ADVOCACY AND KNOWLEDGE EXCHANGE	
How we align with interests	• Actively participate in policy discussions, offering industry insights that help shape national marketing, trade, and economic policies. • Forums, conferences, and training programs to share best practices that uplift industry standards and support government development agendas.

STAKEHOLDER REPORT

COMMUNITY	
CM1 COMMUNITY & SOCIAL IMPACT	
How we align with interests	• Promoting a positive impact on the community and environment • Engaging with the community through events and national initiatives • Implementing impactful CSR (Corporate Social Responsibility) projects
CM2 CAREER DEVELOPMENT & OPPORTUNITIES	
How we align with interests	• Providing career planning and guidance • SLIM talent hub provides recruitment opportunities
CM3. RECOGNITION & ACHIEVEMENT	
How we align with interests	• Honouring individuals via national-level competitive events

ENGAGEMENT CHANNELS

From continuous professional development activities that enhance the professional growth of members to classroom sessions that deliver academic content to students, each engagement or communication method is a strategy for creating value for stakeholders.

The following provides targeted, stakeholder-specific engagement mechanisms aligned with material sub-topics.

STUDENTS

MATERIAL SUB-TOPIC	ENGAGEMENT CHANNELS
ACADEMIC & SKILL DEVELOPMENT	• Coaching sessions • Workshops and seminars • Training programs for skill enhancement • Exam guidance and technique sessions
STUDENT SUPPORT & WELL-BEING	• Student counsellor for support • Student counsellor r for representation
ENGAGEMENT & COMMUNITY BUILDING	• Student associations fostering collaboration • Sports day to promote camaraderie • Cricket tournament • Avurudu function • Special education session • Graduation balls for networking • Graduation and certification ceremonies • Events and other professional engagements
OUTREACH	• Social media and telecommunication for outreach • TV, radio and paper advertisements • Promotional brochures and e-flyers for communication • Visits to schools for engagement
INFRASTRUCTURE & ACCESSIBILITY	• SLIM website as an informational hub • SLIM social media presence • Student portal on the website • SLIM branch network for accessibility • SLIM Accredited Study Centers

STAKEHOLDER REPORT

RESOURCE PANEL	
MATERIAL SUB-TOPIC	**ENGAGEMENT CHANNELS**
ACTIVE ENGAGEMENT	• Classroom sessions • Online webinars • Training and workshop programs • SLIM national events and forums
KNOWLEDGE AND CAPACITY BUILDING	• Training and workshop programs • Experience sharing forums • Inauguration events
RESEARCH	• Thought leadership programs • SLIM research bureau
TEAMWORK	• Flagship events • Student training programs/academic sessions

MEMBERS	
MATERIAL SUB-TOPIC	**ENGAGEMENT CHANNELS**
PROFESSIONAL STANDING & RECOGNITION	• Annual report • Convocation • Marketer magazine • SLIM website
CONTINUOUS LEARNING & DEVELOPMENT	• SLIM Digest • Social media • Marketer magazine • Events (ESF/Networking nights)
NETWORKING & STRATEGIC CONNECTION	• Events • AGM • Social media • SLIM website
SUPPORT	• Student counselling and advisory services

EMPLOYEES

MATERIAL SUB-TOPIC	ENGAGEMENT CHANNELS
REMUNERATION	• Performance appraisals • HR portal
WELLNESS	• Welfare committee • Social events
WORK ENVIRONMENT	• Team engagements • Motivational programs
RECOGNITION	• SLIM champions' night
EDUCATION	• Special opportunities for staff to undertake programs • Training and workshops

AFFILIATIONS AND REGULATORS

MATERIAL SUB-TOPIC	ENGAGEMENT CHANNELS
ACADEMIC PARTNERSHIPS & COLLABORATIONS	• Formal MoUs and partnership agreements with State and Private universities • Joint curriculum development workshops • Academic advisory boards and steering committees • Regular coordination meetings between SLIM and university faculty • Launch events of accredited programs
ACCREDITATION & RECOGNITION	• Accreditation review meetings with regulatory bodies • Submission portals for academic quality documentation • External audits and evaluation visits • Continuous communication with accreditation councils • Participation in national education forums
STUDENT PATHWAYS & PROGRESSION OPPORTUNITIES	• Student counselling and advisory services • Joint student orientation programmes
RESEARCH & KNOWLEDGE SHARING	• Joint research committees and working groups • Academic conferences, symposiums, and research forums • Co-authored publications and journals • Access to shared research databases • Collaborative research grants and funding proposals
FACULTY DEVELOPMENT & CAPACITY BUILDING	• Train the trainer programmes • Faculty exchange and guest lecture series • Professional development workshops • Joint certification programmes for educators • Peer review and teaching quality enhancement sessions

STAKEHOLDER REPORT

AFFILIATIONS AND REGULATORS

MATERIAL SUB-TOPIC	ENGAGEMENT CHANNELS
INDUSTRY–ACADEMIA INTEGRATION	• Guest lectures by SLIM industry experts • Internship and placement coordination platforms • Industry forums, seminars, and panel discussions • Mentorship programmes connecting students with SLIM professionals
GOVERNANCE & ETHICAL ALIGNMENT	• Governance committees and oversight • Policy alignment • Compliance reporting and documentation • Ethical review panels • Regular monitoring and evaluation meetings

ACCREDITED REGIONAL CENTRES

MATERIAL SUB-TOPIC	ENGAGEMENT CHANNELS
OPERATIONAL EFFICIENCY AND COMPLIANCE	• Management briefings • SLIM policy documents
SPONSORSHIP MANAGEMENT	• Event Sponsorship Activations • B2B Networking Nights • “Sri Lankan Marketer” Magazine • Strategic MOU (Memorandum of Understanding) Reviews
ECONOMIC GROWTH AND SUPPORT	• Site visits • Networking nights • Personalised training sessions for each centre

CLIENTELE

MATERIAL SUB-TOPIC	ENGAGEMENT CHANNELS
CUSTOMISED SOLUTIONS AND MEASURABLE IMPACT	• Co-created marketing programmes with industry partners • Tailored corporate training and consultancy • Impact-driven campaigns with clear KPIs and reporting
EXPERT INSIGHT	• Industry thought leadership forums and webinars • Research publications and market intelligence reports • Guest lectures and expert panels
TALENT PIPELINE (EMPLOYABLE STUDENTS AND MEMBERS)	• SLIM talent hub • Career fairs and networking events

SPONSORS AND SUPPLIERS

MATERIAL SUB-TOPIC	ENGAGEMENT CHANNELS
SPONSORSHIP AND SUPPLIER MANAGEMENT	• Internal meetings • Direct mail and emailing • Contractual agreements/documentation
BRAND VISIBILITY AND REACH	• Flagship and national events • Student and member programs • Programs with partner institutions and accredited centres
NETWORKING	
PROFESSIONALISM	

STAKEHOLDER REPORT

GOVERNMENT

MATERIAL SUB-TOPIC	ENGAGEMENT CHANNELS
COMPLIANCE WITH TAXATION AND OTHER STATUTORY OBLIGATIONS	• Timely compliance with all tax regulations in coordination with the Inland Revenue Department of Sri Lanka. • Accurate and transparent statutory financial reporting. • EPF and ETF obligations fulfilled within required timelines. • Ongoing monitoring to ensure adherence to government regulations.
SUPPORT AND RESOURCES FOR SMALL AND MEDIUM ENTERPRISES (SMES)	• SME marketing capacity-building programmes • Government collaboration for SME development • Training and mentorship for entrepreneurs • Access to marketing knowledge and resources
ENHANCING PUBLIC AWARENESS AND UNDERSTANDING OF MARKETING CONCEPTS	• Policy-Aligned Knowledge Sharing • Public Education Initiatives • Thought Leadership Contributions • Capacity Building Support
POLICY ADVOCACY AND KNOWLEDGE EXCHANGE	• Engaging with the government on marketing and SME initiatives. • Provided expert input on marketing policies. • Hosted knowledge-exchange forums with policymakers. • Built marketing capacity in the public sector.

COMMUNITY

MATERIAL SUB-TOPIC	ENGAGEMENT CHANNELS
COMMUNITY & SOCIAL IMPACT	• Community support projects • Exhibitions • Marketer magazine
CAREER DEVELOPMENT & OPPORTUNITIES	• SLIM talent hub • General meetings and forums
RECOGNITION & ACHIEVEMENT	• Awarding events

PERFORMANCE

The cheetah embodies raw velocity and agility, matching SLIM's ability to swiftly translate market shifts into institutional momentum. Equipped with kinetic thrusters, this symbolic sprinter demonstrates how human ingenuity accelerates natural speed to create extraordinary drive. In a fast-evolving digital economy, SLIM rapidly deploys forward-thinking marketing initiatives, expands educational reach, and delivers high-yield results. Guided by the ambition to double its profits, innovation, and impact, SLIM converts agility into measurable operational excellence, driving national growth with speed and precision.

STABILITY THROUGH NUMBERS

Leading stability and growth, our Finance Team and the Executive Committee ensured the financial soundness of the Institute across the period under review in a consistent and highly committed manner.

Financial performance in the period under review demonstrates considerable improvements across all major indicators. Revenue showed a commendable increase alongside improved cost efficiency that made a positive impact on the Surplus for the fiscal year under review. Despite seeing an increase in administrative and operational costs, overall expenditure remained manageable due to the revenue growth.

The Institute is clearly on a strong upward trajectory with enhanced financial stability and operational effectiveness, having returned to positive growth from a period of negative growth and financial challenges in 2023.

FINANCIAL CAPITAL HIGHLIGHTS

AREA	HIGHLIGHT
Financial stability	Return to positive growth with stronger surplus and accumulated fund.
Revenue	Revenue rose 18% to Rs 517 Mn, supported by Education and Events-based revenue.
Surplus	Surplus after tax increased 132% to Rs 70.7 Mn.
Contribution	Net contribution rose 22.5% to Rs 352 Mn.
Assets	Total assets grew 12% to Rs 634 Mn, supported by cash and PPE.

VALUE CREATION

KEY FOCUS AREAS (2025)	VALUE CREATION ACTIVITIES	KEY OUTCOMES
Revenue growth	Expanded education, membership, training and event income.	Revenue reached Rs 517 Mn while other income has doubled.
Cost discipline	Managed direct and administrative costs below revenue growth.	Improved contribution margin and operating surplus.
Liquidity strength	Maintained strong cash balances and current assets.	Cash and cash equivalents rose to Rs 350 Mn.
Asset investment	Invested in PPE, WIP and intangible assets.	Non-current assets increased 37% to Rs 145 Mn.
Financial resilience	Balanced cash flow priorities with long-term commitments.	Stronger capacity to self-finance operations.

RELATED MATERIAL TOPIC AND STAKEHOLDERS

MATERIAL TOPIC CODE	RELATED STAKEHOLDERS
FCM	Students, members, employees, partners, regulators and the wider marketing community.
MD1 – MD5	The macroenvironment and its variables impact operations, strategies, and SLIM's performance.

CONNECTIVITY TO OTHER CAPITALS

AREA	HIGHLIGHT
	Financial strength supports staff costs, development and retention.
	Investment in PPE and WIP strengthens infrastructure.
	Education and research income fund knowledge creation.
	Events, membership and training enhance stakeholder relationships.

SDG IMPACT

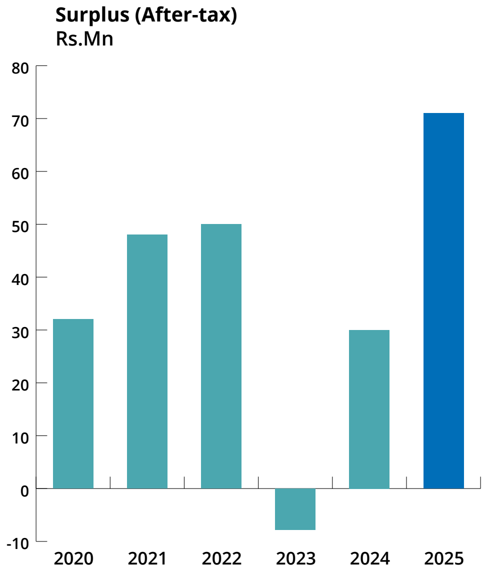
KEY FIGURES

	2025	2024	CHANGE % (Y-O-Y)
Surplus growth (Rs Mn)	70.7	30.5	132
Contribution (Rs Mn)	352	287	22.5
Revenue (Rs Mn)	517	437	18
Asset Total assets (Rs Mn)	634	566	12

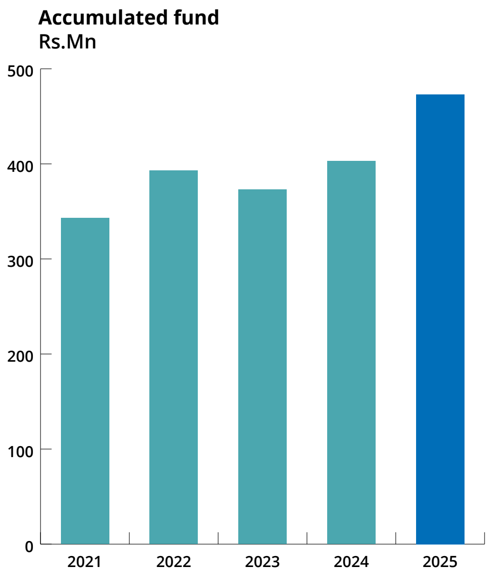
STABILITY THROUGH NUMBERS

SURPLUS AND ACCUMULATED FUND

We are pleased to state that the Institute has secured a surplus after tax of Rs 70.7 Mn for the year under review, which is an increase of Rs 40 Mn (by 132% compared to Rs 30.5 Mn in 2024). This strong performance has been underpinned by a revenue expansion, improved operations and cost controls. Surplus before tax increased to Rs 92 Mn from Rs 35 Mn in the previous financial year. This was a 164% increase and mirrored improvements in operational and financial performance.



Over the past two-year period, the Accumulated Fund has grown to Rs 474 Mn – mirroring consistently positive earnings and a strong financial stability that has empowered SLIM to self-finance operations as a not-for-profit organisation.



NET CONTRIBUTION

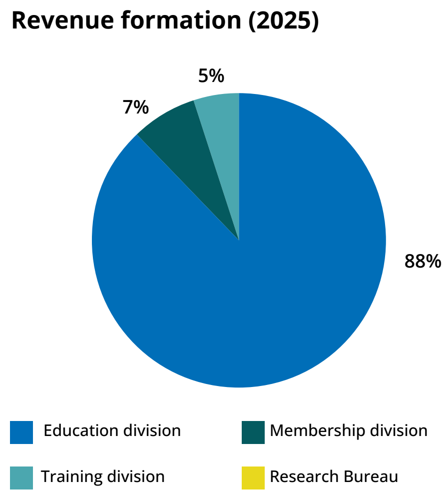
Net contribution, which takes into account the Institute's revenue and direct cost, amounted to Rs 352 Mn from Rs 287 Mn reported in the period under review; this is a 22.5% rise.

REVENUE PERFORMANCE

Revenue increased considerably from Rs 437 Mn in 2024 to Rs 517 Mn in 2025, demonstrating a strong year-on-year growth of 18%. Improved operational activity and successful revenue expansion efforts have contributed to this increase. The rise in revenue forms a stable foundation, which resulted in overall financial growth in the period under review.

Revenue, when analysed closely, was largely dominated by earnings from the Education Division, which accumulated Rs 457 Mn over Rs 374 Mn earned in the previous fiscal year. The remaining revenue is allocated as Rs 35.5 Mn from the Membership Division, Rs 24 Mn from the Training Division, and another Rs 0.4 Mn from the SLIM research bureau.

REVENUE	2025 (RS MN)	2024 (RS MN)
Education Division	457,274,109	373,651,848
Membership Division	35,521,759	27,249,808
Training Division	24,072,350	30,132,950
Research Bureau	400,800	6,123,400
Total	**517,269,018**	**437,158,006**



FINANCE INCOME

Net finance income dropped from Rs 24 Mn in 2024 to Rs 19.5 Mn in 2025 and can be attributed to low interest rates and reduced interest income, higher finance expenses and changes in investments. Despite the reduction, financial income contributed positively to the surplus.

OTHER INCOME

Other income doubled from Rs 26 Mn to Rs 64 Mn during the year, as profitability improved. The increase is attributed to Rs 54 Mn from the Events Division, which marked a 145% increase from Rs 22 Mn earned in 2024. Contributions from the Events Division included revenue, which reached nearly Rs 149 Mn from Rs 85 Mn in the previous financial period. The net contribution from the Events Division comes after an expense of Rs 95 Mn, which has arisen in line with increased event-related activities, including the World Marketing Forum, which was organised successfully for the first time in history. Contributions from the World Marketing Forum totalled Rs 9.2 Mn, making a notable positive impact on Other Income.

DIRECT COST AND CONTRIBUTION

Direct costs increased from Rs 150 Mn to Rs 165 Mn, indicating an increase of around 10%, lower than the revenue growth rate. Nevertheless, revenue growth outpaced direct costs, with the contribution margin improving sharply from Rs 287 Mn in 2024 to Rs 352 Mn in the period under review. This wide margin indicates better cost efficiency and successful pricing efforts.

The direct cost of the Institute represents costs associated with the Education Division, which reached Rs 117 Mn, with the remaining costs attributed to Membership and Training Divisions and the Research Bureau.

DIRECT COST	2025 (RS MN)	2024 (RS MN)
Education Division	116,933,101	112,577,290
Membership Division	34,074,157	15,675,976
Training Division	9,972,332	18,819,205
Research Bureau	4,123,990	2,596,218
	165,103,580	**149,668,689**

ADMINISTRATIVE EXPENSES

Administrative expenses increased from Rs 269 Mn in 2024 to Rs 305 Mn in 2025, by 13% due to an increase in overheads. Administrative expenses have not outpaced revenue growth, which demonstrates prudent cost controls and financial management.

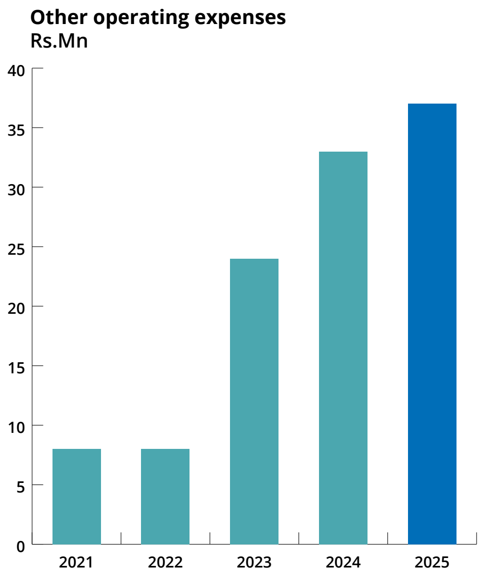
The increase can be attributed mainly to higher staff-related costs, rent and a considerable rise in depreciation, which underscores expansion and new asset investments. Several aspects, such as printing, insurance, sundry expenses, courier charges and VAT have reduced, mirroring improved cost management. However, expenses related to the AGM, security, housekeeping and professional fees increased during the year, related to expanded operations and enhanced services.

Staff and staff development costs of Rs 157 Mn, which formed a large segment of 51% on total administrative expenses, marked an increase of Rs 4.4 Mn. This primarily covered salaries of Rs 87 Mn, which had risen from the previous year's total of Rs 83 Mn. Line items such as bonus payments, vehicle allowances and fuel expenditure accounted for another considerable portion of total staff-related expenses.

OTHER OPERATING EXPENSES

Other operating expenses increased moderately from Rs 37 Mn to Rs 33 Mn in 2025, consistent with the increased level of Institute activities and are not in excess of revenue.

The 12.7% rise in other expenses includes a Rs 27 Mn in bad debts written off, which was the primary driver of other expenditure and has doubled during the year. This indicates a move from estimated losses to actual recognised losses. Moreover, the overall increase reflects foreign travel expenses, which jumped to Rs 5.8 Mn, while costs related to Exco and meetings also increased to Rs 3.2 Mn from Rs 1.8 Mn.

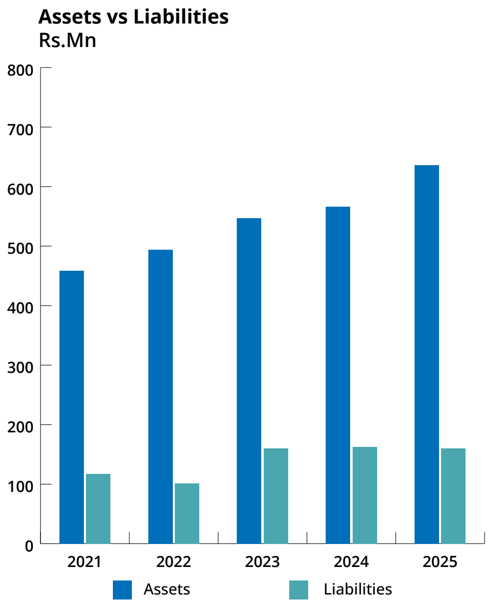


INCOME TAX EXPENSE

Income tax expenses for the year rose by 382% to Rs 21.7 Mn from Rs 4.5 Mn. A rate of 14% applies to the Institute on its taxable income. Taxable income for the period rose by 152% to Rs 125 Mn from Rs 49.5 Mn.

STABILITY THROUGH NUMBERS

FINANCIAL POSITION



Assets have outpaced liabilities, maintaining a healthy and highly stable financial position with the capacity to fulfil short-term and long-term financial obligations.

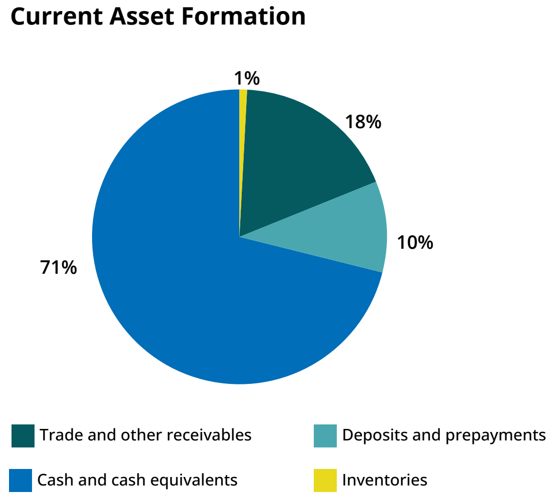
ASSETS

Total assets increased to Rs 634 Mn from Rs 566 Mn in the previous year. This demonstrated solid asset growth driven primarily by higher cash balances and investments in property and equipment.

Current Assets

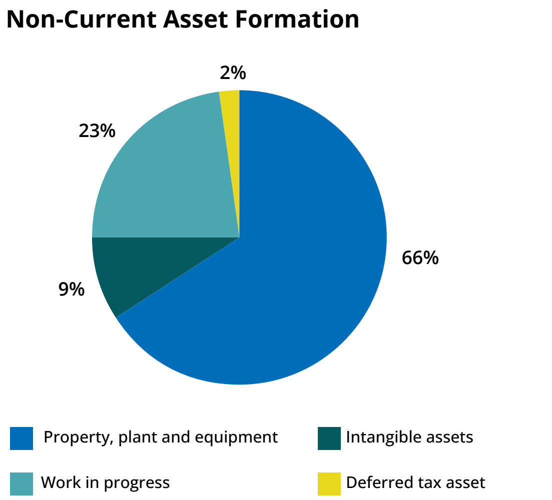
Total current assets increased to Rs 489 Mn in the year under review from Rs 460 Mn reported in the previous year. This was formed largely by Rs 350 Mn in cash and cash equivalents, which increased over the period under review by over Rs 40 Mn. This improvement reflects strong liquidity.

Moreover, trade and other receivables accounted for Rs 87 Mn, which declined over the year. Furthermore, the Institute's deposits and prepayments increased to Rs 49 Mn from Rs 45 Mn during the year, while inventories stood at Rs 3.8 Mn.



Non-current Assets

Our long-term assets increased by 37% to Rs 145 Mn from Rs 106 Mn, which includes Rs 95 Mn in PPE, Rs 33 Mn in Work in Progress, and Rs 13 Mn in intangible assets. For a review of Property, Plant and Equipment (PPE), please refer to the Manufactured Capital Report on page 162.

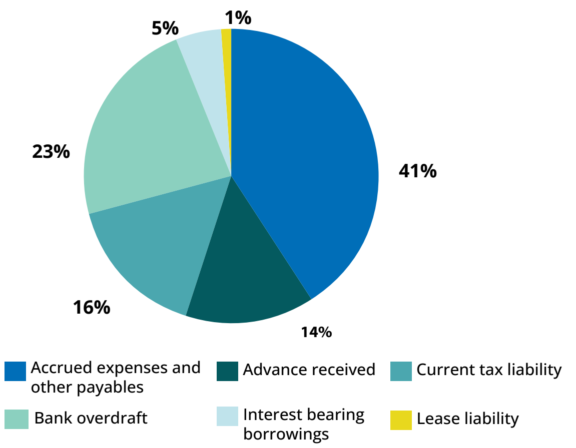


LIABILITIES

Total liabilities declined to Rs 160 Mn in 2025 from Rs 163 Mn in 2024. This was due to a considerable reduction of Rs 25 Mn in current liabilities despite an increase in non-current liabilities, which increased by Rs 22 Mn to Rs 39 Mn in the period under review. Total current liabilities declined to Rs 121 Mn from Rs 146 Mn reported in 2024. The decline is partially due to the Rs 20 Mn settlement of a Bank Overdraft.

Long-term financial obligations of the Institute increased to Rs 39 Mn during the period under review, from Rs 17 Mn reported in the previous financial year. This was the result of borrowings and leasing liabilities - obtained in the financial year.

Current Liability Formation



Total Equity and Liabilities increased to Rs 634 Mn from Rs 566 Mn, reflecting a 12% increase.

THE YEAR AHEAD

In the coming year, we will continue to focus on liquidity optimisation and cost discipline and sharpen our services and revenue channels. Our focus will also be on balancing immediate cash flow priorities and long-term investment commitments to reinforce our financial resilience and soundness to enable long-lasting financial independence.

EMPOWERED POTENTIALS

The legacy of SLIM is built on the dedication and prowess of all our staff members. As a not-for-profit organisation, we have balanced the needs of our staff operations while fostering an environment of inclusivity.

We have aligned our recruitment strategy with the Institute's objectives and goals. Moreover, through a comprehensive approach to managing all human capital functions, the human resource department has done its best to ensure that the staff uphold high standards of service, remaining advocates of the organisation and the marketing profession.

HUMAN CAPITAL HIGHLIGHTS

AREA	HIGHLIGHT
Team growth	Headcount increased to 102 in 2025 from 92 in the previous year.
Gender balance	The workforce comprised 54 female and 48 male employees. Female representation stood at 53%.
Recruitment	58 new hires were integrated in 2025 (67% were female and 33% male)
Learning	9 training programmes delivered 144 employees trained with 42 total training hours
Engagement	Employee engagement strengthened through recognition, staff events, training and well-being initiatives.

VALUE CREATION

KEY FOCUS AREAS (2025)	VALUE CREATION ACTIVITIES	KEY OUTCOMES
HR governance and compliance	Placed approved HR policies and standard procedures into practice in relation to strategic HRM areas.	Improved compliance with labour requirements.
Talent attraction and integration	Recruited new talent for key positions and set up a structured induction program that included orientation, policy briefings, and aligning KPIs.	58 new hires supported workforce growth.
Diversity, equity and inclusion	Ensured objective practices by supporting merit-based decisions, equal pay, flexible work options, and fair leave policies.	Inclusive participation and a 53% female workforce representation.
Learning and capability building	Provided training sessions on communication, teamwork, leadership, safety, workplace etiquette, and personal finance.	Enhanced staff capabilities.
Engagement and retention	Recognised strong performance, promoted team members, improved onboarding, and organised engagement activities.	Improved morale while addressing high turnover through 2026 action plans.

RELATED MATERIAL TOPIC AND STAKEHOLDERS

MATERIAL TOPIC CODE	RELATED STAKEHOLDERS
EM1 /EM2/EM3/EM4	Employees

CONNECTIVITY TO OTHER CAPITALS

CAPITAL	CONNECTIVITY
	Employee capabilities, their diversity, workplace engagement and retention directly support value creation.
	Training, induction sessions and knowledge sharing strengthen institutional expertise.
	An inclusive culture, recognition, and stakeholder engagement strengthen trust and collaboration.
	Remuneration, benefits and training investments support employee well-being and performance.

SDG IMPACT

EMPOWERED POTENTIALS

HR GOVERNANCE

Structure

A clearly defined governance structure frames the Human Resource Functions of the Institute, which promotes transparency, accountability and compliance in line with organisational policies and labour regulations.

The HR Department, overseen by the CEO, works in line with policies and procedures approved by the Executive Committee and the Council. Moreover, decisions on recruitment, structure changes, remuneration, disciplinary outcomes and policy revisions are reviewed and approved by the respective level within the governance structure.

- Recruitment and selection
- Performance management
- Compensation and benefits
- Employee welfare
- Training and development
- Disciplinary actions

The above functions of HRD are given top priority as part of the overall HRM strategy, which in turn reinforces that the Institute's staff is developed with the right skills to be driven and productive support.

HR Policies

Key HR processes and functions are guided by documented policies and Standard Operating Procedures (SOPs).

Committee Involvement

The HR Department works together on various aspects of people management and remains responsible for ensuring that SLIM remains compliant with all applicable labour laws and the rights of employees. The department and the HRD team ensure that employee rights are safeguarded and respected at all times.

Commitment to Equality and Inclusion

At SLIM, equality is not a policy but an operational value. As a non-profit organisation with a strong focus on people and society, meritocracy is at the centre of governing every stage of an employee's lifecycle – from recruitment to retirement.

- Gender neutrality – All HR practices are conducted with no biased treatment of any gender, except in exercising maternity leave for expectant mothers. The Institute also allows soon-to-be fathers to benefit from parental leave as well. Apart from this aspect, male and female employees receive the same opportunities and prospects to advance their academic and professional credentials, as well as be part of SLIM programs that enhance their working skills.
- Equal pay for equal work – The Council of Management ensures that remuneration is aligned with job role and associated performance.
- Supportive environment – Employees receive flexible work arrangements when required and equitable leave entitlements to balance commitments.

Code of Conduct

Each newly recruited staff member is inducted by providing the Institute's Code of Conduct, which provides the direction required to act appropriately in line with SLIM values. Employees are expected to work with a high level of professional commitment, adhere to industry benchmarks and be ethical representatives of the Institute in public.

Approach to Handling Grievances and Whistle-blowing

At SLIM, our culture promotes employee rights, especially their right to a safe working environment without discrimination and any form of harassment.

Process of accountability

- Observers and individuals subjected to wrongdoing are encouraged to report such incidents and persons to the HR division. Employees can raise their concerns about conflicts of interest in financial transactions and matters of operational misconduct.
- A proper process is followed when investigating such claims, impartially.
- Immediate action is adopted to reprimand such wrongdoings and persons who have engaged in undue activities, financially or otherwise.
- Confidentiality is key with such internal matters, to preserve the integrity of the persons involved
- The HR department is tasked with handling such complaints with sensitivity and discretion, applying an empathetic outlook to all parties involved
- We have zero tolerance for discrimination and harassment

Communication for operational changes

The HR team ensures timely and transparent communication with employees when significant operational changes are proposed. A minimum notice period of one month is provided for changes that may impact roles, responsibilities, or working arrangements, to allow adequate time for communication, clarification, and implementation.

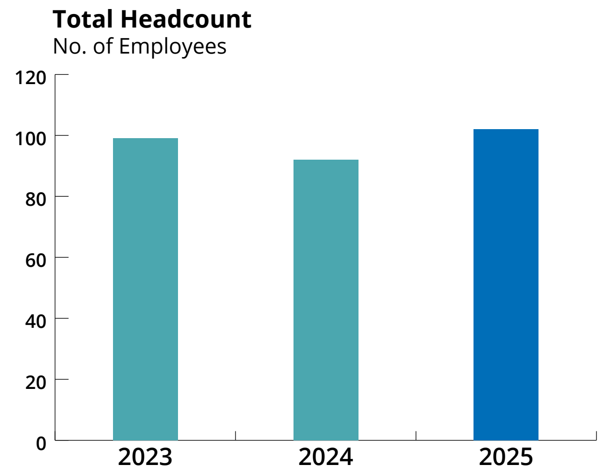
However, the notice period may vary depending on the nature of the change, urgency, operational requirements, and institutional priorities. In such circumstances, decisions regarding the notice period are taken by the Chief Executive Officer (CEO) and, where applicable, the Council of Management, in line with governance requirements and labour regulations, ensuring organisational continuity while safeguarding employee interests.

UNDERSTANDING THE TEAM

Composition

The team at SLIM is a group of committed individuals who are aligned with the Institute's mission of advancing the marketing profession and its duty to the nation. In 2025, our team increased to 102 individuals, compared to 92 individuals within the team in 2024.

Following several exits in 2024 and 2025, the Institute focused on recruitment during the year, resulting in 102 individuals being part of the team by the end of 2025. This is highest is the headcount the Institute has experienced in recent times at 102.



Total Headcount by Gender

YEAR	MALE	FEMALE	TOTAL
2023	54	45	99
2024	44	48	92
2025	48	54	102

Overall Diversity

Across the Institute, our staff members, both seasoned and recently inducted, all come from various ethnic backgrounds and social contexts. A good portion of our team is younger – a demographic that is tech-savvy and prefers to work autonomously. They are diverse in their experience and expertise, and bring a vibrant base of knowledge and skills to the Institute's value creation.

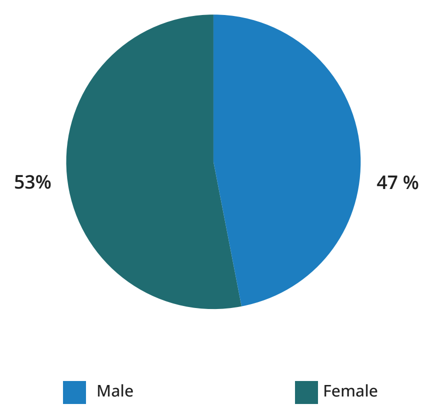
HUMAN CAPITAL

Gender Diversity (Male and Female)

Gender-wise, there is a consistent growth in female peers. While there was a drop in male peers, the number increased in 2025 to 48.

The Institute has a higher number of female co-workers at 53%, with 47% of male peers. This contrasts with the status back in 2023, which shows a reversal of the male to female peers. In 2025, the ratio of females to males is 1.125.

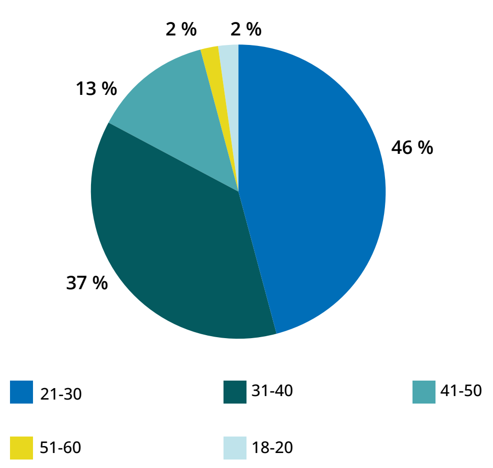
Gender Representation %



YEAR	MALE TOTAL	FEMALE TOTAL	GENDER RATIO (F:M)
2023	54	45	0.83 : 1
2024	44	48	1.09 : 1
2025	48	54	1.125 : 1

Staff Age

Employee Age Analysis



EMPLOYEES AGE-WISE 2025	MALE	FEMALE
18 - 20	1	-
21- 30	22	36
31- 40	18	14
41-50	6	4
51-60	1	-

A vast majority of the team falls within the 21-40 age category, accounting for nearly 88% of the total cadre. The peak group falls within 21-30 years of age, particularly female peers. The majority of the team is at their early to mid-career level.

Staff Composition by Job Category

The position of CEO remained vacant in 2024 and was filled through succession planning in the year under review. The role of General Manager (GM) was added to the mix and fulfilled by a female senior professional. Moreover, a new role for 'Senior Manager' has been added to the structure.

Female representation remained stable in DGM and AGM roles. Junior executive employees declined slightly during the year. Employees at the 'Associate' level have been repurposed/promoted in 2025. The middle and lower management tiers experienced movement, with the 'Executive' category showing the largest increase to 29 in 2025 from 19 in 2024.

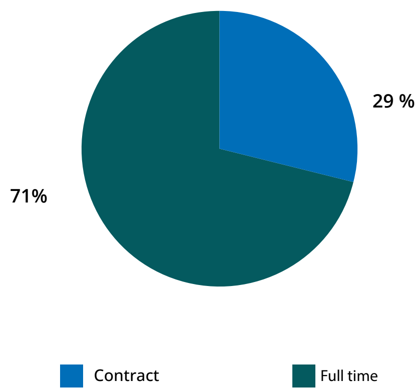
EMPLOYEES BY JOB CATEGORY	2024		2025	
	MALE	FEMALE	MALE	FEMALE
CEO	-	-	1	-
GM	-	-	-	1
DGM	2	2	1	1
AGM	-	1	-	1
Senior Manager	-	-	1	-
Manager	5	3	5	2
Assistant Manager	6	5	7	6
Senior Executive	5	8	6	10
Executive	5	14	12	17
Junior Executive	19	14	15	16
Associate	2	1	-	-

MANAGEMENT-LEVEL ANALYSIS	2024		2025	
	MALE	FEMALE	MALE	FEMALE
Corporate Management	2	3	1	-
Senior Management	5	3	2	3
Middle Management	11	13	12	8
Executive Level	5	14	33	43
Below-Executive Level	21	15	-	-

Employees by Employment Type (Part-time vs Full-time)

The Institute has a higher concentration of full-time (permanent) employees, while contractually employed staff members stood at 29%. Nevertheless, the number of contract-based staff members has increased by 82% in 2025 compared to just 11 employees working on a contract basis.

Employees Based on Employment



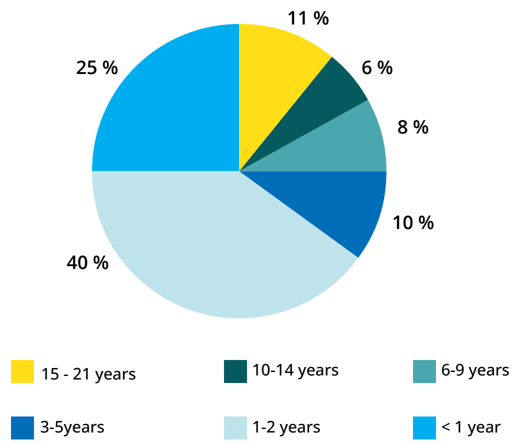
CONTRACT VS FULL-TIME STAFF STATUS	2024		2025	
	MALE	FEMALE	MALE	FEMALE
Contract	3	8	8	22
Full-time	41	40	40	32

EMPLOYEE TENURE

A majority of our staff members are new and were recruited in 2025, due to the high number of exits. Moreover, another large segment has remained with the Institute for over 12 months to 2 years. 11% have been with the company for more than 15 years but less than 20. Moreover, another 14% have remained for over 6 years and less than 14 years. The Institute's long-term veterans with over 15 years of tenure are 8 in total across both genders.

The Human Resource Department understands that there is an experience gap within the cadre. However, the Institute's tenured executive council and higher management have the capabilities and experience required to ensure that the Institute fulfils its potential, as demonstrated in the previous years.

Employee Tenure



TURNOVER AND RETENTION

Staff turnover became a significant challenge, as nearly 50% of employees exited the organisation due to various reasons. During the year, only one individual retired from the Institute. Reasons for the high turnover are primarily market-driven opportunities, employee migration, career progression expectations, and internal role realignment.

	2024		2025	
	MALE	FEMALE	MALE	FEMALE
Gender wise	26	19	14	32
Total turnover %	47%		50%	

EMPOWERED POTENTIALS

To address the high staff turnover, the leadership has decided to expedite the following in 2026.

- Measures to Address High Turnover

  Strengthened KPI alignment, improved engagement initiatives, structured onboarding, and reviewed compensation competitiveness.
- Plans for Recruitment

  Targeted recruitment for critical and revenue-generating roles, with emphasis on performance-driven talent and succession planning.

VALUE DERIVED

Earnings per staff member

	2024	2025
Revenue	5 Mn	4.7 Mn
Profit after tax	0.69 Mn	0.33 Mn

Costs per employee

	2024	2025
Cost of service	4.4 Mn	4.4 Mn
Administration expenses	3 Mn	2.9 Mn

Workers who are not staff

	2025
Security staff	4
Janitorial staff	8

RECRUITMENT AND INTEGRATION

Attracting the right talent to fulfil roles at the Institute is an act of careful focus based on requirements at each specific level. Our approach to recruitment is driven by the need for growth and stability, which is paramount to ensuring our mission of creating a bolder and bigger impact on the marketing profession.

Entry - level

Employees recruited based on the right mindset, making them skilled professionals that embody SLIM values

Leadership

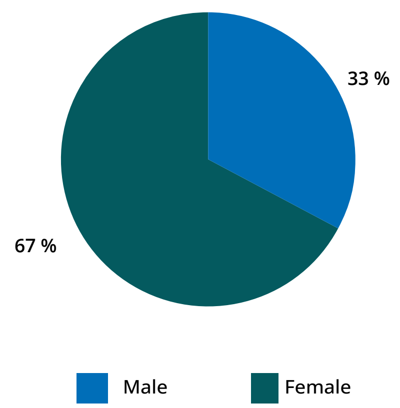
Proactive head-hunting to secure experienced marketing and business professionals for executive and strategic roles

Technological aptitude

Scouting for talent with a tech-oriented mindset and experience

During the year under review, a total of 58 individuals were integrated into the cadre. This includes 67% of female recruits with 33% male hires during the year.

New Staff - Gender distribution 2025



Recruits by Gender

	2023		2024		2025	
	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
New hires	24	21	23	22	19	39
	45		45		58	

Recruits Age Analysis

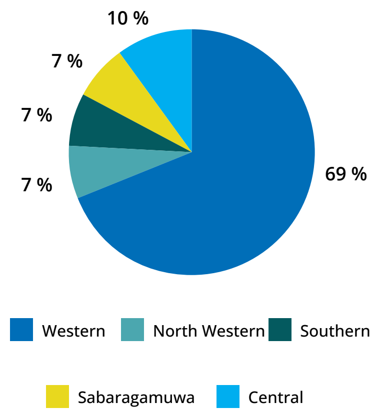
	2024		2025	
	MALE	FEMALE	MALE	FEMALE
18 - 20	4	1		
21- 30	11	17	14	35
31- 40	7	3	5	3
41-50	1	1		1
51-60	-	-	-	-

RECRUITMENTS PROVINCE-WISE	2025	
	MALE	FEMALE
Western	16	24
North Western	1	3
Southern	1	3
Central	1	3
	-	6

Recruits by Province

A majority of newly hired employees are from the Western Province and are employed within the province.

Recruits by Province

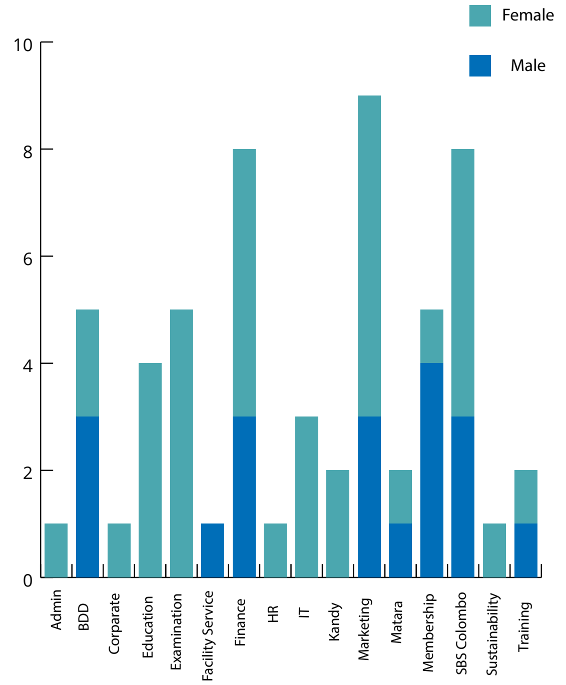


Recruits by Department

A majority of recruits were integrated into the marketing division, followed by the Finance division and SBS Colombo (Business School).

Moreover, the combined focus on recruiting new people to the Examination, Education and Training divisions was based on a significant focus on strengthening academic services.

New recruits by Department



LEARNING AND DEVELOPMENT

In 2025, the HR department organised 9 training programs. Nevertheless, we witnessed a marginal increase in the number of people trained across the past three-year period. However total investment has tapered down in 2025, reflecting reduced training programs.

	2023	2024	2025
No. of hours dedicated to training (average) / Total	76 hours	56 hours	42 hours
No. of training programs (total)	11	12	09
Investments in training	Rs. 353,092	Rs. 338,092	Rs. 229,300
No. of employees trained Total	134	141	144

Programs

Training programs designed throughout the year were intended to equip the entire team with several capabilities, including soft skills. Areas of focus included business communication and teamwork.

ESSENTIAL WORKPLACE SKILLS	SPECIALISED LEADERSHIP AND MANAGEMENT	PERSONAL WELLNESS AND SOFT SKILLS	SAFETY AND COMPLIANCE

Furthermore, training programs took on a balanced approach to professional and personal growth. These included personal finance management, interpersonal skills and etiquette related trainings.

Induction Programs for New Hires

A structured induction program covering organisational orientation, policy briefing, KPI alignment, and cross-functional exposure was implemented.

CATEGORY	PROGRAM NAME	TARGET AUDIENCE
Communication	Business Communication	All Staff
	Effective Communication	All Staff
	Interpersonal & Client Meeting Skills	Selected Individuals
Leadership	Managing Multi-generational Workforce	Senior Managers & Head of Marketing
	How to Work with Gen Z	HODs, AMs, & Senior Execs
Culture	Effective Teamwork	All Staff
Safety	Emergency Fire Fighting	All Staff
Lifestyle	How to Manage Your Finances	All Staff
Etiquette	Dining Etiquette	All Staff

REWARD AND APPRECIATION SYSTEM

Recognition

SLIM Champions Night

Organised by the HR Team, SLIM Champions Night 2025 was a dedicated platform to appreciate and recognise the outstanding achievers of the year across multiple categories aligned with staff designations and performance benchmarks. The event honoured both Sales and Back Office teams, encompassing employees from the Head Office as well as all regional branches. By celebrating excellence across all levels of the organisation, SLIM Champions Night reinforced a culture of recognition, inclusivity, and performance-driven achievement, while strengthening unity and motivation among staff for the year ahead.

Remuneration

	2021 (RS MN)	2022 (RS MN)	2023 (RS MN)	2024 (RS MN)	2025 (RS MN)
Salaries and related expenses	91.54	108.76	121.10	116.79	125.2
Our contribution to the EPF	7.75	8.45	9.68	9.68	10.3
Our contribution to the ETF	2.05	2.18	2.59	2.42	2.6
Gratuity Provision	2.87	2.89	4.05	1.17	(0.6)

Employee-related expenditure was reported as 87 Mn in the period under review. All statutory payments have been honoured timely, which includes EPF, ETF and gratuity provisions. However, staff expenses have decreased during the year, which does not reflect any particular reason, but a range of reasons from resignations to budgeting controls.

Pay Equity

The organisation promotes pay equity by aligning remuneration to job value, experience, and performance rather than individual characteristics. Salary structures and increments are governed by approved salary bands and reviewed periodically. Pay decisions are subject to layered oversight involving HR, CEO, and Council approval, reinforcing equitable pay practices across all levels of the organisation.

We periodically review benefits to ensure they align with employee expectations and industry trends.

APPROACH TO PERFORMANCE MANAGEMENT

Apart from financial remuneration, including bonus payments, staff members are provided with opportunities for career progression. Promotions are conducted annually to enable succession and career growth.

The Institute has adopted a culture of merit-based career advancement. Employees are promoted based on demonstrated performance in line with pre-defined key performance indicators (KPIs). This structured approach is implemented across all departments, with employees evaluated and promoted based on individual performance and unbiased recognition.

During the year, 21.5% of staff members were promoted to higher job positions, including 21.7% of male employees and 19.6% of female employees.

	2024		2025	
	MALE	FEMALE	MALE	FEMALE
	12%	13%	21.70%	19.60%

BENEFITS AND WELL-BEING

At SLIM, we strive to offer our staff members benefits that prioritise their stability, health and well-being. Despite being a non-profit organisation, we have prioritised the following benefits, including statutory payments and fringe financial benefits.

BENEFIT	FULL-TIME	CONTRACT
Staff Welfare	√	√
Education bonds	√	After completing one year & if extended
Health Insurance	√	-
SLIM Events	√	√
Salary & Allowance	√	√
EPF /ETF	√	√
Bonus	√	√
Fuel	√	√

Apart from the above financial benefits, employees are enabled with the freedom to pursue their academic studies. Employees are also allowed to obtain a half-day leave to celebrate birthdays.

Employee benefits are based on several regulatory requirements, including the Shop and Office Employees Act of 1954, the EPF Act, the ETF Act, and the Payment of Gratuity Act of Sri Lanka. Additionally, an annual gratuity provision is provided to employees.

Moreover, for spouses and children of all staff members, the institute provides an insurance policy within applicable limits and benefits.

EMPOWERED POTENTIALS

ENGAGEMENT AND WORK - LIFE BALANCE

Work-life balance-centred employee engagement is a unique aspect of our work culture. Balancing out the intensities of a professional life, we have brought several aspects that enhance personal well-being and employee camaraderie. These have been established to cultivate a culture of mutual respect and genuine connections – a workplace that provides a sense of belongingness.

At SLIM, the internal culture is a collaborative ecosystem that balances rigorous professional goals with high levels of engagement with each other and high levels of engagement with stakeholders. This is ensured by employee participation in SLIM flagship and internal programs, including national events and award programs.

Brainstorming sessions and staff events are key channels of employee engagement. Apart from engagement at training and development programs, staff are encouraged to exchange ideas and present feedback during internal meeting sessions, including concerns and perceptions related to Executive Committee or Council decisions.

ANNUAL STAFF EXCURSION

The SLIM team embarked on a refreshing two-day staff trip in August 2025 to The Palms, Beruwala. The outing provided an ideal opportunity for colleagues across departments to connect, unwind, and strengthen team spirit in a relaxed environment.

The team enjoyed a blend of leisure, fellowship, and engaging activities, creating lasting memories and fostering stronger bonds. The picturesque beach-front setting and warm hospitality at The Palms added to the overall experience, making the trip both rejuvenating and rewarding for everyone. This memorable getaway reinforced the value of teamwork and togetherness, reminding us of the importance of taking time to recharge and celebrate our collective efforts.

STAFF FOREIGN TOUR

Employees who achieved 100% of their targets were rewarded with an exclusive overseas tour in recognition of their outstanding performance and commitment. The tour provided an exciting opportunity for top performers to celebrate their achievements, unwind and enjoy a memorable experience together. Beyond being a reward for exceptional performance, the initiative helped strengthen motivation and encouraged employees across the organisation to strive for greater results. This rewarding experience reinforced SLIM's culture of recognition and appreciation, while inspiring its people to continuously raise the bar and contribute towards the Institute's continued success.

DINNER WITH COUNCIL

We arranged a dinner with the Council of Management to appreciate the commitment and contributions of staff across all divisions, while providing an opportunity to strengthen engagement and camaraderie among the SLIM team.

FUTURE APPROACHES

In 2026, we intend to broaden our engagement initiatives, introducing a variety of new activities designed to foster camaraderie, strengthen workplace relationships, and enhance the overall employee experience. Our plans include hosting a formal Dinner with the Council, offering staff an opportunity to interact with leadership in a relaxed and convivial atmosphere. This event aims to encourage open dialogue, exchange of ideas, and recognition of achievements across departments.

Alongside the Dinner with Council, we will organise a Staff Trip, building on the success of previous excursions. These trips provide a chance for colleagues to connect outside the workplace, unwind, and reinforce team spirit in an informal setting. By facilitating such experiences, we hope to nurture a sense of belonging and mutual respect among all staff members.

Additionally, we will introduce a Karaoke Night that will encourage staff to showcase their talents and enjoy a light-hearted evening together. Activities such as the Karaoke Night are especially valuable for promoting engagement and inclusivity, allowing employees to relax, express themselves, and build friendships across the organisation.

These planned engagement activities for 2026 are part of our ongoing commitment to cultivating a vibrant workplace culture centred on work-life balance, collaboration, and genuine connections. By continuing to create opportunities for staff to interact, celebrate, and participate in shared experiences, we aim to enhance both individual well-being and collective morale within the organisation.

INTELLECTUAL ASSETS

At SLIM, our competitive advantage and strength lie in the intellectual capacities of our people and in every aspect of how we deliver value to our stakeholders. As the National Body of Marketing in Sri Lanka, our brand name, research resources, national flagship events and intellectual frameworks that support academic programs and national award ceremonies all bring tremendous and unparalleled value to our stakeholders. Moreover, our work promotes industry research, fulfilling the need to educate students and professionals with industry-based, data-driven insights.

INTELLECTUAL CAPITAL HIGHLIGHTS

AREA	QUANTITATIVE HIGHLIGHT
Brand leadership	55+ years as Sri Lanka's national marketing body.
Academic reach	2 TVEC-registered campuses: Colombo and Kandy.
Programme growth	5 new/specialised programmes listed; 4 NVQ Level 5 and 4 NVQ Level 6 pathways.
Student participation	235+ learners across listed new programmes.
Research output	394-page ICMM 2025 proceedings, 21 papers and top 5 SAJM publications.
Publications	9 SRB publications since inception.
Events and outreach	25-district survey; 30+ Brand Week speakers across 3 days.
Recognition	3 major 2025 awards: NBEA Silver, TAGS Silver Award, and NMEA Gold.

VALUE CREATION

KEY FOCUS AREAS IN 2025	VALUE CREATION ACTIVITIES	KEY OUTCOMES
Academic quality and recognition	TVEC registration, NVQ mapping and QA reviews.	Stronger national recognition and programme credibility.
Curriculum modernisation	AI, Mar-Tech and data-driven marketing updates.	More future-ready learner capabilities.
New programme development	Specialised certifications and professional pathways launched.	Learners across new programmes.
Research and thought leadership	ICMM, SAJM links and SRB publications advanced.	21 papers, top 5 SAJM publications and 9 SRB outputs.
Industry and SME engagement	ASBF, Brand Week, expos and outreach activities.	Wider stakeholder reach and stronger industry relevance.

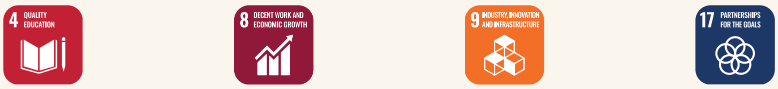
RELATED MATERIAL TOPIC AND STAKEHOLDERS

MATERIAL TOPIC CODE	RELATED STAKEHOLDERS
SM1, SM3, SM5, SM6	Students
ARM1, ARM2, ARM4, ARM 6	Affiliations and Regulatory Bodies
RPM3, RPM1,RPM4	Resource Panel
MM1,MM2	Members
SSM2	Sponsors and Suppliers

CONNECTIVITY TO OTHER CAPITALS

CAPITAL	CONNECTIVITY
	Lecturer, examiner and staff expertise.
	Partnerships and industry networks.
	Programme, event and sponsorship income.
	Campuses, systems and event infrastructure.
	Sustainability and ethical marketing education.

SDG IMPACT



INTELLECTUAL ASSETS

ELEVATING BENCHMARK FOR BRAND EXCELLENCE (NATIONAL AND FLAGSHIP EVENTS)

The definitive benchmarks in professional excellence, our flagship events have been painstakingly structured and developed to elevate the marketing landscape in Sri Lanka and bring it in line with international standards.

Each year, we host high-calibre programs, such as the SLIM Brand Excellence Awards, the National Sales Awards (NSA), the SLIM DIGIS, the Effie Awards and the SLIM Kantar People's Awards. Together, these events and award programs honour all facets of the marketing profession, from strategic brand building and sales excellence to insight-driven advertising campaigns to digital marketing innovations.

Across decades, these national, SLIM-flagship events have empowered local corporates and SMEs to adopt best practices, in elevating their local and global impact and performance.

1. SLIM DIGIS 2.5 (Digital Innovation)

For SLIM DIGIS 2.5, we restructured the judging criteria to reflect international digital marketing benchmarks, ensuring local entries are evaluated on par with global campaigns.

We introduced several cutting-edge categories, such as the Best Use of AI Technologies and Best Use of Experiential/Immersive Marketing, Gaming, Gamification and E-sports, and Best Use of Data and Predictive Intelligence among 17 Special Award Categories – pushing marketing beyond traditional social media engagements.

2. SLIM National Sales Awards (Sales Leadership)

Celebrating excellence in Sri Lanka's sales profession, the SLIM National Sales Awards continued to set the national benchmark for recognising outstanding sales performance and leadership. The 24th edition brought together leading corporates and high-performing sales professionals, recognising their resilience, dedication and contribution towards business growth.

The 2025 awards were supported by a rigorous evaluation process to ensure credibility and professional standards across the competition. Recording strong participation and the highest-ever surplus generated from a single SLIM event, NSA 2025 set a new benchmark for event excellence. Beyond recognition, the awards continue to inspire higher standards of performance and strengthen the professional stature of Sri Lanka's sales fraternity.

3. SLIM Brand Excellence Awards (Brand Strategy)

Adopting strategic depth over creative flair, we mandated that applicants use a newly introduced 'Brand Book' for the 2025 edition of SLIM Brand Excellence. This novel approach required entrants to record deep strategic rationales, market insights, and tangible ROI, in addition to creative executions.

Furthermore, we also introduced dedicated categories for SME Export Brand of the Year, providing a stepping stone for start-ups to think globally.

4. SLIM Kantar People's Awards (Consumer Choice)

Built on research-driven integrity and the authentic voice of consumers, the SLIM-Kantar People's Awards continued to serve as a national benchmark for identifying Sri Lanka's most preferred brands and personalities. Unlike conventional award programmes, recognition is determined entirely by public choice, reflecting genuine consumer trust, loyalty, popularity and emotional connection.

The 2026 edition celebrated both established and emerging favourites across diverse categories, providing valuable insights into evolving consumer preferences. Beyond recognition, the awards serve as a credible source of market intelligence, enabling brands to better understand consumer sentiment while reinforcing the importance of building meaningful and enduring relationships with Sri Lankan consumers.

5. Effie Awards Sri Lanka

Recognised globally as a definitive benchmark for marketing effectiveness, the SLIM Effie Awards celebrate campaigns that combine strategic thinking and creative execution with measurable business results. The 2025 edition continued to recognise brands and agencies whose marketing efforts created tangible marketplace impact, reinforcing a culture of accountability and results-driven marketing.

Aligned with global Effie standards, the rigorous evaluation process assesses campaigns on the strength of their strategic insight, execution and proven effectiveness. Beyond identifying winning work, the awards provide Sri Lankan marketers with an internationally benchmarked platform to demonstrate the effectiveness of local marketing and advertising, while continuously raising professional standards across the industry.

6. SLIM SME Development Awards (SMEDA) 2025

Organised in collaboration with the Asia Small Business Federation, the SLIM SME Development Awards celebrated innovation, resilience and marketing excellence among Sri Lanka's SMEs across 14 key sectors. With strong participation from diverse industries, the awards provided a national platform to recognise outstanding enterprises while encouraging entrepreneurs to adopt marketing best practices, innovation and sustainable approaches to business growth.

Digital Integration

We also incorporated hybrid attendance models and real-time digital engagement for all major awards.

ELEVATING ACADEMIC STANDARDS AND MARKETING EDUCATION

We uphold a formal approach to academic governance and quality assurance. This is done to ensure that our programs align with stakeholder expectations and best practices in teaching, examinations and assessments.

New Partners and Existing Affiliations

At SLIM, we adhere to examination and assessment standards mandated by awarding bodies related to our work. These include TVEC, CMI, CIM and ATHE.

The processes related to assessments and exams are based on fairness and academic integrity, and a structured vetting and selection process is in place to obtain examiners. These individuals are required to hold the right academic credentials and experience. Furthermore, we verify these credentials and refer to recommendations and approvals by relevant committees. Examiners are given orientation on assessment methods and moderation guidelines, while we provide oversight on continuous quality assurance.

Furthermore, we encourage industry-academic partnerships to ensure that assessment practices complement professional expectations.

Quality Assurance (QA) and Governance

We conduct our academic programs under a comprehensive Quality Assurance (QA) framework that honours the standards set forth by awarding bodies. To further enhance the quality of academic delivery and the professional value that students and members derive from our classroom-based programs and training, we are actively seeking national recognition in line with National Vocational Qualification (NVQ) and Tertiary and Vocational Education Commission (TVEC) requirements.

We also administer Student Satisfaction Surveys for each intake and program to support continuous improvement. Our surveys evaluate program content, delivery approaches, lecturer effectiveness, support services by SLIM, and the overall student experience. Feedback is systematically reviewed by academic and administrative divisions of SLIM, enabling the management to make evidence-backed improvements to teaching methods, curriculum changes and services. Necessary actions and improvements are promptly implemented to assure students that we remain reliable and responsive to their concerns and needs.

Tertiary and Vocational Education Commission (TVEC) Certification

Meeting national standards in higher education, we completed the TVEC registration for our Colombo, Kandy and Matara campuses, verifying that training, assessment and certifications all meet national standards and ensure high-quality education.

Several of our flagship courses received formal accreditations and have undergone critical physical and academic audits by TVEC officials to ensure that facilities and lecturer qualifications align with the national vocational training criteria. These programs are not NVQ level equivalents. NVQ Level 5 diplomas in Digital Marketing, NVQ Level 5 Diploma in Marketing and Management, NVQ Level 5 Diploma in Sales, NVQ Level 5 Diploma in Branding. We have also newly introduced NVQ Level 6 qualifications in marketing management, sales, branding, and digital marketing. These would lead up to a undergraduate degree.

Furthermore, we commenced a comprehensive mapping of programmes, such as the Professional Certificate in Marketing (PCM) and National Diploma in Sales Management (NDSM), against the specific competency units defined by the Tertiary and Vocational Education Commission (TVEC).

In 2025, SLIM initiated arrangements to convert non-NVQ programmes into NVQ-aligned programmes in association with TVEC regulations. This supports national competency alignment and strengthens the progression value of SLIM qualifications within recognised vocational and higher education pathways.

In collaboration with the Ministry of Industry and Entrepreneurship Development, SLIM initiated two industry-first professional development programmes in 2026 for Development Officers serving across the country. These programmes strengthen capabilities in entrepreneurship development, SME support and market-oriented advisory services, enabling officers to better support local businesses and emerging entrepreneurs.

Credly Badges

We provide students with verifiable and shareable digital credentials for programmes, such as the Certificate in Digital Marketing (CDM) and Diploma in Digital Marketing (DDM), providing a valuable intangible intellectual asset to enhance their local and global employability.

Education Reforms Committee (ERC)

The ERC members help ensure that SLIM's educational programs are free of gaps in their relevance to industry, updated in theoretical frameworks, and comprehensive in content and quality. The ERC consists of experts who provide valuable insights and experiences to make this task possible and ensure the highest standards in marketing education.

INTELLECTUAL ASSETS

Furthermore, in February 2025, the committee members were formally honoured for their contributions to enhancing our educational programs.

SLIM Board of Studies (BOS)

Lecturer Competency and Recruitment

In 2025, we recruited senior lecturers based on the minimum benchmark of a Master's qualification in higher education, coupled with sufficient demonstrated industry experience, in a managerial position. Moreover, upskilling of existing faculty members and mandatory CPD cycles were managed by the relevant committee/department in charge.

The Board is responsible for maintaining quality, integrity and standards of all academic and professional programs and is formed by a team of eminent academics and industry veterans. Their prime responsibility is to ensure that qualifications meet local higher education standards and to target international benchmarks in tertiary/higher education.

Together, these two bodies fulfil several vital responsibilities in bridging the gaps between traditional marketing education and the rapidly evolving demands of the business world and the marketing profession.

- Curriculum modernisation: Integrating emerging topics and trends, such as AI in Marketing and Digital Marketing, Data Analytics into diplomas and postgraduate programs
- Industry Alignment: Ensuring that SLIM qualifications align with industry standards and requirements from the Marketing profession.
- Global Benchmarking: Aligning academic and course standards with international bodies to facilitate global career mobility.

PROGRAM DEVELOPMENT

An extension of our intellectual capital framework, new programs were introduced during the period under review. These enhanced our knowledge base and became part of our proprietary curricula.

The unique syllabus developed for all of our academic programs is part of our intellectual property. Developing courses requires us to modernise internal learning management systems and assessment mechanisms/processes, adding immense value to intellectual capital.

New programs launched in the past two years have gradually gathered momentum in attracting students, as we continue to position new products.

Progress of New Programs

PROGRAM	DURATION AND OUTCOME FOR STUDENTS	ENROLMENTS IN 2025	TOTAL STUDENT BASE	CHANGES TO CURRICULUM/ SYLLABUS
Postgraduate Diploma in Marketing Management (PGDIPMM)	24 Months	-	-	PGDIPMM programme with CMI Dual accreditation (2024/25)
Certified Brand Strategist	10 Weeks	1 Batch	50+	-
Certified Relationship Officer	11 Weeks	1 Batch	50+	-
Diploma in Pharmaceutical Marketing	12 Months	1 Batch	30	-
Diploma in General English	9 Months	2 Batches	105	-

FOCUS ON NEW SLIM ACADEMIC PROGRAMS

The following new specialised programs were introduced as high-level certifications for experienced professionals, for upskilling into leadership roles. Each of the following programs is based on a proprietary syllabus, unique case studies and assessment frameworks, and represents part of our explicit knowledge.

	CERTIFIED BRAND STRATEGIST	CERTIFIED RELATIONSHIP OFFICER
Value	Advanced Brand Architecture models.	Professionalised Stakeholder Engagement.
	Elevates "Brand Sri Lanka" through expert leadership.	Increases "Trust Equity" in the service sector.

The programs represent a shift from volume-based education to value-based specialisations, a key indicator of the valuable tacit knowledge SLIM holds and how it has contributed to creating unique and innovative learning curricula.

CERTIFIED BRAND STRATEGIST (CBS)

The program elevates branding expertise into strategic leadership by focusing on the practical application of brand management to drive organisational growth. It also enables professionals to network through collaboration with industry peers and experts.

CERTIFIED RELATIONSHIP OFFICER (CRO)

A specialised program conducted in partnership with the Ministry of Industry and Entrepreneurship Development – to enhance customer management, communication and problem-solving for development officers.

CERTIFIED APPLIED MARKET RESEARCHER (CAMR)

Developed to provide essential skills and know-how in applying market research principles into routine decision-making processes. CAMR will enhance the ability to understand and analyse market trends, consumer behaviour and competitiveness to drive operational efficiency and strategic initiatives in line with business objectives.

EMPLOYEE AND ORGANISATIONAL EXPLICIT AND TACIT KNOWLEDGE

As a leading authority in marketing in Sri Lanka, we hold a deep reservoir of institutional knowledge that is both explicit and tacit. Our stability is anchored in this documented and undocumented expertise, including the ability to leverage professional insights and complex dynamics into high-quality academic standards and professional benchmarks.

CATEGORY	EXPLICIT KNOWLEDGE (DOCUMENTED AND TRANSFERABLE)	TACIT KNOWLEDGE (EXPERIENTIAL AND UNTRANSFERABLE)
Research and Thought Leadership	• ICMM research publications and proceedings • SLIM Research Bureau outputs	• Insights of Council Members • Researchers' interpretation of trends • Industry foresight built through long-term engagement
Education and Professional Development	• Course syllabi, training modules, assessment criteria • Certification guidelines and academic frameworks • Standardised learning materials • Mentors' intuition on learner capability	• Trainers' real-world case experience • Practical marketing wisdom shared informally
Governance and Processes	• SOPs, policies, codes of ethics, organisational structure and documented workflows • Annual reports and strategic plans	• Leadership judgement in decision-making • Unwritten coordination practices • Staff's operational know-how developed over years
Events and Industry Programs	• Brand Excellence judging criteria and case documentation • NSA and ICMM event guidelines • Published scoring frameworks	• Judges' professional expertise • Event team's crisis-handling experience • Creative intuition in event design and execution
Stakeholder and Industry Engagement	• MOUs, partnership agreements • Official communication templates • Documented stakeholder frameworks	• Relationship capital with corporates and academia • Negotiation skills of senior leaders • Trust-based networks within the marketing community

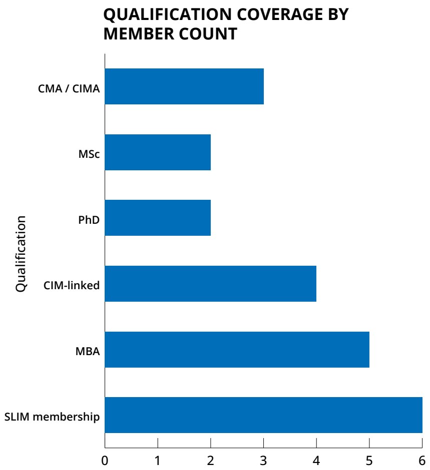
Our academic marketing programs draw on knowledge and expertise rooted in the Marketing discipline. (More information on our resource panel is mentioned under Social and Relationship Capital

Our council members and top management bring decades of collective academic exposure and achievements, along with vital industry experience as leading professionals, business leaders, and high-level academic leaders.

INTELLECTUAL ASSETS

INTELLECTUAL COMPETENCIES OF SLIM LEADERSHIP

The President of the SLIM Council for the period under review (Prof. (Dr.) Dewasiri N. Jayantha) is an academic leader with multiple credentials and decades of experience in finance and marketing. Other Council members are either C-suite leaders or hold senior and general management positions at various organisations. They possess a high number of professional and academic qualifications and hold SLIM memberships.



QUALIFICATION	MEMBERS	COVERAGE
SLIM membership	6	100%
MBA	5	83%
CIM-linked	4	67%
PhD	2	33%
MSc	2	33%
CMA / CIMA	3	50%

Staff Tenure and Organisational Capital

Among our staff, around 17% have remained with the institute for over 10 years, demonstrating a strong commitment to the Institute’s mission and success. This also underscores a strong knowledge base on organisational processes, programs and events among these long-term employees. Furthermore, their skills and competencies continue to be strengthened through training programs aligned with training needs. (Details on training programs for employees can be found under the Human Capital Report in this AR).

AWARDS AS TESTAMENTS

The combination of several awards demonstrates that SLIM has excelled in two distinct areas: Organisational Excellence and Management Prowess. Both awards resemble institutional credibility and trust and exemplify our knowledge and innovations in marketing education.

NBEA Silver Award

We secured the Silver Award (under the Associations and Societies sector) at the National Business Excellence Awards 2025 organised by the National Chamber of Commerce of Sri Lanka.

NMEA Gold Award

SLIM received the Gold Award at the National Management Excellence Award 2025 (under the Education Sector), organised by the Institute of Management of Sri Lanka (IMSL). The award reflects elevated educational standards and professional excellence geared to shape future-ready marketers.

TAGS Annual Report Awards - Silver Award

We received the Silver Award at the 2025 TAGS Awards organised by the Chartered Accountants of Sri Lanka (CA Sri Lanka) for our 2024 Integrated Annual Report.

SLIM-ASSOCIATE PUBLICATIONS

The following publications were provided to our stakeholders and the marketing fraternity during the period under review.

The Marketer Magazine is our flagship publication, compiled to provide industry insights, research insights, and updates on the local and global marketing landscape. It strives to narrow gaps between theory and practice by covering a range of marketing practices and trends in various industries. The magazine is available for online viewing through the SLIM website.

Recent Edition

The publication was its 18th volume edition, and covered content on:

- Strategic insights
- Research
- Digital transformation
- Case studies
- Connection to national events
- Professional Development (A guide on marketing qualifications (PCM, PGDIP) and benefits of achieving "Practising Marketer' Status
- Leadership context

Shaping Entrepreneurial Marketing in South Asia

Shaping Entrepreneurial Marketing, Volume 1: A South Asian Perspective was reviewed and edited by Prof. (Dr.) Jayantha Dewasiri (President of SLIM) along with other leading academics, Payal Kumar, Nirma Sadamali Jayawardena and Mananage Shanika Hansini Rathnasiri. Available for online purchasing and digital viewing, the book provides an in-depth focus on how marketing and entrepreneurship have shaped the South Asian business context. At a period when South Asia is undergoing rapid economic expansions, the book's insights provide an understanding of the role of entrepreneurial marketing in growing advertising, e-commerce, technology and SMEs.

PURSUING MARKETING-DRIVEN RESEARCH - SLIM RESEARCH BUREAU

The official research branch of the Institute, the SRB has been established to pursue research excellence in Marketing. Established in 2021, SRB has paired research and industrial application, discovering data-driven insights for our members and businesses to make informed decisions. The Bureau targets Marketers, SMEs, Entrepreneurs and Policymakers in disseminating knowledge and insights.

Collaborative Events

ICMM (International Conference on Marketing Management

The brainchild of Prof. (Dr.) Dewasiri N. Jayantha, ICMM is an annual international research event for international and local scholars, organised by SLIM and the SRB in partnership with Emerald Publishing (UK) and the Chartered Institute of Marketing (CIM). It is the ideal platform for marketing researchers to present and publish notable work, after a rigorous evaluation by an eminent panel. The Conference commenced in 2020 and completed its 6th event on 20th February 2026.

ICMM 2026

The sixth edition of the event, ICMM 2026, was organised in February 2026 under the theme "Resilience and Innovation: Building Adaptive Strategies for Emerging Markets." It was an intellectually rich forum where participants exchanged expertise and insights, explored emerging trends in marketing, and were joined by a cohort of global and local marketing leaders, industry professionals, and academics.

Organised in collaboration with Emerald Publishing (UK), our academic partner, this year's focus reaffirmed SLIM's core mission of creating a dedicated platform for seasoned and serious marketers, researchers and academics. ICMM 2026 provided a platform for professionals and academics to engage in marketing-

INTELLECTUAL ASSETS

based research and share insights with the marketing and academic fraternity. Conference tracks cover multiple areas of interest, including Consumer Behaviour and Psychology, Supply Chain and Procurement, Digital Marketing and E-Commerce, AI, Data Analytics and Marketing Technology, Brand Management, Services Marketing and Retailing, etc.

Several high-level keynote speakers participated in ICMM 2026, including Prof. Bruno S. Sergi, Faculty Affiliate, Centre for International Development, Harvard Kennedy School, and Dr Asanga Ranasinghe, Director, Postgraduate Institute of Management, University of Sri Jayewardenepura.

RESEARCH TRACK	AWARDED RESEARCHERS	PAPER TITLE / FOCUS
Sustainability and Ethics	Irunika K.G.N., Rathnasiri M.S.H., and Buddika H.A.M.	Social and personal motives driving Gen Z's adoption of fashion renting in Colombo.
Digital Marketing	Lakmini L.M.W., Rathnasiri M.S.H., and De Silva W.V.	Patient-centric factors influencing intentions toward E-Health consultations.
E-Commerce and DX	Ms. V. Sathana	The nexus of TO&E factors and digital marketing performance in SMEs.
Consumer Behaviour	Wickramasingha W.M.A.S. and Rathnasiri M.S.H.	Impact of value orientation and self-esteem on luxury fashion consumption (Gen Y).
Tourism and Hospitality	Ms. V. Sathana	A systematic literature review on the application of AI in Travel and Tourism.

RESEARCH AND PUBLICATIONS

South Asian Journal of Marketing (SAJM)

Maintaining a strong link between the marketing industry and academia, the SRB is affiliated with the SAJM in publishing scholarly research that aligns with regional marketing discourse and developments. During the year, the journal published research articles, including five associated with the ICMM forum.

Past Publications by the SRB

The Bureau has published multiple publications focused on various areas and continues to provide research services to private and public sector entities on various impactful considerations and timely topics that have a greater impact on marketing, business, entrepreneurship, inclusivity and marketing-related technology.

Publications published: 9 since its inception

CATEGORY	TITLE	KEY FOCUS AREA
Regional Trends	Top 10 Trends of Marketing in Asia 2022	Digital Transformation
National Strategy	Sri Lanka's Nation Brand Perceptions	Soft Power and Global Competitiveness
	Implications of Budget 2022 on Marketers	Fiscal Policy and Regulatory Compliance
	Market Watch: Food Choices Post-COVID	Consumer Behaviour and Health Trends
Growth Sectors	The Centrality of Ayurvedic and Wellness Tourism	Niche High-Value Services
	Future of Sri Lanka: Solar Energy	Sustainability and Green Economy
	Accelerating Women's Economic Empowerment	Diversity, Equity, and Inclusion (DEI)
Standards	Paramountcy of Market Research	Data Integrity and Insights
	Ethical Marketing Guideline – Vol 01	Governance and Trust

THE BRAND – SLIM

For over 55 years, the name 'SLIM' has carried a definitive association with the marketing profession in Sri Lanka. While other professional disciplines have seen various institutions emerging into mainstream, SLIM has remained the frontrunner and the apex organisation for marketing professionals in the country – providing academic and professional marketing credentials aligned with international curriculum standards and delivered through well-experienced and highly qualified resource persons.

In raising our brand capital, we have deployed the following strategies and concentrated efforts.

Above the Line Buzz

Our visibility was largely detected through national events, which require routine, even daily communications through various media, including digital and online platforms. The following tabulates ATL communications for events, such as flagship events and program intakes.

We undertook a series of promotional and PR communications across conventional and digital media platforms. These included newspaper advertising, press releases, and televised crawlers, covering education-related programs and SLIM events, as well as key institutional announcements. Moreover, we prepared PR content for national award programs across major Sri Lankan newspapers, and televised promotional crawlers (aired during a Cricket match broadcast) supported further visibility.

Below the Line Engagements

The following national events enabled us to create an organic buzz, where networking and outreach programs created awareness of our work's significance in the community.

- SLIM Brand Week – Created a massive networking touchpoint with the marketing and business community. Over 30 global and local speakers held discussions and exchanged views with a mixed-nationality audience across three days.
- Asia Industry Expo 2025 – A forum organised for SMEs by the Asia Small Business Federation (ASBF) Sri Lankan chapter together with SLIM and the World Marketing Forum (WMF). The event empowered local entrepreneurs while enhancing our relationship with SMEs and local entities.
- SME-capacity building and practical marketing education - ASBF-linked activities, including "Gamata Marketing", Agri-preneurs forums, SME development collaborations and women-entrepreneurship initiatives, further strengthened our role in SME capacity building and practical marketing education.
- University and School Outreach was out by expanding to regional schools outside of Colombo, introducing marketing as a rewarding career path and educating students.
- Skills Expo 2025 – SLIM served as the Platinum Exclusive Professional Education Partner and awarded 1,023 scholarships for our Professional Certificate in Marketing (PCM) to students from TVEC-registered institutions.
- Sponsorships and participations in EDEX, Future Minds and EDU First, offering special discounts, program information and career advice.

Our teams also participated in leading education expos, with active interactions and dialogues with students, parents and professionals seeking to pursue marketing-related higher education. These are extremely important touchpoints in establishing a present-day link with the industry's future and in enhancing our relevance as an in-demand higher education institute.

Social Media Buzz

Efforts at creating an online buzz synchronised with the unique aspects of our flagship academic programs to drive high engagement, visibility and word of mouth. Social media engagements centred on a diverse range of programs, with a regional focus on targeted advertising that covered Colombo, Kandy and Matara, with additional geo-fencing campaigns to drive students towards regional and accredited study centres. Particularly, the following unique strategies were executed across the year, to market programs and create awareness.

PATH AHEAD

Intellectual capital will be a strategic asset in taking SLIM to the next phase of growth and recognition. We have envisioned several modernisations and standardisations that align with widely accepted benchmarks. These efforts will not only apply to educational programs, but also to our national benchmark events, such as Brand Excellence and National Sales Awards.

In the coming year, we will upgrade SLIM Brand Excellence by adopting a world-class evaluation approach; we will also use advanced frameworks to modernise the National Sales Awards and make the SLIM DIGIS platforms data-driven and AI-enabled. SLIM-KANTAR People's Awards will also be enhanced through advanced analytics and a wider national scope to gather broader consumer insights.

Academic programs and their standards will be elevated in a timely manner through interventions to refine curricula, improve teaching practices, continuously develop lecturer competencies and improve support services to students. We are also aligning all syllabi with NVQ Levels 3-6 for national recognition and alignment with competency standards.

ORIENTED TO PEOPLE AND CONNECTIONS

As a people-oriented institute, we place relationships first, believing that strong and genuine relationships enable shared growth. By creating programs and initiatives with palpable value, we aspire to leave a meaningful impact on our students, members, partners, and the community.

SOCIAL AND RELATIONSHIP CAPITAL HIGHLIGHTS

AREA	HIGHLIGHT
Students	Delivered diverse academic programs, expanded facilities and digital services, and supported student engagement through open days, ceremonies and recreational activities.
Members	Membership reached 1,168 in 2025, supported by professional development, networking, recognition, publications and exclusive discounts.
Partnerships	Strengthened corporate and institutional collaborations through customised training, MOUs and 57 corporate training programmes initiated in 2025.
Community	Advanced SME, youth and women empowerment through Gamata Marketing, Leading Liyo, Skills Expo scholarships and awareness programmes.
Communication	Used columns, social media, events, exhibitions and partnerships to promote marketing knowledge, programs and institutional visibility.

VALUE CREATION

KEY FOCUS AREAS (2025)	VALUE CREATION ACTIVITIES	KEY OUTCOMES
Accessible marketing education	Delivered tiered academic programs, international qualifications, open days and branch-based learning opportunities.	Broader access to professional marketing education and continued student growth.
Member engagement	Provided forums, workshops, credentials, publications, discounts and networking benefits.	Strengthened professional recognition and member value, with 1,168 members in 2025.
Corporate capability building	Designed customised training, signed MOUs and partnered with corporates, academic bodies and government institutions.	Enhanced organisational sales, marketing, customer service and leadership competencies.
Community empowerment	Conducted SME, youth, women empowerment and school outreach programmes.	Improved access to marketing knowledge, entrepreneurship support and employability pathways.
Knowledge sharing and advocacy	Used media columns, digital campaigns, exhibitions and national events to convey insights and promote programs.	Increased public awareness of marketing education, professional standards and SLIM's role as the national marketing body.

RELATED MATERIAL TOPIC AND STAKEHOLDERS

MATERIAL TOPIC CODE	RELATED STAKEHOLDERS
SM1 – SM6	Students, members, employees, resource personnel, corporate partners, accredited study centres, academic institutions, SMEs and the wider community.
MM1-MM4	
RPM1- RPM4	
ARM1 -ARM7	
ACSM1 – ACSM2	
CM1-CM3	
SSM1-SSM4	
GRM1-GRM4	
CM1-CM3	

CONNECTIVITY TO OTHER CAPITALS

CAPITAL	CONNECTIVITY
	SLIM academic programs, highly experienced faculty, skills development, and professional certifications have helped develop student, member, and employee capabilities.
	Aspects such as program development, research forums, publications, newspaper columns and knowledge-sharing events strengthen marketing expertise.
	Memberships, training programs, academic enrolments and corporate partnerships support income generation and institutional financial sustainability, enabling us to remain financially independent.
	Infrastructure and facility improvements such as branch renovations, classroom expansion, smart learning tools and digital platforms improve the student and stakeholder experience.

SDG IMPACT

ORIENTED TO PEOPLE AND CONNECTIONS

STUDENTS

At SLIM, we are driven by a passion and commitment to providing our students and prospective learners with value that exceeds expectations. Therefore, we provide diverse programs through a rewarding learning experience that extends beyond traditional classrooms and dynamic digital platforms.

VALUE CREATED FOR STUDENTS

We equip our students with more than academic and professional credentials. At SLIM, we take them through an educational experience lined with cutting-edge knowledge, practical exposures and a positive learning environment that equips them to thrive in their studies and professional aspirations as SLIM graduates and diploma holders. Our goal is to empower them to reach various milestones in their professional journeys through continued professional growth and numerous educational possibilities.

Programs

We offer a prudently crafted portfolio of programs and several flagship offerings that form the core of our academic structure. Each program has been carefully developed to equip learners with skills, theoretical knowledge and tools of the profession to be relevant and competitive in a fast-evolving and often unpredictable business environment and marketing profession. We also provide various certificate-level, diploma-level, postgraduate programs, specialised programs, and status qualifications that add value to students by providing specialised competencies that strengthen their competitive edge in the marketplace.

STUDENTS BY PROGRAM	2025	2024	2023	2022
PCM	1,802	2,121	1,901	2,061
CDM	6,04	7,52	6,60	6,12
PG Dip Stage I-IV	1,935	2,626	2,672	2,844
CIM Stage I-III	2,65	7,31	6,45	8,79
NDSM	1,066	6,95	5,00	5,06
DDM	6,44	5,94	5,02	3,68
Others	9,95	1,438	8,30	8,08

FLAGSHIP ACADEMIC PROGRAMS

At SLIM, our programs are uniquely tiered and designed to transform students from a complete beginner to a strategic marketing leader. This has been our promise and mission since the inception as the national body for marketing, and our programs have now become the industry standard within the corporate sector.

PROGRAM LEVEL	DESIGNED FOR	OUTCOME
PCM	Beginners / School Leavers	Entry into the profession
PGDIP / CIM	Strategic Leaders	Management-ready status
Specialised Diplomas	Industry Experts	Mastery in Branding/ Digital/Sales

Professional Certificate in Marketing (PCM)

The gateway program and our most popular entry-level course, PCM has been designed to provide basic knowledge of marketing concepts, the marketing mix and consumer behaviour. The program serves as the primary entry qualification for the Postgraduate Diploma.

Postgraduate Diploma in Marketing Management (PGDIP)

SLIM's premier and prestigious marketing qualification, PGDIP is a comprehensive program that brings together academic knowledge and practical understanding. A multi-layered program, PGDIP offers the following:

- Diploma in Marketing Management
- Higher Diploma in Marketing Management
- Graduate Diploma in Marketing Management
- Postgraduate Diploma in Marketing Management

In 2025, we relaunched the program with an exclusive Dual Qualification in partnership with CMI UK.

ACCREDITATION	PATHWAY
• CMI (UK) Level 7	• Direct pathway to an MBA

TOP-TIER INTERNATIONAL PROGRAMS AND INTERNATIONAL AFFILIATIONS

We have partnered with the world's renowned marketing bodies and institutions to provide Sri Lankan students with globally demanded marketing qualifications.

PROGRAM	DESCRIPTION
Chartered Institute of Marketing (CIM - UK)	One of our more prestigious affiliations, we are a CIM-accredited study centre, providing an internationally recognised marketing qualification. The qualification includes the following levels. **Certificate in Professional & Digital Marketing (Level 4)** MARKETING IMPACT + RESPONSIBLE MARKETING + PLANNING INTEGRATED CAMPAIGNS + SOCIAL MEDIA MARKETING = CERTIFICATE IN PROFESSIONAL DIGITAL MARKETING **Diploma in Professional & Digital Marketing (Level 6)** STRATEGY & PLANNING + COMMERCIAL INTELLIGENCE + BRAND PROPOSITION + SOCIAL MEDIA MANAGEMENT = DIPLOMA IN PROFESSIONAL DIGITAL MARKETING **Postgraduate Diploma in Professional Marketing (Level 7)** STRATEGY & PLANNING + COMMERCIAL INTELLIGENCE + BRAND PROPOSITION = DIPLOMA IN PROFESSIONAL DIGITAL MARKETING
Certified Professional Marketer - CPM (Asia)	A status qualification recognised across 17 Asian countries, conferred by the Asia Marketing Federation (AMF).

As the National Body for Marketing in Sri Lanka, we are affiliated with the world's leading authorities in the Marketing profession. We are a member of the Asia Marketing Federation (AMF) and are a long-standing study centre for CIM (UK).

CIM (Chartered Institute of Marketing) – CIM-UK is regulated by the UK Office of Qualifications and Examinations Regulation (Ofqual) and is a qualifications provider accredited by the European Marketing Confederation. Its objective is to develop the marketing profession and improve the skills of marketing practitioners.

ORIENTED TO PEOPLE AND CONNECTIONS

SPECIALISED DIPLOMAS

SLIM offers niche programs for professionals who want to dominate a specific sector of the industry:

- Diploma in Strategic Brand Management (DSBM): The only specialised branding course in Sri Lanka, focusing on the "Brand Launch" experience.
- Diploma in Digital Marketing (DDM): Covers the modern digital ecosystem, SEO, social media strategy, and data-driven tactics.
- National Diploma in Sales Management (NDSM): A high-intensity program focused on the mechanics of sales, distribution, and team leadership.
- Diploma in Pharmaceutical Marketing: A specialised program for the healthcare and pharma industry.

NEW PROGRAMS INTRODUCED IN 2025

The following programs were added to the program portfolio, benefitting students in exploring diverse branches of marketing

- Certified Applied Market Researcher
- Certified Brand Analyst
- Certified Brand Strategist
- Certified Relationship Officer

In the period under review, several new programs were conceptualised with discussions on program development underway. Three of these programs will align with NVQ standards, providing national recognition and acceptance for students.

- Diploma in Hospitality Management and Marketing
- Certificate in Event Planning and Marketing
- NVQ Level 6 Higher National Diploma in Digital Marketing Management
- NVQ Level 6 Higher National Diploma in Sales Management
- NVQ Level 6 Higher National Diploma in Brand Management

BENEFITS AND IMPROVEMENTS

Throughout the year under review, we provided benefits and improvements to ensure a well-rounded learning environment on par with desired academic standards and facilities. All 3 branches were renovated with state-of-the-art equipment and expanded the classroom spaces.

ECONOMICAL ASSISTANCE

Benefits

Exclusive Discounts at Key Ceremonies

By providing the following concessions, we extended our assistance to students and professionals to extend their learning. Special discounts were offered to students during the SLIM Graduation Ceremony and Certification Ceremony, making further education more accessible.

Bundle Offers for Educational Programs

Students were given the opportunity to enrol in bundle offers at a discounted rate, encouraging multi-course registrations and greater participation in SLIM's diverse academic offerings.

Coupon Card System for Workshops and International Programs

SLIM introduced coupon cards at most workshops and international programs, providing participants with cost-effective access to select educational initiatives. The allocation of these offers was strategically determined based on the event's nature and audience.

Key Academic Improvements

The following milestones were established in the period, improving academic standards and value to learners and marketing professionals.

- The Foreign Education arm with CMI qualification has been established.
- Initial approval has been granted to award the Chartered Marketer designation to students as the highest qualification offered by SLIM.
- Four major postgraduate programs are at the initial stage of implementation, with several additional main academic programs currently in the initial stage of SLIM's academic portfolio.

Key Infrastructure Improvements

- Two classrooms are currently under construction at SBS – Colombo. Upon completion, the total number of classrooms will increase to nine, featuring soundproof infrastructure, education-friendly lighting systems, and enhanced air-conditioning to improve the learning environment.
- Washrooms and other sanitary facilities are being upgraded to enhance quality, hygiene, and convenience for all SBS stakeholders.
- A new canteen and student rest area are under construction, aimed at providing a better overall educational experience for students.
- The reception area is planned to be refurbished with attractive interior designs and comfortable furnishings to enhance customer satisfaction and the institution's image.
- The overall SBS building infrastructure is being developed with a strong emphasis on eco-friendly design, creating a positive and exemplary impression for clients and visitors.
- The library facilities are planned to be enhanced with the latest educational resources, including access to e-books and digital materials.

- The implementation of two Smart Whiteboards is currently at the budget approval stage. In addition, essential educational resources such as sound systems, amplifiers, high-quality microphones, and projectors have already been implemented to ensure a smooth and effective learning experience.

NEW DIGITAL SYSTEMS

Student experiences were enhanced by integrating newer and improved digital solutions. These not only support better learning outcomes but also provide agility to improve staff productivity.

- The Moodle platform has been established for assessment submissions, online attendance monitoring, sending special notifications and messages, collecting feedback forms, conducting evaluations, and sharing lecture materials.
- The implementation of Smart Whiteboards is currently in progress across classrooms.
- An automated fingerprint attendance system is in the process of implementation.
- Smart display systems have been implemented to display lecture schedules, enabling students to easily locate and attend their respective lecture sessions.
- Planned to generate admissions automatically through Moodle without manual printing.
- Planned to collect student payments through an automated platform without using manual payment slip collection.
- Discussed allowing students to access e-books as additional lecture resources that can be referred to through Moodle.

Service to Students is of utmost priority at SLIM. Therefore, we have implemented the following.

- Student satisfaction surveys are conducted to assess the quality of lecture delivery.
- SBS Management conducts direct classroom visits to gather students' opinions, concerns, and suggestions, which inform future decisions.
- Coordinators conduct call rounds with students to identify issues related to program delivery and to gather student suggestions.

SLIM BUSINESS SCHOOLS AND CENTRES

SLIM operates through a network of self-operated branches and accredited study centres in several locations on the island. These offer a blended learning experience to students and members, supported by a hybrid model of physical lectures and virtual programs through the SLIM digital platform.

Self-Operated Branches

We manage four SLIM-operated locations. In 2025, we reopened the SLIM Southern Campus, which is a modern space with all amenities and resources required to study in a conducive environment. The branch is a relocation from our previous facility.

LOCATION	CENTRE NAME
Colombo 10	SLIM Home (HQ)
Colombo 08	SLIM Business School
Kandy	SLIM Kandy Campus
Matara	SLIM Southern Campus

CERTIFICATION AND GRADUATION CEREMONIES

Throughout the year, we organised several ceremonies to celebrate the achievements of our graduates and diploma holders.

SLIM Graduation Ceremony 2025

The SLIM Graduation Ceremony 2026 was held at the prestigious Bandaranaike Memorial International Conference Hall, marking a proud milestone in the journey of excellence for graduates who successfully completed their professional qualifications at the Sri Lanka Institute of Marketing (SLIM).

The ceremony celebrated their progression from learning to professional practice, as they prepared to take the next step in their careers. Beyond recognising individual achievement, the occasion reflected SLIM's continued commitment to developing knowledgeable, skilled and future-ready professionals who can contribute meaningfully to Sri Lanka's marketing and business fraternity.

SLIM CIM Felicitation

A Felicitation Ceremony was organised for Sri Lankan Prize winners and Distinction holders to recognise their hard work and dedication. The ceremony honoured individuals across Levels 4, 6 and 7. Distinguished guests at the event included Ms Maggie Jones – Director of Qualifications and Partnerships, Chartered Institute of Marketing, UK and Ms Onalie Dissanayake – Country Head, CIM Sri Lanka and Maldives.

ORIENTED TO PEOPLE AND CONNECTIONS

Certification Ceremony

Held at BMICH, the ceremony marked the achievements of graduates who completed their professional qualifications. We recognised their hard work and commitment to the successful completion of all programs by awarding certificates.

SPECIAL PROGRAMS

Career Guidance and Higher Education Awareness Program

This special program was conducted for students who recently completed their O/Ls. The speakers included a veteran journalist and TV presenter, and a renowned tuition master. Both empowered students to make their journeys towards success in the Commerce stream, commencing their higher education prospects in the world of business.

ALM Workshop Session

This session was conducted for CIM students at the SLIM Business School.

STUDENT EVENTS AND RECREATIONAL PROGRAMS

To provide the right balance for students in managing their academic life and overall well-being, our student associations organise various activities to promote religious harmony, physical fitness, and cultural celebrations as part of a holistic academic experience. These are organised under the guidance and advice of our staff and the faculty or resource personnel.

SLIM CHAMPIONS NIGHT 2026

Held at Raffles Banquets, SLIM Champions Night 2026 brought together employees for an evening of recognition and celebration. Awards were presented across multiple categories to honour outstanding performance and dedicated service, with Rumindra Dassanayake, Senior Executive - Business Development at SLIM Home, receiving the President's Challenge Trophy. The event was filled with appreciation, entertainment and camaraderie, reinforcing SLIM's commitment to recognising its people and celebrating their achievements.

SLIM Wasantha Udanaya

The event was organised by the Kandy Students' Association in May at the Mawilmada Grounds in Kandy.

Celebrating Mothers' Day

A warm and unique experience was organised by celebrating Mothers' Day with the mothers of our students. Gifts and tokens of appreciation were provided to the dear Mothers of several SLIM students.

Champions Trophy Season 1

Organised by the Colombo branch Student Association, the event was an Inter SLIM 7-a-side Softball Knock-out Clash, which called for competing teams to engage in a friendly competition and to clinch the Champions Trophy. The event was filled with fun and camaraderie, as students, faculty, alumni, and staff attended, making it a tremendous success and a celebration of student talent.

Mehendi Event

This event was organised by the Islamic students of PCM Batch I 2025 with the Iftar celebration (iftar Party) 2025 at SLIM Campus Kandy.

SLIM Iftar Ceremony 2025

An Iftar ceremony was organised by the students of PCM Batch I 2025 and held on the 23rd of March 2025 at SLIM Campus, Kandy.

OPEN DAYS FOR PROSPECTIVE STUDENTS AND MEMBERS

The following are virtual open days organised to promote our programs and share insights, in collaboration with leading marketing experts and industry veterans. These open days provide a deep dive into the transformative skills and knowledge that can be gained through SLIM programs.

Certificate in Digital Marketing (CDM)

The program was organised to provide vital insights from the Chief Digital Officer of a reputed private sector bank with the purpose of enabling attendees to excel in an evolving digital space.

Professional Certificate in Marketing (PCM)

PCM-based open days provided candidates with insights on the program's value and how its curriculum can empower students to achieve career aspirations.

- A program was conducted to provide an insight into the PCM program and how it can shape the future of young marketing professionals. The guest speaker of this particular event was the Chief Agency Officer of a leading insurance company.
- Another open day was organised in May, 2025 with the reputed Group Marketing Head of a conglomerate in Sri Lanka. An open day in July was organised with the General Manager of Training and Development of Softlogic Life Insurance PLC as the guest speaker.
- An open day was also organised by the Kandy branch with a professional from Unilever Sri Lanka as the guest speaker.

Certified Professional Marketer (Asia) Open Day

We organised several open days to promote CPM, creating impactful and insightful sessions on the program's potential to enable career growth and professional achievements.

- The program enabled attendees to discover Asia's premier marketing status qualification, which is recognised by 17 Asian nations. The speaker was a prominent head of media, sales and marketing of a media powerhouse in Sri Lanka.
- Another program was held in August with a business leader and well-known professional from a leading transportation and logistics company.

CIM Open Day

Several programs were organised during the year under review to inform and educate the community and prospective students on the impact the CIM accreditation can bring to students and marketing professionals

- Organised at the SLIM Business School in Colombo, the program was graced by Ms Onalie Dissanayake – Country Head, CIM (Sri Lanka and the Maldives).
- A virtual open day was hosted by two distinguished speakers, including the CEO of a leading conglomerate with businesses in healthcare and manufacturing, and the Chairperson of the SLIM Academic Council, Mr G.S. Sylvester.

Postgraduate Diploma in Marketing Management Open Day

Promoting the program's ability to shape marketers into brand builders, several open day discussions and informative sessions were organised.

- The first day of the program in 2025 included a keynote speech from a renowned professional; the open day was organised at the SLIM Business School in Colombo.
- Another successful open day took place virtually with the CEO of Sri Lanka's largest coffee chain as the guest speaker. The session included aspirant marketers and professionals interested in the Postgraduate Diploma.
- An open day was organised at the Kandy SLIM Campus.

Business and Professional English Open Day

Several open day sessions were organised to promote the program and to engage with prospective students.

- The program equipped attendees with insights on how business and professional English fuels career growth through an online delivery by a top HR leader of a leading automotive company in Sri Lanka.
- A virtual session was organised with a Brand Communication Specialist as the guest speaker.

Diploma in Digital Marketing

Two separate open days were organised with two guest speakers taking centre stage in addressing attendees.

SLIM PGDIP+CIM Information Session

The program was conducted by SLIM President, Dr Jayantha, and was a virtual program that discussed the value of the qualification, which combines the Postgraduate Diploma in Marketing Management with the CMI accreditation to boost professional growth and recognition.

Certificate in Digital Marketing

Two open days were organised to endorse the program among students and marketers while providing insights on the program to members and other interested parties to explore digital content creation and engage in a rewarding professional skill.

- The guest speaker of one such program was a Digital Marketing Manager of a reputed Bank.
- The second open day was graced by a CEO and Founder of several online language and payment platforms as its guest speaker.

Diploma in General English

Several virtual open days took place across the year, in association with business professionals and academic resource persons.

Certificate in Pharmaceutical Marketing

With a renowned professional from a leading pharmaceutical company in Sri Lanka, this virtual open day provided insights to attendees in exploring new career opportunities.

Data Driven Marketing Professional

An open day was organised with the Founder and CEO of Synapse AI Labs to empower and inform prospective students and aspirants of the program.

ORIENTED TO PEOPLE AND CONNECTIONS

National Diploma in Sales Management (NDSM)

An in-person open day was organised, focusing on this impactful academic qualification, which was graced by the Chief Marketing Officer of a leading media powerhouse in Sri Lanka. A similar open day was organised by the SLIM Kandy Campus with a guest speech by a professional from Nestle Lanka.

Certified Applied Market Researcher

An open day was organised with Prof (Dr) Jayantha and Ms Himalle Madurasinghe – Director/Head of Kantar Sri Lanka.

Diploma in Strategic Brand Management (DSBM)

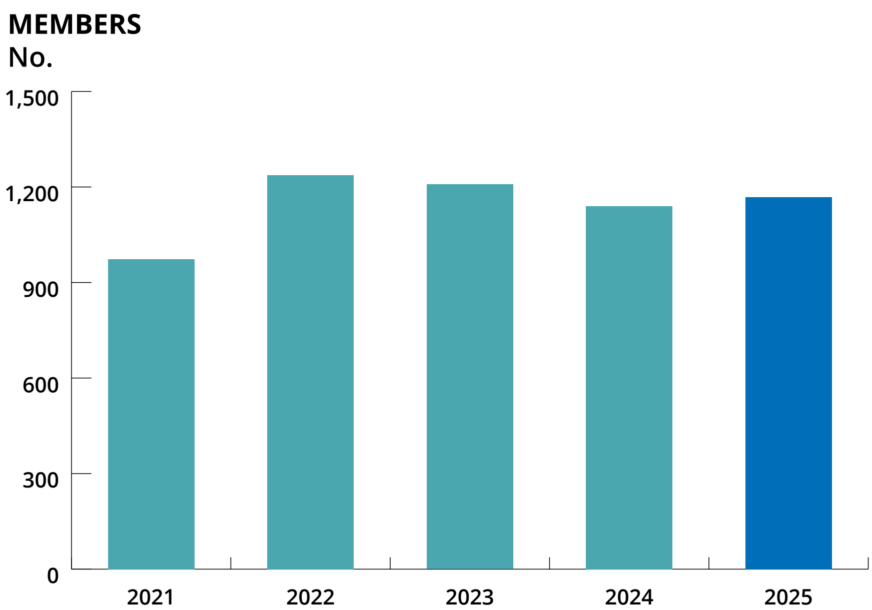
An open day took place at the Colombo Business School, with the guest speaker being a professional and corporate leader in brands and business development at one of Sri Lanka's leading companies.

Diploma in Pharmaceutical Marketing

An exclusive open day was organised virtually to promote the program, which is accredited by the SLCPI, with a medical professional as the guest speaker of the event.

MEMBERS AND THE MARKETING COMMUNITY

Obtaining a SLIM membership is not only a recognition but a professional milestone in the lives of many Sri Lankan marketers. With decades of authority in the marketing field, we have gained the trust of thousands of members, who were once students of SLIM and have continued to enrich their professional lives through various accreditations and by working towards greater professional aspirations.



TOTAL MEMBERS	2021	2022	2023	2024	2025
Honorary Fellow Member	4	4	4	4	4
Honorary Member	18	17	17	17	15
Fellow Member	30	32	32	32	32
Member	494	617	655	621	633
Professional Member	45	68	73	65	82
Associate Member	382	499	427	401	402

Membership levels

Honorary Fellow Member

Fellow Member

Member

Certified Member

Associate Member

EXCLUSIVE MEMBERSHIP BENEFITS

Members of SLIM received various benefits, with access to financial concessions, networking sessions and a program to enhance their professional development.

Financial concessions

- SLIM members received a 15% discount on the Certified Professional Marketer program (CPM)
- Exclusive 20% discount was provided for the Leading Liyo Panel discussion.
- Exclusive 10% discount for Workshop on Interpersonal Communication and Client Meeting Skills
- Exclusive 10% discount for Digital Sales Mastery Programme
- Special 10% discount for the Art of Advertainment programme
- Special discount was given for Brand Week.

Unique Benefits

- BOC Multi-Currency Travel Card for SLIM members – The card provides members who travel frequently to load up to five currencies and receive a backup card. Additional benefits include a travel insurance coverage up to USD 250,000.

Benefits

Members were privy to the following benefits throughout the year.

CATEGORY	KEY BENEFITS
Professional Development	✓ Training sessions, workshops, and webinars ✓ Experience Sharing Forums (ESFs) Practising Marketer Status opportunities
Networking	✓ Access to SLIM Toastmasters Club ✓ 25% discount for International Toastmaster membership ✓ Events for professional networking ✓ Events for professional networking Membership at the BRC Sports Clubs
Recognition & Credentials	✓ Digital Credential Badge through Credly Practising Marketer Status
Publications & Resources	✓ Sri Lankan Marketer magazine subscription Monthly Digest Magazine
Discounts & Offers	✓ Opportunity to publish articles in the Ceylon Today Newspaper ✓ Reduced rates for training sessions, workshops, and educational products

SLIM CEOs' Breakfast Forum

A high-priority event in the SLIM event calendar, the CEOs' Breakfast Forum was a semi-informal gathering that brings together members and professionals from the marketing fraternity to interact with some of Sri Lanka's leading business personalities. An inspiring discussion on the Way Forward for Sri Lanka took place at the Hilton Colombo as part of the forum. Participants received the opportunity to network with top industry business leaders and CEOs, including Dr. Harshana Sooriyapperuma, Mr. Hiran Cooray, and Mr. Charitha Subasinghe, moderated by Mr. Imal Fonseka. The forum commenced with a breakfast buffet.

Decoding Data for Growth

A successful discussion took place as part of the SLIM Kantar People's Awards 2025, exploring how data drives brand growth. The session was addressed by a panel of esteemed professionals, including the Head of Kantar Sri Lanka, the Immediate Past President of SLIM and the Group Managing Director of Gills Group.

EXPERIENCE SHARING FORUMS

We organised several experience - sharing forums during the year under review, taking unique topics, content and discussions to the marketing community and our stakeholders; these programs are vital to build knowledge and provide innovative insights for members and the marketing fraternity to apply in their workplaces and understand market and consumer behaviours.

Economic and Consumer Psychology in Social Media Marketing

A complimentary program for members, the event was organised in September 2025 at the BMICH. The program's panel featured academic experts and industry practitioners and led into a deep dive into the intersection between behavioural economics and digital marketing with a focus on consumer psychology and how it drives engagement and sales on social platforms.

ORIENTED TO PEOPLE AND CONNECTIONS

Shaping Entrepreneurial Marketing in South Asia

Organised in October, 2025, the seminar included a panel of SLIM leadership and expert professionals, including an international guest speaker. The panel had the collective focus of emphasising the theme – Entrepreneurial Marketing.

The event was a free forum for members and provided discounted access to SLIM students. It was organised in collaboration with the Asia Small Business Federation (ASBF) and brought together top professionals to explore how SMEs can innovate, build resilience and thrive in a consumer-first digital era.

UNIQUE PROGRAMS

The following special programs took place to educate and enhance the skills of our members, students and the marketing fraternity.

Marketers' Quiz 2025

Marketers' Quiz 2025, held on 09th October at the Marino Beach Hotel, where the launch of the 18th volume of Marketers Magazine was organised alongside an Experience Sharing Forum (organised in collaboration with the Asia Small Business Federation (ASBF)) on Shaping Entrepreneurial Marketing in South Asia.

Workshop on Interpersonal Communication and Client Meeting Skills

Hosted by Dananjaya Hettiarachchi, the workshop was a one-day event which attracted a commendable audience due to the speaker's tremendous local and global repertoire as a globally recognised and awarded public speaker.

Art of Advertainment

Organised by SLIM in collaboration with the iconic content creator duo, Blok and Dino, the program infused creative thinking with marketing. The duo focused on the world of Advertainment as a medium that blends advertising and entertainment, as a persuasive strategy to increase brand appeal and gain deep appreciation. The event was organised by the SLIM training unit.

Mastering MS Excel

An exclusive program on Advanced Excel Tips and Tricks was organised to empower professionals to work efficiently and intelligently. The program was conducted by Sri Lanka's No.1 Excel Trainer, Vidura Chathuranga. All participants received a certificate of recognition for the knowledge obtained.

Women Leadership Development Program – Episode 5

The 5th segment of the Women Leaders of Tomorrow series, the program was created to empower and prepare young women for leadership roles. The program enables women professionals to enhance leadership potential and strategic decision-making while gaining confidence to succeed in the business world. The program specifically focused on addressing women professionals from the public and private sectors, aged 20-45, with a Degree of Professional Qualification.

Marketers Quiz 2025 – Battle of Brain Champs

Designed to test the intellectual mettle of corporate marketers, the show was successfully concluded with the participation of 25 teams. The ultimate winner was Team B from Unilever, with second place also awarded to Team E of Unilever. Third place was clinched by the team from People's Bank. Financial prizes were awarded to the winners, and the event became a showcase for displaying teamwork and marketing mastery.

A Free Marketing Webinar

The webinar provided participants with a broad-based understanding of how brand building takes its transformative journey. The keynote speaker of the event was a business professional from one of Sri Lanka's largest food production and export companies. The program was a free event organised by the Marketing Division of SLIM for students of the PGDIP program and targeting other prospective students.

Wine Tasting Event

An exclusive and upscale experience, the event was attended by members of our community. The evening was filled with entertainment, including music, food and wine tasting and was held at the Kingsbury Hotel. The charm of the event was also experienced by top corporates associated with SLIM, including corporate clientele and sponsors.

MAJOR FLAGSHIP AND NATIONAL EVENTS

Each year, we painstakingly plan and execute some of the biggest marketing, branding and sales-based programs, including forums and award programs for the marketing fraternity and Sri Lankan industries. In 2025, we held all of our flagship events in addition to hosting the World Marketing Forum for the very first time in Sri Lanka.

SLIM Kantar People's Awards (2025/26)

People's Awards is organised in partnership with Kantar, a global research firm. The program continues its legacy of brand recognition by relying entirely on consumer sentiment rather than a panel of judges.

In 2025, the award program focused on the human connection between brands and the public. The final awards were decided based on a rigorous, nationwide survey that captures the people's sentiments. The survey unravelled which brands have remained resilient and relevant in a rapidly changing market landscape.

The People's Awards were established in 2007 and marked 19 years in 2025. The awards highlight how local consumers continue to value heritage brands amidst growing competition and market alternatives. For businesses, the results provided direct market feedback and national prestige. It brings consumer-driven recognition and brand credibility to winning brands.

SLIM Brand Week

The largest marketing event of the year, SLIM Brand Week, was designed to enable brands to stand out in the noise in a digital-first business world. The program sets the tone for local businesses to understand how to compete in the international arena.

The 2025 Brand Week was organised under the theme 'Cutting through the Noise', which focused on helping brands thrive in a competitive and digitally-driven world. The program is the nation's premier marketing symposium and featured over 28 international and local speakers, including global icons such as Neil Patel and Jordan Belfort.

The SLIM Brand Week provides actionable insights into modern branding and marketing practices for businesses and offers exposure to global best practices and tools for marketers to stand out from the crowd.

The program featured:

- World-Class Speakers
- Neil Patel – Renowned digital marketing strategist.
- Jordan Belfort – Sales and persuasion expert.
- 28+ other international and local thought leaders.
- Interactive Workshops:
- Hands-on sessions tailored for marketers, entrepreneurs and business leaders.
- Focused on disruptive strategies, authentic connections, and digital innovation.
- Networking Opportunities
- Brought together visionary leaders, industry experts, and professionals.
- Created a hub for collaboration and knowledge-sharing.

SLIM Brand Excellence

Recording the highest number of entries in the history of SLIM Brand Excellence, the 2025 edition was truly a dedication to honouring the brand creativity and innovations of exceptional brands in Sri Lanka. The program witnessed industry leaders, visionary marketers and outstanding brand strategists being convened under one platform.

ORIENTED TO PEOPLE AND CONNECTIONS

National Sales Awards

Sri Lanka's premier platform that honours outstanding sales talent, the program is a celebration of excellent work ethic, goal-oriented performance achievements and sales leadership.

Subsequent to 10 days of interviews and judging, the main event took place on the 28th of October. The panel of judges who undertook the adjudicating process included 60 jurors who were industry experts and business leaders in their respective fields. They dedicated their time and expertise to recognise the best among the country's sales fraternity.

Some of Sri Lanka's top sales personalities and professionals showcased their skills and excellence in sales across various categories: Sales Executive, Front Liners, Regional Sales Managers/Assistant Sales Managers, Territory Managers and Other Sales Support Staff, and Sales Managers and National Sales Manager categories were part of the adjudication process. The Best of the Best category was the most prestigious out of these segments.

SLIM DIGIS 2.5

SLIM DIGIS 2.5 was the premier platform to showcase digital marketing excellence for Sri Lankans. The event was organised under the theme 'Future Crafting Digital Sorcery' to emphasise data-driven strategy and innovation in creative thinking. Held at Monarch Imperial, the program attracted a massive volume of 435 entries from over 15 industries – a clear example of the rapid digital transformations taking place in Sri Lanka.

Entries were evaluated based on international benchmarks by a panel of industry veterans to ensure deserving campaigns deliver measurable business impact and not only aesthetic appeal. The 2025 program highlighted several shifts in the digital landscape, including gamification, influencer storytelling and strategic data use, which provide sales growth and better conversion.

Emerald Double Pocket Campaign won the Grand Prix at the Awards.

Effie Awards 2025

With a tradition of highlighting the country's most effective marketing campaigns, the Effie Awards 2025 took place for the 18th consecutive year and is recognised as the gold standard for effective marketing campaigns. The program opened for entries in September 2025 with a one-month deadline for submissions. The grand event took place in January 2026.

At the 2025 program, M One Group secured 22 recognitions across multiple categories, with its digital arm, Thinkfinity, winning several awards and being a finalist that showcased ATL, BTL, digital and experiential platforms. Agency of the Year was won by MullenLowe Sri Lanka/ Brand of the Year was won by Emerald and Marketer of the Year by Sunshine Consumer Kanka LTD.

Asia Industry Expo 2025

'Asia Industry Expo 2025', organised by Asia Small Business Federation - Sri Lanka and Sri Lanka Institute of Marketing (SLIM) in parallel to the World Marketing Forum, was a platform for SMEs to showcase their brands and products. This initiative was held at Arcade Independence Square on 14th -15th November 2025.

The expo is Sri Lanka's premier SME trade fair that allows SMEs to showcase their brands and connect with industry leaders. The regional expo will bring opportunities closer to SMEs and local innovators while allowing our entrepreneurs to access broader business opportunities and enhance capabilities within the Asian region.

Cannes Young Lions 2025 – Marketers' Competition

The Sri Lanka Institute of Marketing (SLIM) successfully concluded the Cannes Young Lions 2025 – Sri Lankan Marketers' Competition on 19th March 2025 at the SLIM Business School, Colombo. The highly anticipated event brought together the country's brightest young marketers for a high-intensity, real-time creative challenge that tested their strategic thinking and execution under pressure.

Emerging as national champions were Nethmi Edirisinghe and Savani Ratnaweera from Nestlé Lanka Ltd, who will proudly represent Sri Lanka at the Cannes Lions International Festival of Creativity 2025 in France. Their exceptional performance earned them national recognition and the chance to showcase Sri Lanka's marketing talent on a world-renowned platform.

ORIENTED TO PEOPLE AND CONNECTIONS

This year's competition was powered by Pan Asia Bank, the official Growth Partner. Their collaboration reflects a deep commitment to nurturing creativity, empowering young professionals, and driving innovation across industries.

International Conference on Marketing Management (ICMM) 2025

The 5th ICMM conference was held in February at the BMICH with a gathering of global and local marketing leaders, professionals and academia. The conference was organised under the theme "Unlocking Tomorrow: Navigating the Future of Marketing Lead by Human Intelligence through Data and Artificial Intelligence." The conference reinforced its objective of bridging academia and industry to equip marketing professionals with the right knowledge to surmount challenges and aspirations driven by AI.

The conference engaged local and international researchers and academics to present their innovative research findings and enabled academics, practitioners, industrialists, and policymakers to engage in meaningful discussions and pursue collaborations to drive innovation in marketing. The event brought together marketing pioneers and over 40 researchers from local and international backgrounds to exchange expertise, share cutting-edge insights, and discuss emerging trends shaping the future of marketing.

The program was organised in collaboration with Westminster University – UK and Emerald Publishing – UK, Chartered Institute of Marketing (CIM).

International Conference on Marketing Management (ICMM) 2026

The 6th International Conference on Marketing Management (ICMM) was successfully inaugurated at Amari Hotel Colombo on 20th February 2026, setting the stage for impactful conversations and forward-thinking insights.

We were honoured to be guided by our esteemed Keynote Speakers:

- Professor Bruno S. Sergi – Faculty Affiliate, Centre for International Development, Harvard Kennedy School
- Dr. Asanga Ranasinghe – Director, Postgraduate Institute of Management, University of Sri Jayawardenepura
- With their inspiring addresses and the support of Emerald Publishing as Academic Partner, ICMM 2026 began on a powerful note.

ICMM's 6th International Conference was organised in February 2026 under the theme 'Resilience and Innovation: Building Adaptive Strategies for Emerging Markets. The event brought together researchers, practitioners and thought leaders to share insights on various areas of focus. A full paper discussion, notification of acceptance and final paper submission were held on separate occasions.

Keynote speakers of the event were Professor Bruno Sergi and Dr Asanga Ranasinghe, both leading personalities in their respective universities and within academia.

Past Presidents' Dinner

The Past Presidents of SLIM gathered for an evening of reminiscence at Cinnamon Lakeside Colombo, with the participation of the Executive and Council members and MANCOM. The occasion celebrated their invaluable contributions and enduring legacy in shaping SLIM's journey.

CLIENTELE AND PARTNERSHIPS

With increased focus on corporate clients and accelerated efforts to expedite tailored programs and solutions, we have forged strategic partnerships with several corporate, academic, and government institutions. Many of these partnerships are built on corporate training programs designed by the Training and Corporate Solutions Division to align with individual business, marketing and sales training needs. In 2025, the Division initiated 57 programmes, with 55 of them successfully concluded.

PARTNERSHIPS AND CORPORATE TRAINING PROGRAMS

SLIM – SKILLS EXPO 2025 STRATEGIC PARTNERSHIP

SLIM entered into a strategic partnership with the Tourism Industry Skills Council (TISC), the Ministry of Education, Higher Education & Vocational Education and the Tertiary and Vocational Education Commission (TVEC), becoming the "Exclusive Professional Education Partner for Skills Expo 2025". The partnership was formalised through an MoU signed on 8th September 2025, for emerging talent with the objective of;

- Advancing professional education
- Addressing skills gaps
- Creating stronger career pathways

As part of the initiative, SLIM awarded over 1,000 full scholarships for the Professional Certificate in Marketing (PCM) to students from TVEC-registered institutions. The partnership also provided opportunities for participants to strengthen their professional knowledge and skills, while winners of the Skills Competition received further recognition and opportunities for development.

Held for two consecutive days at the Temple Trees Convention Centre, Skills Expo 2025 brought together students, professionals and industry stakeholders to explore education, skills development and career opportunities. Our involvement strengthened access to professional marketing education while supporting the development of skilled and future-ready talent across Sri Lanka.

ORIENTED TO PEOPLE AND CONNECTIONS

CERTIFIED RELATIONSHIP OFFICER PROGRAMME (CRO)

We collaborated with the Ministry of Industry and Entrepreneurship Development to conduct the pilot Certified Relationship Officer (CRO) Programme under the Enterprise Development Programme. The first phase, conducted for Development Officers from the Western Province, focused on strengthening the skills required to support entrepreneurs and grassroots enterprises. The successful conclusion of the programme was marked by the signing of an MOU between SLIM and the Ministry, further strengthening the partnership towards capacity building and sustainable national enterprise development.

ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

The Entrepreneurship Development Programme was initiated in collaboration with the Ministry of Industry and Entrepreneurship Development to strengthen the capabilities of Government Relationship Officers supporting entrepreneurs across the country. Through the programme, participating officers are provided with structured training to enhance their knowledge and professional capabilities, enabling them to provide more effective support for enterprise development and contribute towards strengthening Sri Lanka's entrepreneurial ecosystem.

CRO PROGRAMME AT PICKME

As part of the Certified Relationship Officer Programme, a field visit to PickMe was conducted to provide participants with practical industry exposure. Organised in collaboration with the Ministry of Industry and Entrepreneurship Development and the Small Enterprise Development Division, the visit enabled Development Officers to gain practical insights into effective relationship management and its application within a dynamic business environment. The industry exposure complemented classroom learning while strengthening participants' professional and relationship management capabilities.

CRO PROGRAMME AT SLIM BUSINESS SCHOOL COLOMBO

The Certified Relationship Officer Programme was conducted at SLIM Business School Colombo for Development Officers in collaboration with the Ministry of Industry and Entrepreneurship Development and the Small Enterprise Development Division. The programme focused on developing customer management, relationship-building, communication and problem-solving capabilities. Through practical and structured learning, Development Officers were equipped with the competencies required to engage more effectively with their clients, provide greater value and strengthen the quality of support extended to entrepreneurs.

CERTIFIED BRAND SPECIALIST PROGRAMME

We partnered with the National Enterprise Development Authority (NEDA), under the Ministry of Industry and Entrepreneurship Development, together with the Australian High Commission Sri Lanka Support Division, to launch the Certified Brand Analyst Programme 2025. The initiative was designed to strengthen branding capabilities and support the development of Sri Lanka's entrepreneurial ecosystem.

The programme brings together academic and strategic knowledge to develop skilled brand professionals while enabling entrepreneurs to strengthen their approach to brand development. The inaugural lecture was delivered by Dr. Tharaka Dias, providing participants with academic and strategic insights into contemporary branding. The initiative further strengthens SLIM's contribution towards developing branding expertise, supporting entrepreneurship and promoting sustainable enterprise growth.

SLIM–SLTC PARTNERSHIP

SLIM entered into a five-year Memorandum of Understanding with the Faculty of Business, Department of Marketing of the Sri Lanka Technology Campus (SLTC), strengthening collaboration between professional marketing education and academia.

The MoU establishes a long-term framework for academic cooperation and mutually beneficial initiatives between the two institutions. Through the partnership, SLIM and SLTC aim to strengthen knowledge sharing, professional engagement and opportunities that contribute towards the advancement of marketing education and the development of future marketing professionals.

The signing ceremony was attended by representatives of both institutions, including Prof. (Dr.) Dewasiri N. Jayantha, Dr. Sajith Premathilake, Mr. Sadeepa Hirosh Abeynayake and Ms. Champa Ranapura Hewage. The agreement was officially signed on behalf of SLTC by Prof. Chandrika Wijeyarathne, Vice Chancellor of SLTC, Padukka.

The five-year partnership further expands SLIM's academic network while creating a structured platform through which professional expertise and academic knowledge can be brought together to create sustained value for students, academics and the wider marketing fraternity.

SLIM RENEWS REGIONAL ACCREDITATION FOR 2025

During the year, SLIM successfully renewed accreditation across all Regional Study Centres, reinforcing its commitment to extending quality marketing education and professional development opportunities beyond its directly operated locations.

Following the renewal, CEO Mr. Chamil Wickramasinghe, together with the senior management team, conducted a series of one-on-one meetings with regional business partners and coordinators. These discussions provided an opportunity to review existing collaborations, align strategic priorities and identify areas through which SLIM's regional educational presence could be further strengthened.

The engagement also established a roadmap for enhancing collaboration with Regional Study Centres and maintaining consistent standards in the delivery of SLIM programs. Through these partnerships, we continue to broaden access to professional marketing education while strengthening relationships with regional stakeholders and extending SLIM's impact across the country.

ORIENTED TO PEOPLE AND CONNECTIONS

Relaunch of DSBM – The Next Wave of Branding

The Diploma in Strategic Brand Management (DSBM) was relaunched with a refreshed identity and a new digital learning component. The event also featured an engaging panel discussion on "The Next Wave of Branding", reflecting the programme's continued focus on evolving trends and practices in strategic brand management.

The session was graced by inspiring industry leaders, including Yasas Hewage – Sales & Marketing Coach | Entrepreneur | Spinner Cycling, Seninda Bandara – Founder, Boutique Republic & BAN, and Himalee Madurasinghe – Director/Head, Kantar Sri Lanka. The panel was moderated by Kaushala Amarasekara, Vice President / Chief Marketing Officer, DFCC Bank, with panellists sharing valuable insights and perspectives on the evolving branding landscape.

CIE Launch

SLIM launched the Centre for International Education (CIE) in partnership with ATHE, expanding access to internationally recognised education and global academic pathways. The initiative provides progression from foundation and diploma programmes to Bachelor's, MBA and MSc qualifications. The launch also introduced a special scholarship under the ATHE Extended Diploma in Business & Management, recognising outstanding students and supporting greater access to international education opportunities.

Collaboration With Wesley College

SLIM collaborated with Wesley College, Colombo, to conduct the Certificate in Digital Marketing (CDM) for students who completed their G.C.E. O/L examinations. The four-month program provided practical exposure to digital marketing, including social media, advertising, analytics and content creation. The program concluded with a felicitation ceremony recognising the students' achievements and successful completion of the qualification.

Abans Service Ambassador Launch

A collaborative program, it focused on celebrating the partnership between the two organisations and was graced by dignitaries from SLIM and Abans.

SLIM-HNBA Partnership

We partnered with the Partnership Division of HNBA to provide their sales teams with professional qualifications and tailored training programs. Upon completing the program, HNBA sales staff received certificates of recognition and completion at a special ceremony held at the Nawaloka auditorium.

Partnership with MRSS

We partnered with the Market Research Society of Sri Lanka (MRSS) to enhance market research education; a milestone MOU was signed, paving the path for collaborative educational programs under our academic portfolio.

Customised Training for Commercial Bank

Our Training and Corporate Solutions Division undertook the development of a customised Branding program for the staff of Commercial Bank at the Bank's Staff Development Centre.

Launch of License to Sell

A strategic initiative by HNB Assurance together with SLIM, designed to upskill and empower the sales force of HNB General Insurance. A selected group from the company's Head Office and Branches will receive this training, which will be blended to optimise theoretical knowledge and practical application. The program was facilitated by expert trainers from various industries.

Graduation Ceremony for Ceylinco Life Staff

A graduation ceremony was organised for Ceylinco Life participants who completed the Diploma in Financial Sales Management. The event witnessed the participation of esteemed representatives from both organisations. The program and its conclusion marked a milestone in collaborative professional growth.

Certification Ceremony for Anthony's Farm (Pvt) Ltd

The ceremony was organised for participants of the firm who completed the License to Sell Programme. The event was held at the Royal Golf Club, marking a milestone in our partnership with the Company.

Customer Relationship Training Program for Hellmann Worldwide Logistics

This custom training program was designed to develop customer-centric capabilities across all functions of the team and to empower the staff to build better client relationships to deliver better value.

Collaboration with the Citizens Development Business Finance PLC

The partnership was formed to design and deliver a customised sales training program for front-line teams engaged in savings, gold loans, and retail lending financial products. A formal agreement was signed to expedite the program, providing meaningful impact and continuous learning for the company's staff.

Collaboration with United Motors Lanka PLC

We collaborated with UML to provide a comprehensive training session for their marketing team, designed to enhance strategic marketing capabilities, creativity, and innovation among participants.

Partnership with Colombo Coffee Company

A MOU was signed with the Company to merge academic excellence and real-world brand knowledge to create opportunities for students of the DSBM program. The MOU enables students to learn directly from the coffee company through immersive workshops and gain insights to apply theoretical knowledge to real-world scenarios.

MOU with St Anthony's Coatings

The signing of the MOU provides us with the opportunity to curate a series of structured training programs. The partnership will help staff upskill and empower sales capabilities while gaining knowledge and experiential learning to boost their performance.

MOU with Derana Media Network

Initiating a strategic partnership, the collaboration aims to advance marketing education and enhance industry engagement in Sri Lanka. The collaboration was undertaken to deliver customised training programs to uplift the professional standards and competencies of the Derana sales and marketing teams. This will also entail knowledge-sharing programs and professional certifications provided by SLIM.

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MOU with the Sri Lanka Export Development Board (EDB)

A historic milestone in our journey, the MOU with EDB is the first step towards jointly organising the Sri Lanka Expo 2026, which is set to become a major international trade and investment forum. Through the formal agreement, both parties will work to position the Expo as a flagship platform to showcase local industries, products and services, and attract investment opportunities from the global market.

Scale of participation:

- 750 exporters, including export-ready SMEs
- 1,500 international buyers, investors, and journalists expected to attend a separate sub-title under the MOU.
- Strengthens Sri Lanka's global trade positioning
- Provides SMEs with international exposure
- Enhances marketing and promotional strategies through SLIM's expertise

Why this MoU matters

- Boost for Sri Lanka's exports: The Expo will serve as a gateway for local businesses to connect with global buyers and investors.
- Marketing expertise: SLIM's involvement ensures professional branding and promotion, increasing international visibility.
- Economic impact: By attracting investors and showcasing diverse industries, the Expo can stimulate foreign direct investment and trade growth.

EXHIBITIONS

Mid-Year EDEX Expo

SLIM participated in the Mid-Year EDEX Expo, representing the CIM booth and engaging with aspiring marketers to promote globally recognised CIM qualifications and professional pathways.

EDEX Expo

SLIM participated in the EDEX Expo, engaging with students, professionals and aspiring marketers. The exhibition provided a platform to promote our academic programs and professional qualifications while providing guidance on marketing education and career opportunities.

Future Minds 2025

SLIM participated in Future Minds 2025, engaging with students, professionals and aspiring marketers. Our team provided insights into SLIM's academic programs, professional qualifications and career pathways, helping prospective students explore opportunities within the marketing profession.

OTHER WORKSHOPS

We continued to provide tailored training programs throughout the period under review, in addition to strategic partnerships and general training sessions. Such specialised programs addressed the practical need for capacity building across several disciplines, including customer service, sales, digital marketing, leadership, financial literacy, communication, and business continuity. This demonstrates SLIM's commitment to and organisational capabilities to strengthen professional skills with targeted learning and training interventions.

- **Customer Service Workshop for CEB:** Customised customer service excellence programme completed for Ceylon Electricity Board
- **Grooming for Mclarens:** Grooming session done for Mclarens staff
- **Customised Sales Training Sarasi Lands Private Limited:** SLIM Trainings signed an MoU with Rockland Distilleries (Pvt) Ltd for a tailor-made Certificate in Sales and Marketing Mastery Programme
- **Customer Experience Training for Perera & Sons:** Customised customer experience training programme for employees at Perera & Sons.

- **Customer Service for Browns:** A series of customer service training for Browns & Company PLC.
- **SPA CEYLON - Customer Service:** Customer service training programme for Spa Ceylon
- **Sales Development Programme for GSK PLC:** Organised a customised sales development programme for GSK PLC
- **Finance Literacy for Business Women**: Conducted a training session focusing on Women's Day on how women should manage finance, and the session was conducted with a keynote speech and a panel discussion
- **Sri Lanka Insurance Corporation- Certificate in Digital Marketing:** Certificate in Digital Marketing programme done for SLIC as a separate batch
- **Advanced Excel Training Programme for Dialog**: Customised Training Programme on Advanced Excel at Dialog Axiata PLC Learning Academy, for Dialog's Corporate Planning Team, initiated by SLIM Trainings
- **First Impression Training Programme for Winsetha Hospital:** Customised first impression training programme done for Winsetha Hospitals by SLIM Trainings
- **Art of Advertainment by Blok and Dino:** Art of Advertainment by Blok and Dino: Long-planned things work as planned, and recognition from the best comes. SLIM Trainings successfully completed "The Art of Advertainment" experience-sharing session with Dino Corera & Gehan Blok.
- **Customised Sales Training Programme for Diesel & Motor Engineering PLC:** We at SLIM Trainings did a customised sales training programme for DIMO's sales staff.
- **Sales & Marketing Programme for SLT:** Customised sales and marketing training programme conducted for SLT.
- **Management Development Programme for Lanka Hospitals:** Customised manager development training programme conducted for Lanka Hospitals
- **Crisis Management & Business Continuity for Browns:** Tailored programme for Browns & Company PLC on crisis management
- **Winning in Categories for Hemas Manufacturing:** Customised programme for Hemas Manufacturing on winning in categories
- **Leading Liyo Programme for Union Assurance:** Women's leadership customised programme for Union Assurance
- **Leading Liyo - HNB General Insurance:** Women's empowerment tailored programme for HNB General Insurance.
- **Interpersonal Communication & Client Meeting Skills by Dananjaya Hettiarachchi**: Interpersonal communication and client meeting skills programme conducted by the world champion of public speaking, Dananjaya Hettiarachchi, at a sold-out event held at Kingsbury Hotel
- **Advanced Excel Programme for Teejay Lanka PLC:** Excel toolkit customised programme for Teejay Lanka PLC
- **Customised Digital Marketing Programme for the Department of Industrial Development Southern Province:** After multiple follow-ups, discussions, negotiations and amendments, 'SLIM Trainings' commenced a customised digital marketing programme for the Department of Industrial Development, Southern Region.
- **SLT Digital Workshop:** Digital Marketing workshop for SLT staff across Sri Lanka.
- **Spa Ceylon Service Techniques:** Enhancing the customer service programme for Spa Ceylon Staff.
- **Sales Training – SLT:** Sales Technique customised programme for SLT
- **Leadership Development Panel Discussion -Leading Liyo:** How women should raise their voices in this competitive world, a special panel discussion happened at the Lakshman Kadirgamar Institute – Colombo 07.

LOCAL AFFILIATIONS

We have a strong network of institutional collaborations with Sri Lankan and International institutions and marketing bodies.

Local Academic and Higher Education Institutions

SLIM actively engages with the following state and private sector universities in Sri Lanka. These partnerships are based on MOUs and drive inter-institutional collaborations for academic knowledge-sharing, skill development, and developing students' competencies.

At SLIM, we leverage our expertise in marketing, sales, leadership, and professional development to support these institutions and their students in developing skills, knowledge, and professional competencies.

Partner Institutions

- University of Jaffna
- Rajarata University of Sri Lanka
- National School of Business Management (NSBM)
- Kaatsu International University (KIU)
- Horizon Campus
- Vauniya Campus of University of Jaffna
- SLTC

FOREIGN AFFILIATIONS

Our international affiliations include some of the world's most prestigious organisations, widely accepted as the gold standard in marketing-related accreditations and qualifications for students and marketing practitioners. CIM - SLIM carries a long-standing relationship with the prestigious Chartered Institute of Marketing (CIM), as one of their accredited study centres here in Sri Lanka. Through this partnership, we are committed to providing tuition and support to students enrolled in CIM's professional marketing qualifications, which are highly sought after regionally and globally. CMI - The SLIM-CMI partnership is established on SLIM's ability to provide CMI qualifications to students as a study centre in Sri Lanka. This has enabled learners to obtain the Postgraduate Diploma (PGDip) in marketing, which carries a dual accreditation and provides both the SLIM PGDip qualification and the CMI Level 7 Diploma in

ORIENTED TO PEOPLE AND CONNECTIONS

Strategic Management and Leadership Practice.

AMF – SLIM is a Board of Management member within the Asia Marketing Federation (AMF), which is affiliated with the World Marketing Profession (WMF). AMF operates in 16 countries, including Bangladesh, Cambodia, China, Hong Kong, Indonesia, Japan, Korea, Malaysia, Mongolia, Myanmar, Philippines, Singapore, Sri Lanka, Taiwan, Thailand, and Vietnam. Emerald Publishing – Providing access to credible, high-quality international academic material, Emerald Publishing provides a valuable service to our students. Learners receive access to Emerald's e-books, journals, and other scholarly materials, which greatly enhance students' learning and research.

SPONSORS AND SUPPLIERS

In 2025, we reaffirmed our partnerships with existing and new corporate sponsors, and we take this as an opportunity to acknowledge their contributions to elevating our flagship programs. Their support and patronage have provided both financial and brand credibility, heightening our mission to empower the professions and professionals of marketing and sales in Sri Lanka. At SLIM, we also work with a network of suppliers and service providers to obtain physical resources and goods, and services related to technological infrastructure, banking and finance, auditing and external assurance, insurance, engineering and maintenance services, and suppliers of resources to support events. We also work with janitorial and waste management service providers. Our relationships with suppliers are built on trust and reliability, with mutual expectations and contractual obligations fulfilled diligently and responsibly.

NEW MOUS SIGNED

MOU with Rajarata University (RUSL)

An MOU was signed with the RUSL in March, 2025, marking a landmark academic partnership focused on advancing educational opportunities from a collaborative perspective.

MOU with the Sri Lankan Technology Campus (SLTC)

The partnership is a crucial link to advance academic excellence, enhance research and exchange knowledge between the two organisations. The partnership is expected to benefit the students and the Business Faculty of SLTC.

Partnership with Villa College, Maldives

This unique collaboration will enable students of both institutions to benefit from marketing and business programs, with Villa College students having the opportunity to access our advanced programs and global accreditation that aligns with the highest standards. Graduates of Villa College are now eligible for SLIM membership to enhance their credentials and expand industry networks.

SOCIAL AND ECONOMIC EMPOWERMENT

At SLIM, our approach to CSR is rooted in our mission of advancing Marketing in Sri Lanka. This involves taking marketing programs to suburbs and rural areas and developing programs suitable to the SME sector, to empower and uplift them. Moreover, women and youth empowerment is another core focus of our work. To strengthen skills in various aspects, we extend marketing and training programs to female professionals and students.

GAMATA MARKETING

A flagship initiative of the Institute, the primary objective of Gamata Marketing is to take modern marketing knowledge to the suburbs, empowering regional entrepreneurs, small business owners and local industries across the nation.

Workshop for SMEs in the Kurunegala District

A workshop in collaboration with the Small Enterprise Development (SED) of the Ministry of Industry and Entrepreneurship Development was organised as part of our Gamata Marketing campaign to empower and develop marketing at the grassroots level. The resource persons of the event were the Marketing Manager of a well-reputed beauty and wellness brand, in addition to an ExCo member of SLIM – both shared their marketing expertise and insights.

Workshop for SMEs in the Colombo District

Another workshop for SMEs in the Colombo District went underway with the same resource persons as the workshop organised in Kurunegala.

Branding and Marketing Workshop for Gampaha District SMEs

As another key program under the Gamata Marketing project, we organised a workshop and training session for over 60 SMEs in the Gampaha District. The program was organised in partnership with the Industrial Development Board (IDB) and the Ministry of Industry and Entrepreneurship Development. The session empowered attendees with essential knowledge in branding and marketing, preparing them to utilise branding and related concepts in their business endeavours and to get optimum brand exposure.

Workshop for SMEs in the Kegalle District

As part of the series, a program for SMEs in the Kegalle District on branding and marketing was organised at the Auditorium of the Assistant Commissioner of the Local Government, Kegalle District. It was a joint initiative conducted with the Industrial Development Board (IDB).

Workshop for SMEs in the Kalutara District

The event witnessed the participation and interest of nearly 50 SME business owners, who engaged with the resource person in obtaining knowledge on branding and marketing, which empowered them to explore options and opportunities to improve their brands within the domestic and possibly cross-border markets.

First Phase of the Enterprise Development Program (EDP)

The first phase of the Enterprise Development Program (EDP) was concluded successfully. The pilot program focused on 'Certified Relationship Officer' and was held at the new wing auditorium of the Sri Lanka Foundation.

The program targeted development officers from the Western Province, who were empowered with specialised skill sets to foster and accelerate local entrepreneurial growth. The event served as a platform for collaboration between government leadership and marketing experts. Notable attendees included, Hon. Chathuranga Abeysinghe – Deputy Minister of Industries and Entrepreneurship Development, Ms. Thilaka Jayasundara – Secretary to the Ministry, Ms. Anoja Herath – Additional Secretary and representatives of the SLIM leadership team, including President Prof. Dewasiri Jayantha, Dr. Dilhan Sampath Jayatilleke – VP of Education and Research (SLIM), Mr. Manoj Priyantha – Director of the Small Enterprise Development Division and Mr. Yasas Hewage – Strategic Marketer and Marketing Advisor.

A pivotal moment was the official signing of a Memorandum of Understanding (MOU) between SLIM and the Ministry, which cemented a long-term commitment to enhance national enterprise development through structured framework.

Certified Brand Analyst Program

We collaborated with the National Enterprise Development Authority (NEDA) under the Ministry of Industry and Entrepreneurship Development (MOIE) and the Sri Lanka Support Division of the Australian High Commission, to officially launch the Certified Brand Analyst Program 2025.

A landmark program, it has been designed to enhance the skills and nurture brand professionals and to empower local entrepreneurs. The grand launch was graced by several dignitaries, including the Secretary of MOIE, Chairman of NEDA, Additional Secretary of MOIE and renowned professionals.

Digital Marketing Workshop for SMEs in Thalathuoya

Our Kandy branch successfully conducted a digital marketing workshop for SME's in Thalathuoya Divisional Secretariat, Kandy in February 2025.

Digital Marketing Workshop

The Kandy Campus successfully conducted an exclusive session on The Future of Digital Marketing: Trends, Strategies & Career Opportunities with Sanjini Munaweera, Regional Head, South Asia at ADA.

Digital Marketing and SLIM Awareness Session

A successful session was conducted by the Kandy branch on Digital Marketing at the Faculty of Management – Wayamba University of Sri Lanka.

LEADING LIYO

Since being conceptualised in 2020, the Leading Liyo program has transformed leadership development of female professionals, by placing equality and education at its centre. Its programs are geared to equip high-potential female professionals with strategic tools necessary to ascend into executive leadership positions with broader influence within industries and businesses.

ORIENTED TO PEOPLE AND CONNECTIONS

Several programs under the initiative were organised in 2025:

- A Leading Liyo program was organised with Union Assurance as one particular segment of the Leading Liyo series.
- The inauguration of the Leading Liyo program was undertaken together with HNB General Assurance. The program provided attendees with the knowledge to be empowered, to rise and make an impact through leadership positions.
- She Leads Within – Nurturing Mindset, Identity and Impact – The title of an empowering event for women with leadership aspirations and hosted by some of Sri Lanka's most inspiring female personalities. They imparted valuable insights into achieving mindset growth, personal identity and leadership and career advancement. Their stories of success and challenges and mind shifts that shaped them became key moments throughout the event – empowering all participants.
- Episode 5 Certificate Ceremony and Panel Discussion, held to celebrate the successful completion of the leadership development program for corporate women leaders.

Accelerate Action

Under the global theme "Accelerate Action", the Kandy Campus conducted an engaging program filled with Motivational Talks, Women Empowerment Sessions, and an Exclusive Workshop powered by the Astra brand to uplift and inspire female students of SLIM Campus Kandy. This programme was held on March 8th.

Skills Expo

SLIM became the platinum sponsor of the Skills Expo national program organised to bolster the nation's vocational and technical education sector. The expo enables young Sri Lankans to explore career opportunities in various sectors and connects students and job seekers with training institutions and employers.

As part of the initiative, we awarded 1000 full scholarships for students from TVEC - registered educational institutions to access the Professional Certificate in Marketing (PCM). The program enables aspiring youth to gain practical knowledge, enhance strategic thinking and gain essential communication skills, which are deemed to be valuable in today's modern corporate world.

24 winners of the Skills Competition received full scholarships at the event, receiving access to professional marketing qualifications and practical knowledge to build their marketing aptitudes.

The SME Development Awards 2024

In 2025, we hosted the SME Development Awards (SMEDA) for the year 2024. Celebrating the spirit of local SME brands and their stories of hard work and determination, the SME Development Awards took place at Monarch Imperial to recognise business champions that drive business and economic growth. The program celebrated outstanding efforts by SMEs across marketing, branding and sales and fulfilled the gap in recognising our SMEs on a larger scale.

Eligible companies must be Sri Lankan-owned and classified by annual revenue (Micro: Rs. 1–15 Mn, Small: Rs. 16–250 Mn, Medium: Rs. 251–750 Mn). They must have been operational for at least three years, except start-ups with two years of operation and founders under 30. Award categories included sectors, such as IT, agriculture, hospitality, B2B services, textiles, FMCG, and others. Special awards include "Young Start-Up of the Year" and "Best Innovation to Commercialisation."

Foundation Relationship Officer Program

A new program was developed for the Ministry of Industry and Entrepreneurship Development to enable their Development Officers to enhance service quality and efficiency. The program is the foundation for two professional pathways: one in becoming a Certified Relationship Specialist and the other in becoming a Certified Business Consultant. The program pathways are structured with unique subjects and focus areas.

Pathway 1

Foundation Relationship Officer → **Practicing Relationship Officer** → **Certified Relationship Officer** → **Certified Relationship Specialist**

Pathway 2

Foundation Relationship Officer → **Certified Relationship Officer** → **Foundation Business Consultant** → **Certified Business Consultant**

Conducted in conjunction with the Ministry of Industry and Entrepreneurship Development and the Small Enterprise Development Division, the program is equipped to deliver numerous benefits, including enhancing customer management skills, improving relationship-building skills and improving communication and problem-solving abilities.

The ABLE Charter

Officiated in February 2025, the charter is the brainchild of SLIM and CIPM Sri Lanka. It was initiated with the purpose of prompting a more inclusive, diverse business environment in Sri Lanka with accessibility and equity within workplaces. It serves as a formal pledge for businesses and organisations to reconsider barriers in their workplaces that hinder career opportunities for individuals with disabilities and encourages them to adopt inclusive hiring practices and adapt workplaces – shifting the narrative.

The initiative seeks to move beyond advocacy and train persons with various physical abilities providing technical and soft skill mastery. The two organisations will also look into providing co-developed webinars and specialised programs and uncover data-driven insights into workforce trends.

MARQUEST 2025

We partnered with Ananda College for the School's Marketing Day to host an inspiring event to foster creativity, knowledge and future-focused skills. The program included interactive sessions and expert insights to ignite students' passion for marketing and creative thinking.

ORIENTED TO PEOPLE AND CONNECTIONS

Certified Brand Specialist Awareness Program

Organised by the Ministry of Industry and Entrepreneurship Development (MOIE) and SLIM, as well as the National Enterprise Development Authority (NEDA), the full-day program invited distinguished leaders and policymakers, industry experts to guide and inspire entrepreneurs to make competitive and strong brands.

Participants gained valuable insights into our commitment to SME branding, and the audience was addressed with a powerful motivational speech on career development and the value of brand evaluation. The event saw keynote speeches by several distinguished personnel, including the Chairman of NEDA, the Additional Secretary of the MOIE who presented the SME strategy and the Hon. Deputy Minister – MOIE.

School Students Complete the Certificate in Digital Marketing (CDM)

A group of students who recently completed their Ordinary Level examination from Wesley College successfully completed the CDM program – mastering the basics of digital marketing and setting the base for further future learning.

Workshop for Louvre College Prefects

A tailored program focusing on teamwork, confidence and leadership was organised for the prefects' body of the international college. The session succeeded in empowering the students to accept challenges as leaders and to overcome them with confidence. The program included group activities to build character, responsibility and future potentials of these young leaders.

'Level up and Shine with SLIM' was another training program, which helped these youngsters discover their strengths, develop effective communication, hone teamwork and learn the importance of serving others.

Marketing Sparks 2025

We were truly honoured to host Ms. Maggie Jones – Director of Qualifications & Partnerships, Chartered Institute of Marketing, UK, and CIM Sri Lanka representatives and lecturers at our Marketing Sparks awareness session at the SLIM Kandy Campus. A large gathering of students from Kandy schools participated and made this event a remarkable success.

Support for Cyclone Victims

To support those affected by the floods and disasters due to the cyclone, we gathered essential relief items, including dry foods and sanitary items, at two locations, including the SLIM head office quarters and the Colombo Business School. The response was overwhelming.

Pushpadana Workshop

The Kandy Campus successfully conducted a career guidance and digital marketing session at the residential workshop in partnership with the Aflatoun Club of Pushpadana Girls College Kandy.

Career Guidance and Awareness Session at Faculty of Management - Rajarata University of Sri Lanka

The SLIM Kandy Campus conducted a "Challenges of the Modern Marketer and Awareness Session at the Faculty of Management - Rajarata University.

COMMUNICATION AND KNOWLEDGE-SHARING

Newspaper Columns

The Institute collaborates with Ceylon Today to publish a weekly marketing column, authored by professional marketers, which appears each Monday in both print and e-newspaper formats. These articles cover topics such as communication strategies, consumer behaviour, and cultural influences on marketing. The columns offer weekly knowledge for marketers and provide case studies and expert perspectives on local contexts.

The purpose of these columns is threefold.

EDUCATE BUSINESSES

Provide practical insights for entrepreneurs and corporate leaders

CONNECT ACADEMIA WITH PRACTICE

Connect marketing theory with real-world Sri Lankan business challenges

PROMOTE PROFESSIONAL STANDARDS

Reinforce our role as the national body for marketing education and practitioners

Promoting SLIM Academic Programs and Events

At SLIM, we promote our programs using a combination of media, geared to gain the highest possible impact and reach. As a result, we rely heavily on our social media platforms, including Facebook and LinkedIn.

Moreover, we also utilize national third-party events and sponsorships to build credibility for our programs and events, reach new prospective students and members and even forge new partnerships as a result of effective promotions.

Digital Media

We took several unconventional approaches to promoting institutional developments, including new branch openings, events and academic programs on social media. This included partnerships with popular social media/YouTube personalities, including 'Siril Ayya', veteran journalist Thisanka Gamage and Dino and Blok. Moreover, Facebook promotions were heightened to gain maximum exposure amongst the younger demographics, with graphics and posts developed and enhanced with the help of AI tools.

Career Guidance and Promotion

We participated in various exhibitions and educational fairs here in Sri Lanka, with the purpose of promoting our programs and creating wider credibility amongst prospective students and the marketing fraternity.

Accredited Study Centres (Franchise Partners)

Leveraging our partnerships with regional institutions, we have extended SLIM programs across the island through Accredited Study Centres. Partnerships between SLIM and our franchise partners have created mutual benefits that meet the expectations and objectives of both parties. SLIM provides oversight and guidance to these centres, and periodically monitors and scrutinises course program delivery and service standards. This also includes examinations, which SLIM fully administers.

Accredited centres make SLIM programs accessible to hundreds of students across the island and promote marketing as a highly-demanded profession and discipline. With recent additions, the network of accredited centres and partners will increase in 2026, increasing decentralised access to higher education in marketing.

Centres are dispersed across Colombo, covering parts of the Western Province in addition to presence in the Eastern, Northern, Southern, North Western and Central Provinces.

ENVIRONMENTAL STEWARDSHIP

Beach Clean-up Programme

SLIM students and staff participated in a Beach Clean-up Programme at Crow Island, Colombo, in collaboration with the Centre for Beach Clean-ups, Sri Lanka, as part of SLIM's environmental and community engagement initiatives on 26th July 2025.

Moving Forward

With the success of SLIM as a higher education institute and a brand synonymous with Marketing, we will look at advancing and enhancing our social connections – forging new partnerships, organising impactful events and securing recognition amongst students, members, partners and international affiliations.

Strengthening our member community is key to the success of SLIM as a recognised professional credential provider. Therefore, retaining members and appealing to their professional growth will be crucial for ensuring sustained growth of our member base. Moreover, we will continue to provide personalised training programs to diverse business sectors and industries, taking our expertise to the fraternity in enhancing the skills of marketers and sales capabilities of organisations.

We will also focus strongly on equipping our SMEs with better and more comprehensive training programs, driving entrepreneurship, branding and marketing.

PHYSICAL AND TECH INFRASTRUCTURE

The following review highlights our pivotal physical infrastructure and technological developments that enhance our credibility and optimise the learning environment for students, and provide better facilities for members and staff. The following narrative demonstrates our commitment to continuous improvement that fosters professional advancement in Marketing.

MANUFACTURED CAPITAL HIGHLIGHTS

AREA	QUANTITATIVE HIGHLIGHT
Property, plant and equipment	PPE value reached Rs 95 Mn Total asset cost increased to Rs 203 Mn from Rs 143 Mn.
Capital expenditure	Major asset additions amounted to Rs 62 Mn, led by leasehold improvements, motor vehicles, electrical equipment and leasehold motor vehicles.
Physical infrastructure maintenance	Maintenance-related expenditure amounted to Rs 17 Mn, with repair and maintenance costs of Rs 17,038,598 against a budget of Rs 17,560,000.
Digital infrastructure	Cloud systems and digital platforms expanded for smoother teaching and administration.
Learning and campus facilities	Modern, student-centred campus facilities and upgraded learning spaces.

VALUE CREATION

KEY FOCUS AREAS (2025)	VALUE CREATION ACTIVITIES	KEY OUTCOMES
Strengthening operating capacity	Invested in leasehold improvements, vehicles and equipment.	Expanded long term capacity and supported programmed growth.
Enhanced learning environments	Upgraded classrooms, relocated the Southern Campus, and refurbished the Colombo Business School.	Improved learning experience with modern facilities.
Driving digital transformation	Implemented cloud ERP, Moodle LMS, cloud email, LEARN membership and EDU.ID.	Enhanced digital access, hybrid teaching and administrative efficiency.
Reliable facilities	Conducted routine maintenance of lifts, AC units, generators, fire alarms, security and cleaning.	Safe, reliable and continuous operations.
Improving collaboration and access	Expanded access to Teams, Zoom, Moodle and cloud systems.	Enabled improved communication, blended learning and remote collaboration.

RELATED MATERIAL TOPIC AND STAKEHOLDERS

MATERIAL TOPIC CODE	RELATED STAKEHOLDERS
SM5	Students, members, resource panel, employees, accredited centres

CONNECTIVITY TO OTHER CAPITALS

CAPITAL	CONNECTIVITY
	Modern facilities, staff training in maintenance, and the adoption of digital tools have collectively boosted safety and productivity.
	The integration of the ERP, LMS, and cloud platforms has strengthened institutional expertise and advanced technology-enabled learning.
	Facility upgrades, LEARN membership, and the implementation of collaboration tools have improved engagement with students, institutional members, and academic partners.
	Prudent capital expenditure, effective cost controls, and asset growth contribute to sustained operational capacity and the creation of long-term value.

SDG IMPACT

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

PHYSICAL AND TECH INFRASTRUCTURE

PROPERTY, PLANT AND EQUIPMENT

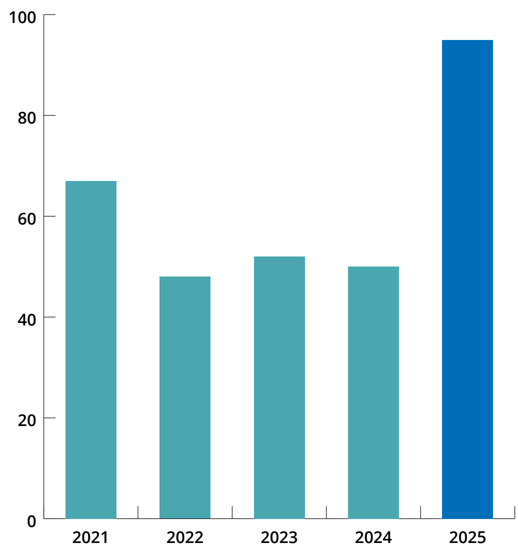
By the end of the financial year, we reported a PPE value of Rs 95 Mn, a result of asset additions, disposals and depreciation. During the year, we focused on long-term operational capacity over earnings from short-term assets by adopting a well-planned capital expenditure strategy. Moreover, asset diversification has increased over the period under review.

Total asset cost rose to Rs 203 Mn from Rs 143 Mn, due to investments in strengthening operational capacity. The most notable additions were leasehold improvements, motor vehicles, electrical equipment and leasehold motor vehicles. These categories accounted for the majority of additions during the year (Rs 62 Mn) and underscored prudent, timely decisions to upgrade facilities and infrastructure, with a focus on accommodating business growth through new events and operational scaling to support students enrolled in programs.

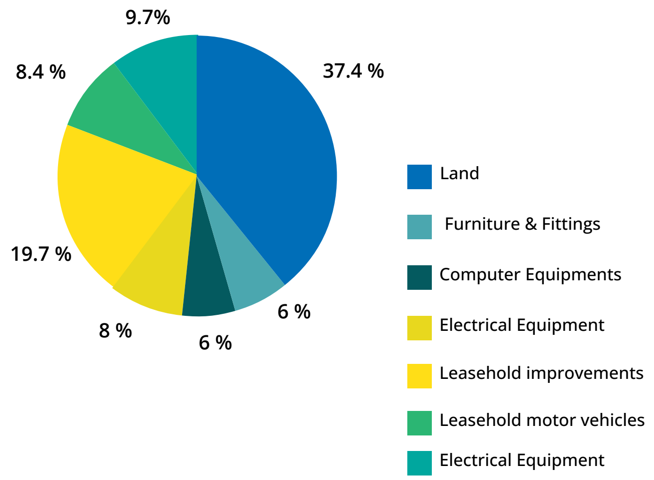
Land remained unchanged while leasehold assets and vehicles were added to the asset portfolio to power operational expansions. Furniture declined due to disposals and depreciation. Moreover, spending on technological and electrical upgrades showed efforts to improve and modernise for enhanced operational efficiency and improved service delivery.

In line with asset growth, the depreciation charge also increased to Rs 15 Mn and reflects the introduction of new depreciable assets, such as leasehold improvements, motor vehicles, and electrical equipment.

PPE (as at the end of the FY)
Rs.Mn



PPE Formation



PPE MIX (VALUE AS AT THE END OF THE FY)	2025	2024
Land	37,425,594	37,425,594
Furniture and Fittings	5,991,122	7,103,596
Computer Equipment	6,062,668	2,000,114
Electrical Equipment	8,131,434	2,536,690
Leasehold Improvements	19,720,000	-
Leasehold Motor Vehicles	8,403,964	-
Motor Vehicles	9,669,526	-

CAPITAL EXPENDITURE AND STRATEGIC INVESTMENTS

During the year, we made several investments to support current and future operations and accommodate plans for various strategic activities. Collectively, these have elevated our competitiveness while enhancing student experiences within our Business Schools. Moreover, the following have enhanced our operational efficiencies, providing agility and convenience to our staff members. Key initiatives included:

- Implementation of a new ERP system
- Introduction of a new Learning Management System (LMS)
- Development of Smart Classrooms
- Relocation to a new building for SLIM Southern Campus with modern classroom facilities
- Refurbishment of the Colombo Business School
- Purchase of two motor vehicles

As part of the new look, we added facilities, including a new building, a smart classroom, a redesigned, eco-friendly campus layout, student recreation areas, a café, an enhanced library, and a members' lounge.

NEWLY LAUNCHED SLIM SOUTHERN CAMPUS

Future capacity expansion was a priority during the period under review, driven by a strategic need to establish our presence in regions outside Colombo. SLIM now has an established presence in Matara through our newly developed SLIM Southern Campus. This is a major milestone that makes SLIM accessible to students and marketing professionals in the Southern Province. The campus is fully equipped to deliver SLIM programs under modern learning facilities for academic growth and professional development.

Colombo Business School Refurbishment

The Business School in Colombo was refurbished with a significant investment, integrating new technologies to enhance the learning experience and align with modern higher-education standards. The refurbishment supports our efforts to integrate interactive teaching methods and strengthen skill development in line with relevant, modern marketing principles and strategies that match today's workplaces and industries.

CAP-EX	2025 (RS MN)	2024 (RS MN)
Furniture and fittings	1.81	0.25
Computer Equipment	5.10	1.06
Electrical Equipment	8.63	0.76

COST MANAGEMENT AND OPERATIONAL EFFICIENCY

The financial year was shaped by prudent and strict cost controls, as our finance team continuously monitored expenditures across various departments.

COST MOVEMENTS OF THE PERIOD UNDER REVIEW:

- Direct costs increased to Rs. 165.1 Mn (from Rs. 149.6 Mn)
- Administration costs increased to Rs. 305 Mn (from Rs. 269 Mn)
- Other operational expenses increased to Rs. 38 Mn (from Rs. 33 Mn)

PHYSICAL AND TECH INFRASTRUCTURE

MANAGING PHYSICAL INFRASTRUCTURE

We worked proactively during the year to maintain physical assets and infrastructure, making necessary upgrades and improvements to student and staff facilities. During the year, maintenance-related expenditure amounted to Rs 17 Mn, with activities covering the following:

- Routine maintenance of electronic items (lifts, air conditioning units).
- High standard of office cleanliness maintained.
- Professional pest control program adhering to industry standards.
- Prioritised maintenance of company security systems for safety.
- Regular maintenance of generators at the head office and Colombo Business School.
- Quarterly servicing of all air conditioning units, including those in critical server rooms.
- Routine maintenance of the fire alarm system to ensure reliability.
- Staff training programs focused on maintenance capabilities and safety protocols.

MAINTENANCE	2025	2024
Budgeted maintenance cost (Rs.)	17,560,000	12,460,098
Repair and maintenance costs (Rs.)	17,038,598	13,732,382

DIGITAL MILESTONES

In the financial year under review, the Institute achieved a series of strategic technological milestones that have modernised infrastructure, set the pace for institutional advancement, and optimised learning.

LEARN MEMBERSHIP AND EDU.ID

CLOUD-BASED ERP MIGRATION

CLOUD EMAIL TRANSITION

LEARN Membership and EDU.ID

In the year under review, we became a member of the Lanka Education and Research Network (LEARN), which has granted the Institute an official EDU.ID status. This achievement has enhanced our reputation within the higher education sector and academia and will help cement our recognition further as a reputed and recognised institution within the national academic sphere.

Cloud-Based ERP Migration

In 2025, we fully transitioned to a centrally-managed cloud-based ERP solution, which reduces our dependence on physical on-premise infrastructure. The move has also improved accessibility to data and enhanced overall system performance.

Cloud Email Transition

Our IT team has also upgraded the email system by moving from the older POP3 setup to IMAP-based cloud hosting. This has ensured real-time email synchronisation across devices and enhanced data security and dependable backup solutions.

ENHANCED PRODUCTIVITY AND LEARNING TOOLS

Collaboration Suites

Through the LEARN membership, we can now access unlimited Microsoft Teams licenses and eight dedicated Zoom accounts. These will enable staff and students to collaborate and work effectively, either on campus or remotely. These tools will ensure that communication remains consistent and that collaboration results in productive outcomes.

LMS Implementation (Moodle)

During the year, we also adopted the Moodle platform as our primary Learning Management System. The platform provides a well-structured blended learning approach and centralises course administration while allowing us to engage with students across our network of branches and regional centres.

KEY OUTCOMES

- Improved student access to digital resources; streamlined hybrid teaching and assessment processes.
- Automated administrative workflows via ERP; reduced system downtime and maintenance overheads.
- Strengthened institutional identity through EDU.ID; established a scalable foundation for digital expansion.

PATH AHEAD

Technology-enabled learning will be prioritised in the period ahead alongside a focus on improving the long-term value of our infrastructure. Improvements and upgrades to existing classroom resources and expanded facilities, alongside a focus on ensuring the comprehensiveness of our Learning Management System, will be prioritised to raise the overall value of manufactured capital.

Enhancing students' access to physical and especially digital resources will become a guiding point in the year ahead. As the country's higher education sector becomes increasingly digitally-driven, we see it as imperative to strengthen inclusive access and future-focused education at SLIM by capitalising on our existing manufactured capital and financial stability.

NATURAL RESOURCE MANAGEMENT

SLIM's management of its natural capital is shaped by a growing consciousness and commitment to adopt environmentally sound practices to help preserve natural resources for our future generations. In the period under review, fundamental actions were undertaken to conserve energy, water, and fuel, while managing waste outputs responsibly.

NATURAL CAPITAL HIGHLIGHTS

AREA	QUANTITATIVE HIGHLIGHT
Energy Management	191,055 electricity units consumed across branches and Head Office in FY2025/26.
Head Office Electricity Consumption	54% of electricity units consumed by Head Office.
Waste Management	700 kgs of waste paper recycled.
Water Management	Total water consumption stated as 841,885 L
Fuel Consumption	1116.12 L of total fuel used (for transportation and generator)

VALUE CREATION

KEY FOCUS AREAS IN 2025	VALUE CREATION ACTIVITIES	KEY OUTCOMES
Energy efficiency	Use of natural lighting maximised Measures to optimise energy usage	Used 191,055 units of electricity supported by staff energy-saving practices
Waste reduction and recycling	Promoting the 4R method	Concentrated efforts to control paper waste
Water stewardship	Preventive maintenance and responsible water consumption	Mindful consumption of water
Fuel and emissions management	Optimised transport and generator use to control usage and emissions Fuel consumed for essential needs	Optimised fuel consumption
Digitalisation and paper reduction	Growing reliance on digital platforms, shifting towards a paperless environment	Reduced physical activities

RELATED MATERIAL TOPIC AND STAKEHOLDERS

MATERIAL TOPIC CODE	RELATED STAKEHOLDERS
ES1	Students, Members, Employees

CONNECTIVITY TO OTHER CAPITALS

CAPITAL	CONNECTIVITY
	Use energy, water, fuel, and paper efficiently to lower costs and conserve resources.
	Employee participation in awareness campaigns, sustainability pledges, and daily conservation increases environmental engagement.
	Digital platforms and tools reduce paper use and make information more accessible.
	Responsible resource management, waste reduction, and alignment with SDG 13 and 15 build stakeholder trust and demonstrate environmental commitment.

SDG IMPACT

NATURAL RESOURCE MANAGEMENT

Our approach hinges on a action that have provided some measurable progress in the past year. However, our thinking and commitment to environmental sustainability have been guided by relevant United Nations' SDGs, including SDG 13 - Climate Action and SDG 15 - Life on Land.

ENVIRONMENTAL MANAGEMENT SYSTEM

Our Environmental Management System (EMS) provides structured guidance to integrate sustainable resource management and environmental sustainability to our operations. It provides objectives and actions to establish relevant procedures and reinforces our commitment.

ENERGY MANAGEMENT

Energy from the national grid provides energy for day-to-day activities. Its consumption is managed prudently through various measures.

Electricity consumption (Units)

	FY2025/26
Consumption at the end of the year (aggregation of branches and head office)	191,055
Consumption at the end of the year (branches)	87,014
Consumption at the end of the year (Head Office)	104,041

Key Measures to optimise energy usage and minimise waste

- Maximising natural illumination in offices
- LED lights to lower consumption
- Setting computers to standby mode after five minutes of inactivity
- Inverter air conditioners in offices
- Turning off electronic equipment and lights when not in use
- Regular monitoring for remedial action

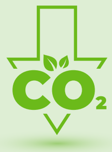
Other Measures

- Share energy-saving tips through visual displays.
- Conduct e-mail campaigns highlighting the benefits of conserving energy.
- Encourage the adoption of energy-saving practices both at work and at home.
- Ensure employees uphold the sustainability pledge.
- Regulate equipment operating times to optimise energy use.
- Motivate employees to reject non-degradable materials and minimise waste.

EMISSION MANAGEMENT

Emission management is a new focus here at SLIM. We understand that it is crucial to identify our actions which cause the most carbon output and to minimise their effects on the surrounding environment. However, we are also aware that we cannot stop or minimise every action, except transportation, energy consumption, and waste management. Therefore, we have several approaches in place to reduce activities within our scope to cut down on emissions. However, we are yet to adopt mechanisms to monitor and measure the level of emissions and reductions.

Reduce emissions



- Switch from energy-intensive equipment to efficient ones
- Use a combination of online and classroom physical activities
- Promote ride sharing to cut down on transportation related emissions

Create awareness

- Awareness on energy-efficiency measures through e-mail
- Creating awareness among stakeholders

MANAGING WASTE

Managing waste at our Head Office and regional branches is primarily approached by using the 4R approach. Our teams continually ensure that this method is followed through these actions.

- At our premises, we have kept separate bins to segregate waste, particularly food waste
- Banning plastic water bottles and using glass alternatives
- E-waste is disposed of by handing over equipment to hired services. Moreover, when possible, equipment is repaired and reused.

COMPONENT/QUESTION	QUANTITIES
Recycled waste paper	700 kgs

The 4R Concept

The 4R concept is actively promoted among staff and students as a sustainable method of resource and waste management.

- Refuse – To prevent or minimise avoidable waste, we encourage staff to minimise the use of unnecessary items, especially single-use plastic bottles and utensils and non-biodegradable materials.
- Reduce – To lower our footprint, we encourage internal stakeholders to focus on responsible consumption by avoiding planned and disciplined purchases.
- Reuse – Staff is encouraged to evaluate options for reuse, while extending the lifecycle of various office materials and equipment.
- Recycle – Recycling where feasible and possible is adopted at SLIM branches.

Water Management

The facilities department plays a significant role in maintaining water pipes and fittings. They ensure that issues caused by broken pipes and fittings are resolved immediately through proactive maintenance.

Total water consumption	841,885 L
	2025
Pipe-borne	800,142 L
Bottled	41,743 L

The following measures are taken with proactive planning by the Facilities team.

Reducing consumption

- Pressure-reducing valves for stable water pressure.
- Spray-attached taps to regulate water flow.
- High-intensity pressure pumps for vehicles washing.

Building awareness

- Signage with water-saving tips

Reusing water

- Reusing drain water for aid conditioner cooling

Preventive actions

- Leak detection to address leaks promptly
- Automatic shutdown of valves to prevent unwanted usage

Commitment

- Employee commitment ensured through the sustainability pledge

FUEL CONSUMPTION

Fuel consumption remained optimised and utilised for necessary activities. Transportation was optimised, while generator use was optimised for occasions when national power grid supply was not available.

	2025
Motor Vehicles	736.12 L
Other	Generator diesel 380L

NATURAL RESOURCE MANAGEMENT

PAPER CONSUMPTION

The management of our paper usage and optimisations was done with conscious efforts and to minimise use, reuse and recycle when applicable. A certified third party was secured to provide paper recycling services. The following measures are also deployed to ensure that paper usage is reduced or avoided. Specific actions include: dual-side printing, emails to educate staff and campaigns to encourage resource efficiency.

- Upgraded e-Library to make it more useful and enjoyable for students.
- Online exams for digital marketing courses through the DSLIM program.
- Student assignment submissions through online portals.
- Printed annual reports have been replaced with digital copies for members.
- Online submissions accepted for national events.
- Digital tools are now used for research instead of printed questionnaires.
- Newly introduced digital membership badges in partnership with Credly.
- Promoting a paperless environment by digitising documents and archiving processes.
- A central web portal now provides access to the Institute's policies, procedures, news, photos, and other downloadable documents.
- Paperless fax machines are used for routine operations.

FUTURE APPROACH

We are working together to develop better alternatives for natural resource management and conservation. This requires us to rethink how we monitor, measure and record our consumption to support better decision-making and to adopt more impactful strategies to reduce emissions, take measured and data-backed actions to reduce reliance on materials, such as paper.

RISK MANAGEMENT

Resilience is built through preparedness, precision and timely action. Just as the mantis shrimp reinforces its remarkable strike and acute awareness with mechanical boxing gloves, SLIM strengthens its ability to anticipate uncertainty, absorb emerging challenges and respond with confidence. Built upon a disciplined risk management framework, the Institute continuously evaluates evolving market conditions, regulatory developments and strategic priorities to safeguard long-term value. More than a process of mitigation, risk management provides the resilience and foresight that support SLIM's journey from ordinary to extraordinary.

THE AUDIT, RISK MANAGEMENT AND ETHICS COMMITTEE REPORT

It is my privilege to present the Audit Committee Report for the financial year ended 31 December 2025. This report outlines the activities carried out by the Audit Committee in fulfilling its oversight responsibilities during the year under review. Throughout the year, the Committee continued to closely monitor the financial reporting process, review the effectiveness of internal control systems, and oversee compliance with applicable regulatory and governance requirements. In performing these responsibilities, the Committee remained committed to supporting transparency, accountability, and the integrity of the Institute's operations.

Taslim Rahaman

CHAIRMAN – AUDIT, RISK MANAGEMENT AND ETHICS COMMITTEE

18th March 2026

INTRODUCTION AND PURPOSE OF THE REPORT

Effective oversight of financial governance and assurance processes is a key responsibility entrusted to the Audit Committee. In supporting the SLIM Council, the Committee reviews the integrity of the Institute's financial reporting, evaluates the adequacy and effectiveness of internal control systems, and considers matters relating to business conduct, ethics, as well as the performance of both internal and external auditors. While maintaining its independence and without intervening in management functions, the

Committee ensures that appropriate governance frameworks and assurance mechanisms operate effectively.

In line with SLIM's commitment to transparency and good governance, the Audit Committee has been publishing its annual activity report since 2022. In addition to formal Committee Meetings, members also engage with relevant stakeholders where necessary in order to strengthen coordination across assurance functions and promote effective communication.

During the year under review, the Institute recorded a positive financial performance and continued to strengthen its operational activities. The Audit Committee remained committed to its oversight responsibilities throughout the year, ensuring that sound financial governance practices and compliance standards were maintained. The Committee operates in accordance with its Terms of Reference approved by the Executive Committee, which clearly define its responsibilities, structure, and operating procedures.

Structure of the Audit, Risk Management and Ethics Committee

COMPOSITION, QUORUM AND THE MEETING ATTENDANCE OF THE AUDIT COMMITTEE

The composition of the Audit Committee is designed to ensure independence, professional competence, and effective oversight. In accordance with the approved Terms of Reference, the Committee consists of a minimum of three members, including independent Past Presidents of the Institute and either a nominee from Institute of Chartered Accountants of Sri Lanka or a semi-retired/retired partner from a reputed audit firm.

For a meeting to be duly constituted, a quorum of two members is required, of whom at least one member must possess significant financial expertise, supported by relevant professional qualifications and experience.

The Committee comprises highly experienced professionals who bring diverse expertise in finance, governance, and professional practice, thereby enhancing the effectiveness of the Committee's deliberations and oversight responsibilities. To facilitate the smooth functioning of the Committee, the SLIM In-house Internal Auditor serves as the Secretary to the Audit Committee, supporting the coordination of meetings and ensuring effective communication among members.

A summary of the Committee members and their attendance during the year under review is presented below.

NAME	NATURE	POSITION	MEETINGS ATTENDED/ MEETINGS CONDUCTED
Mr. Taslim Rahaman	SLIM Past President – 2002/2003	Chairman	6/6
Mr. R M P Dayawansa	SLIM Past President – 2008/2009	Alternate Chairperson/ Member	6/6
Mr. Upul Adikari	SLIM Past President – 2016/2017	Member	4/6
Mr. Manil Jayasinghe	CA Sri Lanka Past President – 2020/2021	Member	5/6

TERMS OF REFERENCE

The Audit Committee operates in accordance with its approved Terms of Reference (TOR), as endorsed by the Executive Committee. The TOR clearly defines the Committee's responsibilities, authority, and scope of activities, providing a structured framework for the effective discharge of its oversight functions. In carrying out its duties, the Committee ensures that its deliberations and actions remain aligned with the provisions outlined in the TOR. Through ongoing review and oversight, the Committee remains committed to upholding strong governance practices while maintaining high standards of integrity, transparency, and accountability.

DUTIES AND RESPONSIBILITIES OF THE AUDIT, RISK MANAGEMENT AND ETHICS COMMITTEE

In accordance with its Terms of Reference, the Audit Committee is responsible for overseeing financial reporting, statutory audits, internal audit activities, compliance, and risk management within the Institute. Through its oversight role, the Committee ensures that these areas are reviewed in line with established governance practices and professional standards.

During the year under review, the Committee convened six meetings to deliberate on matters within its scope of responsibility and to monitor the integrity of the Institute's financial and operational processes. The meetings provided a forum for detailed discussions and evaluations, and the minutes of these meetings were regularly submitted to the Council to ensure transparency and appropriate governance oversight.

The Committee also engaged with relevant members of management and assurance providers to support its review process. The Chief Executive Officer and the Head of Finance attended meetings when required to provide updates and clarifications on financial and operational matters. In addition, BDO Partners Sri Lanka was invited to participate in discussions relating to internal audit reviews, providing independent insights into internal control and risk management practices.

To further strengthen external audit oversight, the engagement partner from KPMG Sri Lanka met with the Committee to discuss matters relating to the external audit process and any issues that could potentially impact the effectiveness of the audit.

SUMMARY OF THE COMMITTEE ACTIVITIES FOR 2025

AREA	ACTION TAKEN
Risk Management & Internal Controls	During the year under review, the Audit Committee continued to monitor the adequacy and effectiveness of the Institute's internal control framework and risk management processes. As part of this oversight, the Committee reviewed key aspects of the control environment, including the design and implementation of internal controls, compliance with established policies and procedures, and adherence to applicable regulatory requirements. Particular attention was given to assessing whether management's control mechanisms are appropriately structured to support the Institute's strategic and operational objectives, while promoting sound financial management and responsible governance practices. While no system of internal control can provide absolute assurance against all potential risks, the Committee remains satisfied that the Institute maintains an appropriate control framework designed to provide reasonable assurance regarding the safeguarding of assets, reliability of financial reporting, and compliance with applicable laws and regulations. The Committee will continue to support initiatives aimed at strengthening the Institute's control environment and risk management practices.

THE AUDIT, RISK MANAGEMENT AND ETHICS COMMITTEE REPORT

AREA	ACTION TAKEN
Financial Reporting	The Audit Committee oversees the integrity and reliability of the Institute's financial reporting process. As part of this responsibility, the Committee reviews the financial statements in consultation with management to ensure that they are prepared in accordance with applicable accounting standards and regulatory requirements. During this review process, the Committee engages with management to obtain necessary explanations and clarifications on key financial matters, including significant accounting policies, estimates, and disclosures. Particular attention is given to ensuring compliance with the Sri Lanka Accounting Standards and other relevant statutory requirements. Through these reviews and discussions, the Committee seeks to ensure that the financial statements present a true and fair view of the Institute's financial position and performance, thereby supporting transparency and accountability in financial reporting.
External Audit	The Audit Committee reviewed and monitored the independence, objectivity, and effectiveness of the external audit process throughout the year. As part of its oversight responsibilities, the Committee engaged with the external auditors to ensure that the audit was conducted in accordance with applicable professional standards and regulatory requirements. The external audit of the Institute's financial statements for the year under.
Internal Audit	The internal audit function of the Institute was carried out by BDO Partners Sri Lanka (Chartered Accountants) in accordance with the approved internal audit plan. During the year under review, four quarterly internal audits were undertaken covering key operational and financial areas of the Institute. The Audit Committee reviewed the internal audit findings and discussed the observations with management where necessary to ensure that appropriate actions are taken to strengthen internal controls and improve operational processes. The Committee also monitored the adequacy and scope of the internal audit coverage to ensure alignment with the Institute's risk profile and governance requirements.
	The divisions and operational areas reviewed under the quarterly internal audit programme for 2025/2026 included the following: 1. Business Development 2. Examination 3. Corporate Training 4. SLIM Business Schools 5. Channel Development 6. Education 7. Events & Sustainability 8.Membership 9. Marketing 10. Maintenance Services 11. Human Resources & Payroll 12. Procurement 13. Statutory Payments

AREA	ACTION TAKEN
Compliance and Risk Management	The Audit Committee continued to oversee the Institute's processes for identifying, assessing, and managing key business risks. As part of this responsibility, the Committee reviewed SLIM's policies, procedures, and control mechanisms relating to risk management, alongside the evaluation of internal audit reports, to ensure that appropriate safeguards and mitigation measures are in place. During the year under review, certain matters relating to the Kandy building project were brought to the attention of the Audit Committee. Following a preliminary review, the Committee formally communicated with the Council recommending that an independent review be carried out in order to ensure objectivity and completeness in the evaluation of the project. The Audit Committee continues to follow up on the progress of this matter and remains engaged with the Council and management to ensure that appropriate actions are taken, and that the necessary governance, documentation, and control processes are maintained. The Committee also reviewed any significant matters arising from regulatory reviews or compliance-related issues during the period and monitored the implementation of corrective actions where required. In addition, due consideration was given to both internal and external whistle-blowing matters to ensure that such concerns, when raised, are addressed promptly and appropriately. The activities and deliberations of the Audit Committee, including key matters discussed during meetings, were regularly communicated to the Council and Executive Committee through the submission of the Committee's meeting minutes, thereby supporting transparency and effective governance oversight.

CONCLUSION

The reports presented by both the internal and external auditors during the year highlighted areas requiring attention or further strengthening. The Audit Committee reviewed these matters and, where appropriate, provided guidance to management to ensure that suitable corrective measures are implemented. Key matters deliberated by the Committee were regularly communicated to the Council through the submission of meeting minutes.

The Committee also wishes to place on record its appreciation to the members of the SLIM Council who participated in the Committee's deliberations. Their continued support and engagement reflect a strong commitment to promoting a sound audit culture, strengthening transparency, and enhancing governance practices within the Institute.

Based on the reviews carried out during the year, the Audit Committee is satisfied that the Institute maintains an appropriate system of internal controls designed to provide reasonable assurance that its operations are conducted in accordance with established policies and procedures, and that its assets are properly safeguarded and accounted for.

On behalf of the Audit, Risk Management and Ethics Committee,

Taslim Rahaman

CHAIRMAN – AUDIT, RISK MANAGEMENT AND ETHICS COMMITTEE
18th March 2026

RISK MANAGEMENT

Due to economic uncertainty, internal challenges and exposure to external risks, SLIM reinforced our risk management framework during the period under review. During the year, we made several crucial changes, including new standards and operating procedures. We maintained the best possible oversight on monitoring and mitigation through regular audits and reviews. These were aimed at safeguarding our financial stability, operational continuity and compliance, while preserving stakeholder confidence in the Institute.

KEY CHANGES DURING 2025

CATEGORY	DETAILS
Standard Operating Procedures (SOPs)	SOPs for all functional areas established in the period under review (2025).

RISK MANAGEMENT FRAMEWORK

The Risk Management Framework remained unchanged in the period under review. However, overall risk management was monitored through regular audits, with actions taken to monitor and mitigate risks, with continued oversight by the Audit Committee.

The overall governance framework was strengthened by the following actions.

- Implemented Management-approved Standard Operating Procedures (SOPs) to standardise processes and reduce operational risk.
- Strengthening of internal control and governance processes through regular Audit Committee oversight. (Monitoring the efficacy of implemented controls). This is done through quarterly internal audits, covering main operational areas, including financial activities.
- Monitored audit findings and corrective actions to ensure timely resolution
- Further strengthening risk management methods to manage emerging operational and managerial risks.

NEW STANDARD OPERATING PROCEDURES (SOPS)

In 2025, we took action to establish SOPs under the guidance and approvals from the Heads of Divisions. Subsequently, in 2026, we received approvals from the CEO and the Council to implement these SOPs.

These SOPs apply to key functional areas and clearly define roles and responsibilities and are expected to improve internal controls, support compliance and maintain operational consistency. This action is a significant improvement to the overall risk management approach, which aims to reduce operational risks and enhance good governance.

Key Tiers in Risk Management

Risk Management Committee

The Committee supports the Council of Management and Executive Committee in managing the Institute's overall risk.

The Audit Committee

The Committee oversees proper controls to identify and manage routine operational risks. This is supported by internal and external audit tests to gauge the effectiveness of controls.

Operational Risk Management

Each business unit/operational division is accountable for minimising or mitigating operational risks. This applies to all core units of SLIM, including Business Development, Programs, Events, and Sustainability. Heads of Divisions are required to identify and record significant risks and share uncertainties with the Risk Management Committee during relevant meetings.

KEY AREAS OF RISK

RISK TYPE	IMPACT TO OPERATIONS AND VALUE CREATION	MITIGATION ACTION
Strategic Risk	Misaligned strategic goals lead to inefficiencies, loss of direction, and disrupted operations. Hampers long-term growth, innovation, and competitive advantage, resulting in reduced value creation.	• Improved oversight by the Audit Committee • Implementation of Management-approved Standard Operating Procedures (SOPs) • Implementation of Management-approved Standard Operating Procedures (SOPs) • Quarterly internal audits • Stronger internal controls and ongoing monitoring of important strategic and operational risks help leaders make better decisions and keep the organisation resilient.
Financial Risk		
Revenue risk	Fluctuations in enrolment or revenue shortfalls that negatively impact program viability and revenue potential.	• Launching new educational programmes aligned to market needs. • Curriculum modernisations to improve standards, improve career-readiness and enhance industry-alignment • Align course commencement periods to reduce seasonal revenue impact. • Comparison of budgeted vs actual revenue and enrolments for corrective action
Funding and Financial Sustainability Risk	Insufficient or unstable funding affecting long term financial health and operational continuity.	• Monitor funding sources against budgets and review periodically. • Diversify investment portfolio • Maintain cost control through budgeting. • Seek new corporate partnerships. • Manage suppliers to secure optimal credit periods.
Cost Fluctuation Risk	Price increases in materials, venues or digital tools impacting operational costs and profitability	• Manage price fluctuations through supplier management. • Negotiate with suppliers to minimise cost impacts. • Identify alternative suppliers when needed. • Identify cost drivers and forecast cost changes. • Incorporate predicted cost changes into budgets. • Monitor actual costs against budgets and take corrective action for major deviations.
Credit risk	Failure of debtors to meet obligations can disrupt cash flow and operations. Weakens financial stability and reduces ability to fund growth.	• Accelerate debtor collection by timely follow-ups on outstanding payments. • Negotiate with suppliers and take maximum benefit of credit periods received. • Ensure contracts define clear payment policies • Closely monitor student payment collections
Liquidity risk	Insufficient liquid assets may cause operational delays and inability to meet obligations. Further, it limits responsiveness to opportunities and reduces operational resilience.	• Implemented tighter budgetary controls and reduced unnecessary expenditures. • The Council reviews and approves all financial transactions to ensure liquidity stability. • Ensuring financial stability through expense reductions. • Improved financial planning and forecasting mechanisms.

RISK MANAGEMENT

RISK TYPE	IMPACT TO OPERATIONS AND VALUE CREATION	MITIGATION ACTION
Market risk		
Interest rate risk	Fluctuating interest rates lead to increased borrowing costs and financial unpredictability. Impacts profitability and reduces funds available for strategic plans.	• Interest rates were reduced when compared to last year. SLIM reviewed its investment and loan portfolios to minimise exposure to fluctuating interest rates.
Foreign currency risk	Exchange rate fluctuations can increase the cost of services or goods sourced from overseas and disrupt cash flow. Moreover, this negatively impacts profitability and affect financial stability.	• Cost of rupee depreciation is often transferred to students with price increases
Price risk	Volatility in prices affects cost control and efficiency, and reduced margins. Budget limitations of corporate clients were concerns for increasing revenue through training programs and events.	• Sourcing multiple vendors • Regularly review vendor prices • Reduce unnecessary purchases
Risks from market competition	Rising competition in the corporate training space evolving and becoming more complex client requirements	• Strengthened client engagement • Expanded customised corporate training offerings • Grew business partnerships • Enhanced sales initiatives to sustain growth
IT Risks		
System vulnerabilities	Unaddressed vulnerabilities in online platforms and enterprise systems can expose data and disrupt routine operations.	• Maintain enterprise-grade firewalls and endpoint security • Apply regular operating system and software patches • Continuously monitor event logs and security alerts to identify and resolve issues promptly.
Cyber-attacks and malware threats	Attacks disrupt learning, services, compromise data, and affect continuity.	• Layered security controls (E.g., firewall protection, endpoint security, email filtering, attachment restrictions, awareness programmes, monitoring, and backup)
Business continuity and disaster recovery risk	Unexpected disruptions can cause downtime, data access issues, and service delays.	• Disaster Recovery Plan Regular backups of shared folders and organisation data
Sensitive data leakage	Unauthorised disclosure of student or member data will cause reputational harm and loss of trust.	• Limit access by role and restrictions on data exports
Data protection compliance risk	Non-compliance with the Personal Data Protection Act, No. 9 of 2022, could result in legal, regulatory, and reputational consequences.	• Maintain internal policies/procedures on responsible data handling • Continue reviewing practices to strengthen compliance. • Staff training to educate on data protection
Human error and low awareness	Staff mistakes such as responding to phishing emails, using weak passwords, or mishandling data increase exposure to security incidents.	• Cybersecurity awareness during staff induction programmes • Awareness at regular staff training on phishing, password security, safe email practices, responsible IT use, and good cyber conduct

RISK TYPE	IMPACT TO OPERATIONS AND VALUE CREATION	MITIGATION ACTION
Audit and assurance gap	Without proper auditing, weaknesses may increase security incidents	• Ongoing review and monitoring of cybersecurity controls • Formal cybersecurity audits and penetration testing
Operational and Other Risks		
Operational Risks	Risks related to potential disruptions due to programme revamps and accreditation processes. May also include potential delays in introducing new programmes and strain on academic delivery if processes are not managed well	• Plan and manage programme updates in a systematic way. • Align programmes with the National Quality Framework by obtaining TVEC accreditation. • Implement new programmes using clear implementation plans. • Ensure academic delivery continues smoothly by carefully monitoring and managing execution.
Staff retention risk	High turnover rates disrupt productivity, create skill gaps, and increase recruitment and training costs.	• Strengthening our employee value proposition • Continuous investment in training and development • Offer opportunities for career progression • Maintain a high level of employee engagement
Compliance risk	Risk of non-compliance with the Ministry of Education's standards and guidelines. This could result in potential programme approval and accreditation delays and possible penalties.	• Advancing with TVEC accreditation and aligning programmes with national standards. • Regular programme reviews, documentation updates, and strengthened quality assurance. • Engagement with regulatory authorities and implementation of corrective actions.
Reputational risk	Negative public perception and stakeholder feedback due to delays in programs and misalignment with industry expectations, which could damage SLIM's brand and organisational reputation.	• Managed communication with stakeholders to minimise reputational losses. • Corrective actions to restore credibility. • Active monitoring of stakeholder responses and learner satisfaction. • Continuous curriculum enhancement and introduction of industry relevant programmes. • Collaboration with regulatory agencies and robust quality assurance. • Strengthening academic progression pathways and industry involvement.
Fraud Risk	Threats due to financially related fraudulent activities. Potential financial losses and reputational damage.	• Strengthened internal controls and standardised registration procedures. • Approval workflows and document verification. • Secure fee collection procedures and system based record management. • Segregation of duties and frequent compliance monitoring.

RISK REPORTING

Risk reporting remained unchanged in the period under consideration, with the Audit Committee maintaining continued oversight of risk management, reporting directly to the Council of Management and Executive Committee.

FINANCIAL CALENDAR

Authorisation for issue of Audited financial Statements for 2025	20th March 2026
Circulating Financial Statements to Members for 2025	23rd March 2026
Held 56th Annual General Meeting	30th March 2026 and reconvened on 08th April 2026
Submit the Financial Statement for 2025 to Department of Inland Revenue	29th November 2026
Submit the Monthly Financial Statement to the Executive Committee	15th Following Month
Annual Inventory Verification	31st December 2025

FINANCIAL REPORTS

The kangaroo combines safe asset transportation with powerful forward mobility, mirroring SLIM's strategic approach to capital management. Reinforced with integrated vault plating and a precision storage grid, this enhanced guardian symbolises the impenetrable protection of our financial reserves alongside disciplined fiscal oversight. By fusing natural strength with engineered security, SLIM maintains a resilient balance sheet while funding future expansion. This robust financial foundation safeguards institutional resources, driving sustained profitability and empowering SLIM to confidently invest in long term national initiatives and sustainable institutional growth.

EXECUTIVE COMMITTEES' STATEMENT OF INTERNAL CONTROL OVER FINANCIAL REPORTING

REQUIREMENT

The Section D.1.5 of the 'Code of Best Practice on Corporate Governance 2017' (The Code) issued by the Institute of Chartered Accountants of Sri Lanka recommends that the Executive Committee present a Statement on Internal Controls in the Annual Report.

RESPONSIBILITY

The Executive Committee is responsible for ensuring the adequacy and effectiveness of internal controls at the Sri Lanka Institute of Marketing. However, this system is designed to manage key risk areas within an acceptable risk framework rather than completely eliminate the risk of failing to achieve the Institute's business objectives and policies. Therefore, the internal control system can provide reasonable but not absolute assurance against material misstatements in management and financial information, records, or potential financial losses and fraud.

The Executive Committee has implemented an ongoing process to identify, evaluate, and manage significant risks faced by the Institute. This process includes strengthening the internal control system in response to changes in the business environment or regulatory requirements. The Executive Committee regularly reviews this process in line with the "Directors' Statement on Internal Control" guidelines issued by the Institute of Chartered Accountants of Sri Lanka.

The Executive Committee believes that the existing internal control systems for financial reporting are sound and sufficient to provide reasonable assurance regarding the accuracy and reliability of financial statements prepared for external purposes, ensuring compliance with relevant accounting principles and regulatory standards.

KEY INTERNAL CONTROL PROCESSES

The key processes that have been established by the Executive Committee in reviewing the adequacy and integrity of the system of internal controls include the following:

- Subcommittees have been established to support the Executive Committee in overseeing the Institute's daily operations, ensuring they align with corporate objectives, strategies, the annual budget, and approved policies and business directions.
- Policies and procedures covering all functional areas of the Institute are developed and approved by the Executive Committee or relevant subcommittees. These policies and procedures are periodically reviewed and reapproved.
- The Institute's Internal Auditor continuously monitors compliance with policies and procedures and assesses the effectiveness of internal controls using sampling and rotational techniques. Significant non-compliance findings are highlighted, with audits scheduled on a quarterly basis.
- The Annual Audit Plan is reviewed and approved by the Audit, Compliance, Risk Management, and Ethics Committee, with audits conducted across most divisions, functions, and branches.
- The Audit, Compliance, Risk Management, and Ethics Committee reviews internal control issues identified by both internal and external auditors and ensures that corrective actions are taken as necessary.
- The Institute's in-house Internal Auditor records the minutes of the Audit, Compliance, Risk Management, and Ethics Committee meetings, which are then presented at the Executive Committee meetings.
- A Finance Committee has been established with the necessary authority to ensure effective financial management and oversight of the Institute's financial decisions.
- Financial statements are prepared in accordance with Sri Lanka Accounting Standards and applicable statutory requirements.

CONFIRMATION

Based on the above processes, the Executive Committee confirms that the Financial Reporting system of the Company has been designed to provide reasonable assurance regarding the reliability of Financial Reporting and preparation of Financial Statements for external purposes and has been done in accordance with the Sri Lanka Accounting Standards for small and medium size enterprises ("SLFRS for SMEs").

By order of the Executive Committee

Prof. (Dr.) Dewasiri N Jayantha
President
Sri Lanka Institute of Marketing

Mr. Asanka Perera
Treasurer
Sri Lanka Institute of Marketing

Mr. Chamil Wickramasinghe
CEO
Sri Lanka Institute of Marketing

STATEMENT OF EXECUTIVE COMMITTEE'S RESPONSIBILITIES

EXECUTIVE COMMITTEES' RESPONSIBILITIES FOR THE PREPARATION OF FINANCIAL STATEMENTS

This statement of Executive Committees' Responsibilities is to be read in conjunction with the Auditor's Report and is made to distinguish the respective responsibilities of the Executive Committee and of the Auditors in relation to the Financial Statements contained in this Annual Report.

The Executive Committee is responsible for the preparation and fair presentation of these financial statements in accordance with the Sri Lanka Accounting Standard for small and medium size enterprises ("SLFRS for SMEs"). This responsibility includes: designing, implementing and maintaining internal controls relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

The Executive Committee confirms that the Financial Statements of the Institute for the year ended 31st December 2025 presented in this Annual Report have been prepared in accordance with the Sri Lanka Accounting Standard for small and medium size enterprises ("SLFRS for SMEs"). In preparing the Financial Statements, the Executive Committee has selected the appropriate accounting policies and has applied them consistently. Reasonable and prudent judgments and estimates have been followed and the Financial Statements have been prepared on a going concern basis.

The Executive Committee is of the view that adequate funds and other resources are available within the Institute to continue in its operation in the foreseeable future.

The Executive Committee has taken all reasonable steps expected of them to safeguard the assets of the Institute and to establish appropriate systems of internal controls in order to prevent, deter and detect any fraud, misappropriation or other irregularities. The Executive Committee has also taken all reasonable steps to ensure that the Institute maintains adequate and accurate accounting books of record which reflect the transparency of transactions and provide an accurate disclosure of the Institute's financial position.

The Executive Committee is required to provide the Auditors with every opportunity to take whatever steps and undertake whatever inspections they consider appropriate for the purpose of enabling them to give their Audit Report.

The Executive Committee is of the view that they have discharged their responsibilities in this regard.

COMPLIANCE REPORT

The Executive Committee, to the best of its knowledge, all taxes payable by the Institute and all contributions, taxes payable on behalf of the employees of the Institute, and all other known statutory obligations as at the balance sheet date have been paid or provided for in the Financial Statements.

By order of the Executive Committee

Mr. Asanka Perera
Treasurer
Sri Lanka Institute of Marketing

INDEPENDENT AUDITOR'S REPORT

KPMG
(Chartered Accountants)
32A, Sir Mohamed Macan Markar Mawatha,
P. 0. Box 186,
Colombo 00300, Sri Lanka.

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TO THE MEMBERS OF SRI LANKA INSTITUTE OF MARKETING

REPORT ON THE AUDIT OF THE FINANCIAL STATEMENTS

OPINION

We have audited the financial statements of Sri Lanka Institute of Marketing ("the Institute"), which comprise the statement of financial position as at 31 December 2025, and statement of profit or loss, statement of changes in accumulated fund, statement of cash flows for the year then ended, and notes to the financial statements, including a summary of material accounting policies.

In our opinion, the accompanying financial statements give a true and fair view of the financial position of the Institute as at 31 December 2025, and its financial performance and cash flows for the year then ended in accordance with Sri Lanka Accounting Standard for Small and Medium-sized Entities ("SLFRS for SMEs").

BASIS FOR OPINION

We conducted our audit in accordance with Sri Lanka Auditing Standards (SLAuSs). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Institute in accordance with the Code of Ethics for professional Accountants issued by CA Sri Lanka (Code of Ethics) and we have fulfilled our other ethical responsibilities in accordance with the Code of Ethics. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

OTHER INFORMATION

The Council is responsible for other information. These Financial statements do not comprise other information.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

RESPONSIBILITIES OF THE COUNCIL AND THOSE CHARGED WITH GOVERNANCE FOR FINANCIAL INFORMATION

The Council is responsible for the preparation of financial statements that give a true and fair view in accordance with Sri Lanka Accounting Standard for Small and Medium-sized Entities ("SLFRS for SMEs") and for such internal control as the Council determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Council is responsible for assessing the Institute's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Institute or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Institute's financial reporting process.

AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with SLAuSs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of the auditor's responsibilities for the audit of the financial statements is located at Sri Lanka Accounting and Auditing Standards website at: http://slaasc.com/auditing/auditorsresponsibility.php. This description forms part of our auditor's report.

REPORT ON OTHER LEGAL AND REGULATORY REQUIREMENTS

As required by section 163 (2) of the Companies Act No. 07 of 2007, we have obtained all the information and explanations that were required for the audit and as far as appears from our examination, proper accounting records have been kept by the Institute.

CHARTERED ACCOUNTANTS

Colombo, Sri Lanka
20 March 2026

STATEMENT OF FINANCIAL POSITION

As at 31 December,	Notes	2025 Rs.	2024 Rs.
Assets			
Non-current assets			
Property, plant and equipment	2	**95,404,308**	49,065,994
Intangible assets	3	**13,199,741**	15,588,628
Work in progress	4	**33,320,785**	38,520,005
Deferred tax asset		**2,708,392**	2,928,460
Total non-current assets		**144,633,226**	106,103,087
Current assets			
Inventories	5	**3,773,116**	3,763,443
Trade and other receivables	6	**86,657,452**	100,909,236
Income tax receivable		**-**	645,325
Deposits and prepayments	7	**49,348,617**	45,462,381
Cash and cash equivalents	8	**349,495,466**	308,974,502
Total current assets		**489,274,651**	459,754,887
Total assets		**633,907,877**	565,857,974
Accumulated fund			
Accumulated fund		**473,794,067**	403,123,219
Total equity		**473,794,067**	403,123,219
Non-current liabilities			
Interest bearing borrowings	9	**21,104,933**	-
Lease liability	10	**3,184,259**	-
Employee benefit obligations	11	**15,123,000**	16,998,305
Total non-current liabilities		**39,412,192**	16,998,305
Current liabilities			
Interest bearing borrowings	9	**6,512,886**	-
Lease liability	10	**1,886,775**	-
Accrued expenses and other payables	12	**49,468,374**	21,755,322
Advance received	13	**16,440,999**	71,018,359
Current tax liability		**18,869,082**	5,446,466
Bank overdraft	8	**27,523,502**	47,516,303
Total current liabilities		**120,701,618**	145,736,450
Total liabilities		**160,113,810**	162,734,755
Total equity and liabilities		**633,907,877**	565,857,974

The Financial Statements are to be read in conjunction with the related notes, which form an integral part of these Financial Statements of the Institute.

The Council Members are responsible for the preparation and presentation of these Financial Statements in accordance with SLFRS for SMEs.

Approved and signed for and on behalf of the Council:

Hon. President

Hon.Treasurer

Chief Executive Officer

Head of Finance

20.03.2026
Colombo

STATEMENT OF PROFIT OR LOSS

For the year ended 31 December,	Notes	2025 Rs.	2024 Rs.
Revenue	14	**517,269,018**	437,158,006
Direct cost	15	**(165,103,580)**	(149,668,689)
Contribution		**352,165,438**	287,489,317
Other income	16	**63,564,464**	26,118,522
Administrative expenses	17	**(305,343,279)**	(269,032,353)
Other operating expenses	18	**(37,526,154)**	(33,292,414)
Net finance income	19	**19,522,976**	23,738,634
Surplus for the year before tax		**92,383,445**	35,021,706
Taxation	20	**(21,712,597)**	(4,535,107)
Surplus for the year after tax		**70,670,848**	30,486,599

The Financial Statements are to be read in conjunction with the related notes, which form an integral part of these Financial Statements of the Institute.

STATEMENT OF CHANGES IN ACCUMULATED FUND

For the year ended 31 December,	Accumulated fund Rs.	Total Rs.
Restated balance as at 31 December 2023	**372,636,620**	372,636,620
Surplus for the year after tax expense	**30,486,599**	30,486,599
Balance as at 31 December 2024	**403,123,219**	403,123,219
Surplus for the year after tax expense	**70,670,848**	70,670,848
Balance as at 31 December 2025	**473,794,067**	473,794,067

The Financial Statements are to be read in conjunction with the related notes, which form an integral part of these Financial Statements of the Institute.

STATEMENT OF CASH FLOWS

For the year ended 31 December,	Notes	2025 Rs.	2024 Rs.
Cash flows from operating activities			
Profit Before Tax		**92,383,445**	35,021,706
Adjustments for non-cash income and expenses:			
Depreciation of property, plant and equipment		**15,341,578**	4,780,053
Amortization of intangible assets		**2,388,887**	2,495,052
Provision for gratuity		**(612,805)**	1,166,170
Interest income on investments		**(24,989,574)**	(28,269,132)
Provision for impairment of trade receivable		**(959,110)**	6,862,987
Provision for non-moving inventory item		**(494,297)**	2,696,545
Interest expenses		**5,466,598**	4,530,498
Provision for the university payment		**-**	1,157,683
Operating surplus before working capital changes		**88,524,722**	30,441,562
Changes in;			
Inventories		**484,624**	4,601,551
Trade and other receivables and prepayments		**11,324,658**	(9,854,197)
Accrued expenses and advance received		**(26,864,308)**	(32,934,010)
Cash (used in)/generated from operations		**73,469,696**	(7,745,094)
Gratuity paid during the year		**(1,262,500)**	(908,013)
Interest paid during the year		**(5,466,598)**	(4,530,498)
Tax paid during the year		**(7,424,588)**	-
Net cash (used in)/generated from operating activities		**59,316,010**	(13,183,605)
Cash flows from investing activities			
Net proceeds from sale of equipment		**-**	1,680,267
Purchases of property plant and equipment		**(61,679,891)**	(2,083,876)
Addition to capital working-in-progress		**5,199,220**	(30,599,788)
Reinvested interest income		**24,989,574**	28,269,132
Net cash generated from/(used in) investing activities		**(31,491,097)**	(2,734,265)
Cash flows from Financing activities			
Bank borrowings obtained during the year		**30,000,000**	-
Bank borrowings paid during the year		**(2,382,182)**	-
Lease obtained during the year		**5,950,000**	-
Lease payment during the year		**(878,966)**	-
Net cash generated from/(used in) investing activities		**32,688,852**	-
Net increase in cash and cash equivalents		**60,513,765**	(15,917,870)
Cash and cash equivalents at the beginning of the year		**261,458,199**	277,376,069
Cash and cash equivalents at the end of the year (Note 8)		**321,971,964**	261,458,199
Analysis of cash and cash equivalents at the end of the year			
Cash in hand		**744,898**	3,304,347
Cash at bank		**23,764,159**	7,171,368
Bank overdraft		**(27,523,502)**	(47,516,303)
Short term investment		**324,986,409**	298,498,787
Cash and cash equivalents at the end of the year (Note 8)		**321,971,964**	261,458,199

The Financial Statements are to be read in conjunction with the related notes, which form an integral part of these Financial Statements of the Institute.

NOTES TO THE FINANCIAL STATEMENTS

1. ACCOUNTING POLICIES

1.1 REPORTING ENTITY

Sri Lanka Institute of Marketing, ("the Institute") was incorporated under Parliament Act No. 41 of 1980. The Institute is domiciled in Sri Lanka and the registered address is No. 94, Ananda Rajakaruna Mawatha, Colombo 10.

PRINCIPAL ACTIVITIES

The principal activities of the Institute are as follows:

- To provide membership to those people engaged in the profession of marketing;
- To provide the study of the theory and practice of marketing in all its aspects;
- To register, educate and train any person who is contemplating to become a member of the Institute; and
- To conduct examinations and to grant membership to those who have passed all the examinations and complied with practical training requirements.

1.2 BASIS OF PREPARATION

(A) STATEMENT OF COMPLIANCE

The financial statements have been prepared in accordance with Sri Lanka Accounting Standard for Small and Medium-sized Entities (SLFRS for SMEs).

(B) BASIS OF MEASUREMENT

The financial statements have been prepared on the historical cost basis except for the following material items in the statement of financial position:

- Short-term investments are measured at amortized cost.

(C) FUNCTIONAL AND PRESENTATION CURRENCY

These financial statements are presented in Sri Lankan Rupees, which is the Institute's functional and presentation currency.

(D) USE OF ESTIMATES AND JUDGMENTS

The preparation of financial statements in conformity with Sri Lanka Accounting Standard for Small and Medium-sized Entities (SLFRS for SMEs) requires management to make judgments, estimates and assumptions that affect the application of accounting policies and reported amounts of assets, liabilities, income and expenses. The estimates and associated assumptions are based on historical experience and various other factors that are believed to be reasonable under the circumstances, the result of which forms the basis of making the judgment about carrying values of assets and liabilities that are not readily apparent from other sources. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimates are revised if the revision affects only the financial year or in the period of the revision and future periods if the revision affects both current and future financial years.

1.3 MATERIAL ACCOUNTING POLICIES

The accounting policies set out below have been applied consistently to all periods presented in these financial statements.

(A) FOREIGN CURRENCY

i. Foreign currency transactions

Transactions in foreign currencies are translated in to reporting currency at the rate of exchange ruling at the date of transaction. Monetary assets and liabilities denominated in foreign currencies at the reporting date are retranslated to the functional currency at rate of exchange prevailing at that date. Foreign currency gain or loss on monetary items and exchange differences arising on translation are recognised in the statement of profit or loss.

(B) CASH AND CASH EQUIVALENTS

Cash and cash equivalents comprise cash balances and call deposits with maturity of three months or less from the acquisition date that are subject to an insignificant risk of changes in their fair value, and are used by the Institute in the management of its short-term commitments.

Cash flow statement

Cash flow statement has been prepared using the indirect method.

(C) PROPERTY, PLANT AND EQUIPMENT

(i) Recognition and measurement

Items of property, plant and equipment are measured at cost less accumulated depreciation and accumulated impairment losses.

Cost includes expenditure that is directly attributable to the acquisition of the asset. The cost of self-constructed assets includes the following:

- cost of materials and direct labour;
- any other costs directly attributable to bringing the assets to a working condition for their intended use; and
- When the group of asset to obligation to remove the asset or restore the site, an estimate of the costs of dismantling and removing the items and restoring the site on which they are located, and capitalised borrowing costs.

NOTES TO THE FINANCIAL STATEMENTS

Purchased software that is integral to the functionality of the related equipment is capitalised as part of that equipment.

When parts of an item of property, plant and equipment have different useful lives, they are accounted for as separate items (major components) of property, plant and equipment.

Any gains and losses on disposal of an item of property, plant and equipment are recognised in the statement of profit or loss.

(ii) Subsequent expenditure

Subsequent expenditure is capitalised only when it is probable that the future economic benefits associated with the expenditure will flow to the Institute incurred.

(iii) Depreciation

Items of property, plant and equipment are depreciated on a straight- line basis in statement of profit or loss and accumulated fund over the estimated useful lives of each component.

Items of property, plant and equipment are depreciated from the date that they are installed and are ready for use, or in respect of internally constructed assets, from the date that the asset is completed and ready for use.

The estimated useful lives for the current and comparative periods are as follows:

	Years
Motor vehicles	4
Office equipment	4
Furniture and fittings and office partitions	5
Computer equipment	4
Network accessories	5
Electrical equipment 1	3
Electrical equipment 2	4
Steel cupboard	10
Leasehold motor vehicles	3
Leasehold improvements	5

All assets are depreciated from the month the asset is available for use up to the month of disposal.

Effective 1st January 2025, the Institute changed its useful life of Computer equipment from two years to four years, in accordance with section 10 of SLFRS for SMEs, the change has been applied prospectively.

The leasehold motor vehicles and the leasehold improvements are depreciated over the lease period of the respective assets.

(iv) Intangible assets

Amortization is charged to the statement of profit or loss on the straight-line basis over the estimated useful life of the items of intangible assets. The amortization rate is 10% for all types of intangible assets.

(D) EMPLOYEE BENEFITS

Defined contribution plans

A defined contribution plan is a post-employment benefit plan under which an entity pays fixed contributions in to a separate entity and has no legal constructive obligation to pay further amounts. Obligations for contributions to defined contribution plans are recognised as an employee benefit expense in profit or loss in the periods during which related services are rendered services by employees.

Defined benefit plan

Gratuity is a defined benefit plan. The Institute is liable to pay gratuity in terms of the relevant statute. In order to meet this liability, a provision is carried forward in the statement of financial position, equivalent to an amount calculated based on a half month's salary of the last month of the financial year of all employees for each completed year of service, commencing from the first year of service.

Provision is made for retirement gratuity for all employees, from in respect of gratuity payable under the payment of gratuity act No 12 of 1983. The provision is not invested in a fund outside the Institute. No actuarial valuation has been made.

(E) REVENUE RECOGNITION

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the Institute and the revenue can be reliably measured on an accrual basis. Revenue is measured at the fair value of the consideration received or receivable. The following specific criteria are used for the purpose of recognition of revenue.

i) Course fees

Course fees are accounted for on time accrual basis.

ii) Membership fees and other charges

Membership fees recognised on cash basis and other charges are recognised on an accrual basis when the service has been provided.

iii) Income from programmes

Income from programmes is recognised on the completion of such programme.

(F) EXPENSES

All expenditure incurred in the operations of the business and in maintaining the capital assets in a state of efficiency have been charged to income in arriving at the Institute's surplus/(deficit) for the year.

(G) FINANCE INCOME AND EXPENSES

Finance income comprises gross interest income on funds invested. Interest income is recognised as it accrues in the statement of profit or loss.

(H) TAXATION

(i) Income taxation

The provision for current taxation has been computed in accordance with the Inland Revenue (Amendment) Act No 45 of 2022.

Taxation for the current and previous periods to the extent unpaid is recognised as a liability in the financial statements. When the amount of taxation already paid in respect of current and prior periods exceed the amount due for those periods the excess is recognised as an asset in the financial statements.

(i) Events occurring after the reporting date

All material events after the reporting date have been considered and where appropriate adjustments or disclosures have been made in notes to the financial statements

(J) COMMITMENTS AND CONTINGENCIES

Contingencies are possible assets or obligations that arise from a past event and would be confirmed only on the occurrence or non-occurrence of uncertain future events, which are beyond the Institute's control.

Contingent liabilities and commitments are disclosed in Notes to the financial statements.

NOTES TO THE FINANCIAL STATEMENTS

2. PROPERTY, PLANT AND EQUIPMENT

	Land	Leasehold improvements	Leasehold motor vehicles	Furniture and fittings	Computer equipments	Electrical equipments	Motor vehicles	Total 2025	Total 2024
	Rs.	Rs.	Rs.	Rs.	Rs.	Rs.	Rs.	Rs.	Rs.
Cost									
Balance as at 01 January	37,425,594	-	-	44,596,520	28,607,828	30,497,070	1,430,200	142,557,212	140,473,337
Additions during the year	-	24,650,000	10,084,755	1,809,704	5,104,643	8,630,789	11,400,000	61,679,891	2,083,875
Disposals during the year	-	-	-	(172,000)	-	(1,393,754)	-	(1,565,754)	-
Balance as at 31 December	37,425,594	24,650,000	10,084,755	46,234,224	33,712,471	37,734,105	12,830,200	202,671,349	142,557,212
Accumulated depreciation									
Balance as at 01 January	-	-	-	37,492,924	26,607,714	27,960,380	1,430,200	93,491,218	88,330,543
Charge for the year	-	4,930,000	1,680,791	2,922,178	1,042,089	3,036,045	1,730,474	15,341,577	5,160,675
Depreciation on disposals	-	-	-	(172,000)	-	(1,393,754)	-	(1,565,754)	-
Balance as at 31 December	-	4,930,000	1,680,791	40,243,102	27,649,803	29,602,671	3,160,674	107,267,041	93,491,218
Carrying amount									
As at 31 December 2025	37,425,594	19,720,000	8,403,964	5,991,122	6,062,668	8,131,434	9,669,526	95,404,308	-
As at 31 December 2024	37,425,594	-	-	7,103,596	2,000,114	2,536,690	-		49,065,994

3. INTANGIBLE ASSETS

	Website development and others Rs.	ERP system Rs.	Total Rs.
Cost			
01 January 2025	17,174,759	9,935,638	27,110,397
Additions	-	-	-
Disposals	-	-	-
31 December 2025	17,174,759	9,935,638	27,110,397
Accumulated amortization and impairment			
01 January 2025	6,401,843	5,119,926	11,521,769
Annual amortization	893,612	1,495,275	2,388,886
31 December 2025	7,295,455	6,615,201	13,910,656
Carrying amount			
31 December 2025	9,879,304	3,320,437	13,199,741
31 December 2024	10,772,916	4,815,712	15,588,628

4. WORK IN PROGRESS

As at 31 December,	2025 Rs.	2024 Rs.
SLIM home building project	**7,920,217**	7,920,217
ERP	**3,598,263**	-
LMS	**2,000,000**	-
SLIM Kandy and Matara building project	**19,802,305**	30,599,788
	33,320,785	38,520,005

5. INVENTORIES

As at 31 December,	2025 Rs.	2024 Rs.
Text books	**5,373,355**	3,159,920
Sundry stocks	**3,217,240**	6,062,188
Stationery stock	**1,038,786**	891,897
	9,629,381	10,114,005
Provision for inventory	**(5,856,265)**	(6,350,562)
	3,773,116	3,763,443

NOTES TO THE FINANCIAL STATEMENTS

6. TRADE AND OTHER RECEIVABLES

As at 31 December,	2025 Rs.	2024 Rs.
Trade receivables (Note 6.1)	**81,292,728**	95,234,908
Other receivables	**4,271,991**	4,628,768
Credit card receivable	**-**	225,827
Sampath Bank online receivable	**-**	12,000
Staff loans and advances	**1,092,733**	807,733
	86,657,452	100,909,236

6.1 TRADE RECEIVABLES

As at 31 December,	2025 Rs.	2024 Rs.
Provision for trade receivables	**89,924,055**	104,825,345
	(8,631,327)	(9,590,437)
	81,292,728	95,234,908

7. DEPOSITS AND PREPAYMENTS

As at 31 December,	2025 Rs.	2024 Rs.
Prepayments	**30,151,982**	26,265,746
Deposit for the Kandy building	**7,695,035**	7,695,035
Deposit for the Kithulwatta building	**6,000,000**	6,000,000
Deposit for the SLIM building	**3,900,000**	3,900,000
Refundable deposit - Caravan Fresh	**50,000**	50,000
Deposit for the Matara building	**1,551,600**	1,551,600
	49,348,617	45,462,381

8. CASH AND CASH EQUIVALENTS

As at 31 December,	2025 Rs.	2024 Rs.
Short term investments (Note 8.1)	**324,986,409**	298,498,787
Cash at bank	**23,764,159**	7,171,368
Cash in hand	**744,898**	3,304,347
Cash and cash equivalents	**349,495,466**	308,974,502
Bank overdraft	**(27,523,502)**	(47,516,303)
Cash and cash equivalents as per statement of cash flows	**321,971,964**	261,458,199

8.1 SHORT TERM INVESTMENTS

As at 31 December,	2025 Rs.	2024 Rs.
Fixed deposits	**324,171,806**	297,702,530
Saving deposits	**814,603**	796,257
	324,986,409	298,498,787

9. INTEREST BEARING BORROWINGS

As at 31 December,	2025 Rs.	2024 Rs.
Non-current liabilities		
Bank borrowings	**21,104,933**	-
	21,104,933	-
Current liabilities		
Bank borrowings	**6,512,886**	
	6,512,886	-

10. LEASE LIABILITY

As at 31 December,	2025 Rs.	2024 Rs.
Balance at the beginning of the period	**-**	-
Lease obtained during the period	**5,686,542**	-
Interest charged during the period	**263,458**	-
Payments made during the period	**(878,966)**	-
Balance at the end of the period	**5,071,034**	-
Payable after one year	**3,184,259**	-
Payable within one year	**1,886,775**	-
	5,071,034	-

11. EMPLOYEE BENEFIT OBLIGATION

As at 31 December,	2025 Rs.	2024 Rs.
Balance as at 01 January	**16,998,305**	16,740,149
Provision for the year	**(612,805)**	1,166,169
Payments made during the year	**(1,262,500)**	(908,013)
Balance at 31 December	**15,123,000**	16,998,305

NOTES TO THE FINANCIAL STATEMENTS

12. ACCRUED EXPENSES AND OTHER PAYABLES

As at 31 December,	2025 Rs.	2024 Rs.
Trade creditors	**15,157,681**	6,868,433
Lecture and examiner payments	**1,200,000**	2,301,500
EPF/ ETF	**2,860,377**	2,106,251
Audit fee and professional charges	**1,939,292**	1,801,052
Salary payable	**1,935,927**	3,380,454
VAT payable	**95,617**	1,746,620
PAYE tax	**-**	54,044
Staff welfare	**-**	(850)
Other accruals	**25,944,556**	3,497,818
Credit card receivable	**334,924**	-
	49,468,374	21,755,322

13. ADVANCE RECEIVED

As at 31 December,	2025 Rs.	2024 Rs.
Events advance	**7,865,830**	5,505,771
Education division	**8,575,169**	65,512,588
	16,440,999	71,018,359

14. REVENUE

For the year ended 31 December,	2025 Rs.	2024 Rs.
Education division	**457,274,109**	373,651,848
Membership division	**35,521,759**	27,249,808
Training division	**24,072,350**	30,132,950
SLIM research bureau	**400,800**	6,123,400
	517,269,018	437,158,006

15. DIRECT COST

For the year ended 31 December,	2025 Rs.	2024 Rs.
Education division	**116,933,101**	112,577,290
Membership division	**34,074,157**	15,675,976
Training division	**9,972,332**	18,819,205
Research bureau	**4,123,990**	2,596,218
	165,103,580	149,668,689

16. OTHER INCOME

For the year ended 31 December,	2025 Rs.	2024 Rs.
Contribution from Events Division (Note 16.1)	**53,707,470**	22,249,499
Contribution from World Marketing Forum	**9,249,510**	-
Loss from ASBF Project (Note 16.2)	**(2,492,338)**	-
Sundry income	**319,984**	3,869,023
Penalty income	**2,779,838**	-
	63,564,464	26,118,522

16.1 CONTRIBUTION FROM EVENTS DIVISION

For the year ended 31 December,	2025 Rs.	2024 Rs.
Events Division revenue	**148,581,625**	84,926,757
Events Division expenses	**94,874,155**	(62,677,258)
	53,707,470	22,249,499

16.2 LOSS FROM ASBF PROJECT

For the year ended 31 December,	2025 Rs.	2024 Rs.
ASBF Project income	**3,207,898**	-
ASBF Project expense	**5,700,236**	-
	(2,492,338)	-

17. ADMINISTRATIVE EXPENSES

For the year ended 31 December,	2025 Rs.	2024 Rs.
Staff and staff development costs (Note 17.1)	**156,701,128**	145,328,913
Rent expense	**58,244,604**	49,674,814
Depreciation on property, plant and equipment	**17,743,967**	7,275,105
Electricity	**6,951,105**	9,986,194
Telephone	**9,609,113**	9,609,035
Repairs and maintenance	**17,038,598**	13,732,382
Printing and stationery	**2,365,759**	3,264,095
Insurance	**208,136**	262,647
Sundry expenses	**961,666**	1,180,539
AGM and annual reports	**5,623,711**	2,673,524
House keeping	**5,313,735**	4,277,547
Security charges	**5,409,366**	2,995,122
Travelling - admin	**2,866,455**	3,182,055
Water	**1,401,700**	1,454,756
Courier charges	**371,972**	596,093
Internal audit fee	**1,090,972**	2,307,096
Professional fee	**4,680,903**	2,080,602
Audit fee	**848,320**	689,361
Newspapers and periodicals	**30,340**	190,322
VAT	**5,788,286**	7,324,983
Stamp duty expenses	**2,093,443**	947,168
	305,343,279	269,032,353

NOTES TO THE FINANCIAL STATEMENTS

17.1 STAFF AND STAFF DEVELOPMENT COSTS

For the year ended 31 December,	2025 Rs.	2024 Rs.
Salaries	**87,162,683**	82,740,404
EPF 12%	**10,348,323**	9,678,453
ETF 3%	**2,587,081**	2,419,613
Annual leave encashments	**649,597**	2,263,239
Overtime payments	**6,606,600**	5,538,763
Bonus	**11,021,870**	-
Vehicle allowances	**13,601,449**	12,820,495
Fuel expenses	**10,536,367**	13,427,316
Staff welfare	**6,124,668**	8,667,186
Staff insurance	**4,490,863**	4,178,178
Gratuity	**(612,805)**	1,166,170
Staff award ceremony	**3,007,083**	-
Recruitment expenses	**174,193**	262,184
Staff development costs	**1,003,156**	2,166,912
	156,701,128	145,328,913

18. OTHER OPERATING EXPENSES

For the year ended 31 December,	2025 Rs.	2024 Rs.
Other operating expenses	**-**	232,000
Foreign travelling	**5,836,926**	2,581,126
Provision for impairment of trade receivable	**(959,110)**	6,862,987
Provision for inventory	**(494,297)**	2,696,545
Expenses for the past presidents dinner	**694,560**	522,596
Sustainability and Corporate Social Responsibility expenses	**77,872**	504,247
Exco and meetings	**3,232,653**	1,853,823
Fuel for vehicle	**311,004**	-
Write-off of advance for construction	**-**	4,882,391
Donation	**1,830,059**	-
Write off of bad debts	**26,996,487**	13,156,699
	37,526,154	33,292,414

19. NET FINANCE INCOME

For the year ended 31 December,	2025 Rs.	2024 Rs.
Finance income		
Interest income on investment	**24,989,574**	28,269,132
Less:		
Interest expenses	**(5,466,598)**	(4,530,498)
	19,522,976	23,738,634

20. INCOME TAX EXPENSE

For the year ended 31 December,	2025 Rs.	2024 Rs.
Income tax expenses for the year (Note 20.1)	**21,492,529**	5,446,466
Origination/(Reversal) of deferred tax	**220,068**	(911,359)
	21,712,597	4,535,107

20.1 TAX RECONCILIATION STATEMENT

For the year ended 31 December,	2025 Rs.	2024 Rs.
Profit before taxation	**92,383,445**	35,021,706
Adjustment relating to disallowed expenses	**48,738,328**	21,435,164
Adjustment relating to allowed expenses	**(16,163,221)**	(8,408,999)
Adjustment relating to exempt expenses	**(24,989,574)**	(28,269,132)
Adjusted business profit for the year	**99,968,978**	19,778,739
Interest on fixed deposits income	**24,989,574**	29,743,156
Total statutory income	**124,958,552**	49,521,895
Less: Tax-free allowance	**-**	-
Total taxable income	**124,958,552**	49,521,895
Tax on business income @ 14% (Note 18.2)	**13,995,657**	6,920,490
Tax on investment income @ 30%	**7,496,872**	-
WHT credit	**-**	(1,474,024)
Income tax expense for the year	**21,492,529**	5,446,466

20.2 ACCUMULATED TAX LOSSES

For the year ended 31 December,	2025 Rs.	2024 Rs.
Tax loss brought forward	**-**	89,821
Loss incurred during the year	**-**	-
Tax loss utilised during the year	**-**	(89,821)
Tax loss carried forward	**-**	-

20.3 The Institute is liable for income tax on its taxable income at the rate of 14%. The provision for income tax is based on the elements of the above mentioned income and expenditure reported in the Financial Statements as adjusted for disallowable items, and computed in accordance with the provisions of the Inland Revenue Act No. 24 of 2017 and its amendments thereto.

21. RELATED PARTY TRANSACTIONS

21.1 TRANSACTIONS WITH KEY MANAGEMENT PERSONNEL

The Institute considers its Council members as the key management personnel. There is no compensation paid to key management personnel during the year.

NOTES TO THE FINANCIAL STATEMENTS

22. COMMITMENTS AND CONTINGENCIES

There were no material commitments or contingencies which require adjustments to or disclosures in the Financial Statements.

23. EVENTS OCCURRING AFTER THE REPORTING DATE

Subsequent to the reporting there were no material events occurring which require adjustments to or disclosures in the Financial Statements.

24. LITIGATION AND CLAIMS

There are no litigations and claims against the Institute as at the reporting date other than those disclosed below;

Labour Tribunal of Colombo case No 01/13/2025, the inquiry was based on an application made by Mr. Sanath Senanayake claiming for payment of back wages during the period of suspension.

Labour Tribunal of Colombo case No 13/85/2025, the inquiry was based on an application made by Mr. Samanthilaka Bandara claiming for payment of back wages during the period of suspension.

Management is of the view that the outcome of the case will be favourable to the entity; as such, no provision is made in the Financial Statements.

25. COUNCIL MEMBERS' RESPONSIBILITY TO THE FINANCIAL STATEMENTS

The Council Members are responsible for the preparation and presentation of these Financial Statements in accordance with SLFRS for SMEs.

26. APPROVAL OF FINANCIAL STATEMENTS

These Financial Statements were approved by the Council and authorised for issue on 20 March 2026.

SUPPLEMENTARY INFORMATION

The native star tortoise embodies geometric precision and enduring resilience, anchoring the final disclosures and statutory reporting of SLIM. Reinforced with an interlocking titanium vault matrix across its carapace, this enhanced creature symbolises the Institute's unyielding structural integrity and transparent compliance. By elevating native strength through technological ingenuity, SLIM guarantees seamless reporting standards and an expansive nationwide presence. Remaining steadfast against external economic pressures, this supplementary section reinforces institutional trust, providing a rock-solid foundation for future growth and ensuring total transparency for all stakeholders across Sri Lanka.

FIVE YEAR SUMMARY

STATEMENT OF PROFIT OR LOSS

For the year ended 31st December	2025 Rs	2024 Rs	2023 Rs	2022 Rs	2021 Rs
Revenues	**517,269,018**	437,158,006	389,520,084	382,173,461	371,205,852
Direct Cost	**(165,103,580)**	(149,668,689)	(166,726,182)	(145,289,430)	(128,970,770)
Contributions	**352,165,438**	287,489,317	222,793,902	236,884,031	242,235,082
Other Income	**63,564,464**	26,118,522	10,832,517	14,472,823	8,239,411
Administrative expenses	**(305,343,279)**	(269,032,353)	(266,983,944)	(227,198,713)	(193,235,306)
Other Operating expenses	**(37,526,154)**	(33,292,414)	(24,815,775)	(8,411,621)	(8,373,000)
Net Finance income	**19,522,976**	23,738,634	50,703,249	34,660,649	7,057,159
Surplus for the year before tax	**92,383,445**	35,021,706	(7,470,051)	50,407,169	55,923,346
Taxation	**(21,712,597)**	(4,535,107)	(388,599)	138,009	(7,620,747)
Surplus for the year after tax	**70,670,848**	30,486,599	(7,858,650)	50,545,178	48,302,599

STATEMENT OF FINANCIAL POSITION

For the year ended 31st December	2025 Rs	2024 Rs	2023 Rs	2022 Rs	2021 Rs
Assets					
Non current assets					
Property, plant and equipment	**95,404,308**	49,065,994	52,142,794	47,913,015	48,801,061
Intangible assets	**13,199,741**	15,588,628	9,289,560	5,297,453	6,501,412
Working in progress	**33,320,785**	38,520,005	11,450,217	11,900,217	21,215,000
Deferred tax asset	**2,708,392**	2,928,460	2,017,100	2,405,699	1,735,863
Total Non Current Assets	**144,633,226**	106,103,087	74,899,671	67,516,384	78,253,336
Current assets					
Inventories	**3,773,116**	3,763,443	8,364,994	4,697,143	3,929,905
Trade and other receivables	**86,657,452**	100,909,236	83,930,274	94,343,644	64,932,647
Income tax receivable	**-**	645,325	645,325	-	-
Deposits and prepayments	**49,348,617**	45,462,381	38,337,616	41,015,882	51,161,201
Cash and cash equivalents	**349,495,466**	308,974,502	341,031,776	286,373,099	261,161,528
Total current assets	**489,274,651**	459,754,887	472,309,985	426,429,768	381,185,281
Total assets	**633,907,877**	565,857,974	547,209,656	493,946,152	459,438,617
Accumulated fund, reserves and liabilities					
Accumulated fund and reserves					
Accumulated fund	**473,794,067**	403,123,219	372,636,621	393,173,219	342,628,041
Total accumulated fund and reserves	**473,794,067**	403,123,219	372,636,621	393,173,219	342,628,041

For the year ended 31st December	2025 Rs	2024 Rs	2023 Rs	2022 Rs	2021 Rs
Non current liabilities					
Interest bearing borrowings	**21,104,933**				
Lease liability	**3,184,259**				
Employee benefit obligations	**15,123,000**	16,998,305	16,740,149	14,847,270	13,785,187
Total non current liabilities	**39,412,192**	16,998,305	16,740,149	14,847,270	13,785,187
Current liabilities					
Interest-bearing borrowings	**6,512,886**				
Lease liability	**1,886,775**				
Accrued Expenses and other payables	**49,468,374**	21,755,322	54,689,332	20,838,861	48,773,954
Advance received	**16,440,999**	71,018,359	39,487,847	49,987,758	48,226,215
Current tax liability	**18,869,082**	5,446,466	-	2,671,136	6,025,220
Bank overdraft	**27,523,502**	47,516,303	63,655,707	12,427,908	-
Total current liabilities	**120,701,618**	145,736,450	157,832,886	85,925,663	103,025,389
Total Liabilities	**160,113,810**	162,734,755	174,573,035	100,772,933	116,810,576
Total accumulated fund, reserves and liabilities	**633,907,877**	565,857,974	547,209,656	493,946,152	459,438,617

CASH FLOW STATEMENT

For the year ended 31st December	2025 Rs	2024 Rs	2023 Rs	2022 Rs	2021 Rs
Cash flow from operating activities					
Surplus for the year before tax	**92,383,445**	35,021,706	(5,401,215)	50,407,169	55,923,346
Adjustment for non - cash income and expenses:					
Depreciation on property, plant and equipment	**15,341,578**	4,780,053	5,686,210	6,424,343	6,329,311
Amortisation of intangible assets	**2,388,887**	2,495,052	1,247,634	1,203,958	1,273,671
Provision for gratuity	**(612,805)**	1,166,170	4,048,519	2,894,742	3,054,323
Interest income on investment	**(24,989,574)**	(28,269,132)	(55,605,911)	(37,224,374)	(9,224,633)
Interest Expenses	**5,466,598**	4,530,498	(4,902,662)	2,563,725	2,167,474
Provision for Impairment of trade receivable	**(959,110)**	6,862,987	(8,745,318)	(113,366)	(990,375)
Provision for Non-Moving Inventory Items	**(494,297)**	2,696,545	(1,245,681)	525,687	(430,289)
Provision for University Payment	**-**	1,157,683	-	-	-
Operating profit before working capital changes	**88,524,722**	30,441,562	(64,918,424)	26,681,884	58,102,828
Changes in,					
Decrease/ (Increase) in inventories	**484,624**	4,601,551	(2,422,170)	(1,292,926)	3,491,547
Trade and other receivable and prepayments	**11,324,658**	(9,854,197)	21,836,954	(19,152,311)	(5,475,799)
Accrued expenses and advance received	**(26,864,308)**	(32,934,010)	8,603,776	(26,173,550)	26,216,214
Cash flow generated from operating activities	**73,469,696**	(7,745,094)	(36,899,864)	(19,936,903)	82,334,790
Gratuity paid during the year	**(1,262,500)**	(908,013)	(2,155,640)	(1,832,659)	(2,019,444)
Interest paid during the year	**(5,466,598)**	(4,530,498)	4,902,662	(2,563,725)	(2,167,474)
Tax paid during the year	**(7,424,588)**	-	(3,316,462)	(3,885,910)	(3,491,541)
Net cash generated from operating activities	**59,316,010**	(13,183,605)	(37,469,304)	(28,219,197)	74,656,331

FIVE YEAR SUMMARY

For the year ended 31st December	2025 Rs	2024 Rs	2023 Rs	2022 Rs	2021 Rs
Cash flow from investing activities					
Net Proceeds from sale of Equipments	**-**	1,680,267	275,948	-	-
Purchase of property, plant and equipment	**(61,679,891)**	(2,083,876)	(10,191,938)	(5,536,297)	(6,595,857)
Addition to capital working-in Progress	**5,199,220**	(30,599,788)	450,000	9,314,783	(3,030,000)
Addition to intangible assets		-	(5,239,730)	-	-
Interest received		-	-	-	238,838
Reinvested interest income	**24,989,574**	28,269,132	55,605,911	37,224,374	8,985,797
Net cash used in investing activities	**(31,491,097)**	(2,734,265)	40,900,191	41,002,860	(401,222)
Cash flows from Financing activities					
Bank borrowings obtained during the year	**30,000,000**				
Bank borrowings paid during the year	**(2,382,182)**				
Lease obtained during the year	**5,950,000**				
Lease payment during the year	**(878,966)**				
Net cash generated from/(used in) investing activities	**32,688,852**	-	-	-	-
Net increase/ (decrease) in cash and cash equivalents	**60,513,765**	(15,917,870)	3,430,887	12,783,663	74,255,107
Cash and cash equivalents at the beginning of the year	**261,458,199**	277,376,069	273,945,191	261,161,528	186,906,421
Cash and cash equivalents at the end of the year	**321,971,964**	261,458,199	277,376,078	273,945,191	261,161,528
Analysis of cash and cash equivalents at the end of the year					
Cash in hand	**744,898**	3,304,347	1,097,034	1,460,251	5,953,113
Cash in bank	**23,764,159**	7,171,368	9,628,194	770,631	10,787,421
Bank overdraft	**(27,523,502)**	(47,516,303)	(63,655,707)	(12,427,908)	-
Short term investment	**324,986,409**	298,498,787	330,306,548	284,142,217	244,420,994
Cash and cash equivalents at end of the year (Note 8)	**321,971,964**	261,458,199	277,376,069	273,945,191	261,161,528

NOTICE OF MEETING

To: All Founder Members, Honorary Members, Fellows, and Members of the institute

From: Manthika Ranasinghe, Hony. Secretary

Subject: NOTICE FOR THE ANNUAL GENERAL MEETING AND

NOMINATIONS TO THE EXECUTIVE COMMITTEE OF THE INSTITUTE FOR THE YEAR 2026/2027

Date: 23rd February 2026

The 56th Annual General Meeting of the Institute will be held on Monday 30th March 2026 at Galle Face Hotel, Colombo, commencing at 18:30 Hrs.

In terms of Article 15.2 of the SLIM rules, notice is hereby given that nominations to the Executive Committee shall be received by me up to 16:00 hrs. on Tuesday 10th March 2026 at the “SLIM Home”, #95, Ananda Rajakaruna Mawatha, Colombo 10.

Therefore, nominations will be received for the following positions:

1.President (01 Position)

2.Vice Presidents (02 Positions)

3.Hon. Secretary (01 Position)

4.Hon. Treasurer (01 Position)

5.Hon. Assistant Secretary (01 Position)

6.Committee Members (10 Positions)

Please note below the applicable articles in the Rules of Sri Lanka Institute of Marketing;

- Article 9.4 of the SLIM rules, Nominations for the position of President shall only be of members of the Institute who have served as a member of the Council of Management OR Executive Committee for a period of two (2) consecutive years immediately prior to the year for which the nomination is presented.
- Article 9.5 of the SLIM rules, Nominations for the positions of two (2) Vice Presidents and the Honorary Secretary shall only be of members of the Institute who have served as a member of the Council of Management OR Executive Committee for a period of one (1) year immediately prior to the year for which the nomination is presented.
- Article 01 (iii) of the SLIM rules, Honorary Members shall be those who are invited by the Executive Committee and are Proposed as Members at a General Meeting, as being persons distinguished in Marketing or in a related field. They will not be required to pay an Admission Fee or Annual Subscriptions. Eligibility for Voting would be for those Members who have been upgraded from a Voting Membership category. An Honorary Member shall hold a life membership under this category.
- Article 2.1 of the SLIM rules, Only Founder Members, Honorary Members (if upgraded from a voting membership category), Fellow Members, Fellow Life Members, Life Members and Members shall have the right to Vote provided those Members have paid the relevant Subscription Fee.
- Article 15.2 of the SLIM rules, All such nominations must be in writing and must contain the names and signatures of the person nominated and his/her proposer and seconder both of whom shall be members who are entitled to vote. These nominations must be received by the Hon. Secretary within 14 days of the date of the notice calling for nominations.

The notice of resolution is enclosed.

Manthika Ranasinghe
Hony. Secretary

NOTICE OF MEETING

To: All Founder Members, Honorary Members, Fellows, and Members of the Institute

From: Manthika Ranasinghe, Hony. Secretary

Subject: Notice of Resolutions and Amendments to the Rules of Sri Lanka Institute of Marketing

Date: 23rd February 2026

Notice of any resolutions and amendments to the Articles and Rules of the Sri Lanka Institute of Marketing duly proposed and seconded will be received by me, up to 16:00 hrs. on Tuesday, 10th March 2026 at "SLIM Home", #95, Ananda Rajakaruna Mawatha, Colombo 10.

Manthika Ranasinghe
Hony. Secretary

ISLAND-WIDE SLIM ACCREDITED STUDY CENTRES

1. Badulla Accredited SLIM Study Centre

Star Gate Educational Centre
315, Viharagoda,
Badulla.
0702 559 669 - Mr. Sudath
ABMSRILANKA@YAHOO.COM

2. Bandarawela Accredited SLIM Study Centre

The BRIDGE Lanka,
527 2/1, Badulla Road,
Bandarawela.
0701 910 940 – Ms.Sujitha
sujitha@bookbridge.org
aravinth.bookbridge@gmail.com

3. Kegalle Accredited SLIM Study center

IBM Technology
No:A/53/B, Gurullelawa,
Moronthota, Kegalle.
0777 435 934/0713 853 297 – Mr. Lal
lalprem77@gmail.com

4. Trincomalee Accredited SLIM Study Centre

Royal International College of Higher Education
No 07, Church Road,
Trincomalee.
0777 292 475/ 0768 261 395 – Mr.Mayuran
myuran.rii@gmail.com
jananyjana@gmail.com
myuran@riche.lk

5. Hatton Accredited SLIM Study center

American College of Higher Studies
No - 88/02, Dunbar Road,
Hatton.
0711 106 363 – Mr.Chandramohan
achsnp@gmail.com; mohan1681@gmail.com

6. Jaffna Accredited SLIM Study Centre

CB Metro Campus
381, Ground floor, Kasturiyar Road,
Jaffna.
0777 351 376/ 0777 570 038 Mr. Suthan
cbmetrocampus@gmail.com
lk.sana@yahoo.com

7. Nuwara Eliya Accredited SLIM study center

Asian Campus of Management and Technology (ACMT)
17/1, Grand Hotel Road,
Nuwara-Eliya.
0774 299 830/0774056453 Mr.Seelan
akrseelan@gmail.com

8. Kuliyapitiya I Accredited SLIM study Centre

Future Tec Institution
2nd Floor, No 149,
Ananda Furniture Building, Kurunegala, Narammala, Madampe Rd,
Kuliyapitiya.
0716414854 Mr.Santhusha
santhushaj@gmail.com

9. Negombo Accredited SLIM study Centre

Acquire Institute,
210, Sea Street,
Negombo.
0704310445 Mr.Santhush
santhushf@gmail.com

10. Kilinochchi Accredited SLIM Study Centre

ACIDM (Asia Chartered Institute of Digital Marketing)
155-mile post,
A9 road, Kilinochchi.
0779 607 705/0775 632 749 – Miss. Kalawathi
Srisharan.es@gmail.com
sharan@acidm.asia
kals@acidm.asia

11. Kuliyapitiya II Accredited SLIM Study Centre

LTC Educational Centre (PVT) Ltd
277/A, Madampe Road,
Kuliyapitiya.
0773 387 785 Mr. Buddhika
buddhikahabw@gmail.com
ltcedukuliyapitiya@gmail.com

12. Akkaraipattu Accredited SLIM Study Centre

IGates International Campus
304, Nawfer Complex,
304, Main street,
Akkaraipattu.
0773 527 593 – Mr.Arsath
arsathar01@gmail.com

13. Galle Accredited SLIM Study Centre

Landmark management Consultants (PVT) ltd
Colombo road,
Kaluwella,
Galle.
0727 546 880 – Miss Sandya
landmarkmanagementconsultanats@gmail.com

14. Beruwala Accredited SLIM Study Centre

The Legend Collage (PVT) ltd
No,48/11, Markar Avenue, Maradana, Beruwala.
0763 288 767/0774 890 463 – Mr.Azri
A4AZRI@GMAIL.COM

ISLAND-WIDE SLIM ACCREDITED STUDY CENTRES

15. Kurunegala II Accredited SLIM Study Centre

Industrial service bureau
No.141, Kandy Road, Kurunegala
0714 394 642/ 0768 844 350 - Miss. Ewanthi
Anushab@isb.lk
ewanthinanayakkara@gmail.com

16. Batticaloa Accredited SLIM Study Centre

OCBTE CAMPUS, BATTICALOA
No. 10B, New Road, Batticaloa
+94654677415, 0778 148 246 – Miss. Pradeepa
info@ocbte.lk

17. Sammanthurai Accredited SLIM Study Centre

Brainiacs Campus
No.100, Alivanniyar Road, Sammanthurai
0760 959 383 / 0672 260 200
info@brainiacs.edu.lk / brainiacsccampus@gmail.com

NOTES

COMPANY INFORMATION

NAME OF THE INSTITUTE

Sri Lanka Institute of Marketing

LEGAL FORM

Incorporated by Act No. 41 of 1980 of the Parliament of the Democratic Socialist Republic of Sri Lanka in 1980

REGISTERED OFFICE

No 94, Ananda Rajakaruna Mawatha, Colombo 10

Telephone +94 112 675 000

Fax : +94 112 681 660

Website : www.slim.lk

LAWYERS OF THE INSTITUTE

FJ&G de Saram

AUDITORS

KPMG

BANKERS & FINANCIAL INSTITUTES:

Hatton National Bank PLC

Peoples Bank

Sampath Bank PLC

National Development Bank

Siyapatha Finance PLC

LOLC Finance plc

Bank of Ceylon

STRATEGIC PARTNERS

University of Vavuniya
MOU for Academic and Professional collaboration

Sri Lanka Technology Campus (SLTC)
MOU for Academic and Professional collaboration

Horizon College of Business and Technology (PVT) Limited (Horizon Campus)MOU for Academic and Professional collaboration

Rajarata University of Sri LankaMOU for Academic and Professional colloboration

National School of Business Management (Guarantee) Ltd (NSBM)
MOU for Academic and Professional collaboration

KIU Campus
MOU for Academic and Professional collaboration

University of Jaffna
MOU for Academic and Professional collaboration

THE COUNCIL OF MANAGEMENT

Prof. (Dr.) Dewasiri N. Jayantha
President

Dr. Dilhan Sampath Jayatilleke
Vice President - Education & Research

Mr. Enoch Perera
Vice President – Events & Sustainability

Mr. Manthika Ranasinghe
Honorary Secretary

Mr. Asanka Perera
Honorary Treasurer

Mr. Channa Jayasinghe
Honorary Assistant Secretary

Mr. Chamil Wickremasinghe
CEO

Mr. Gayan Perera Immediate Past President

EXECUTIVE COMMITTEE

Ms. Kaushala Amarasekara
Executive Committee Member

Mr. Anuk De Silva
Executive Committee Member

Dr. Rasanjalee Abeywickrama
Executive Committee Member

Mr. Damith Jayawardana
Executive Committee Member

Mr. Sirimevan Senevirathne
Executive Committee Member

Mr. Tharindu Karunarathne
Executive Committee Member

Mr. Rajiv David
Executive Committee Member

Mr. Nuwan Thilakawardhana
Executive Committee Member

Dr. Muditha Hewawanitunga
Executive Committee Member

COUNCIL OF EDUCATION

Prof. Dewasiri N. Jayantha
President

Dr. Dilhan Sampath Jayatilleke
Vice President – Education

Mr. Enoch Perera
Vice President – Events and Sustainability Projects

Mr. Chamil Wickramasinghe
Chief Executive Officer

Dr. Sajith Chanuka Premathilaka
Head of Education

Hon. Secretary/Treasurer/Asst. Secretary
By Invitation

EDUCATION REFORMS COMMITTEE

Dr. Pradeep Edward
Chairperson, Past President – SLIM, Director General Manager, Hemas Hospitals – Thalawathugoda, Sri Lanka

Mr. Dehan Senevirathne
Vice Chairperson, Past President – SLIM, Accredited Lecturer, University of West London, Marketing and Management Consultant

Prof. Amila Buddhika Sirisena
Professor in Marketing, University of Ruhuna, Sri Lanka

Dr. Nuwan Wimalana
Co-Founder and Chairman, Eye for Growth (Pvt) Ltd., Sri Lanka

Dr. Anil Munasinghe
CEO – Marketing, Kelani Cables PLC

Mr. G.S. Sylvester
Chairperson of the Academic Council, Sri Lanka Institute of Marketing

Mr. Ramal Jasinghe
Managing Director, Arpico Insurance PLC, Sri Lanka

Mr. Deepal Abeysekera
Ex CEO, People's Insurance PLC, Sri Lanka

Dr. Samantha Rathnayake
Senior Lecturer, PIM, University of Sri Jayewardenepura

COMPANY INFORMATION

INTERNATIONAL CONFERENCE ON MARKETING MANAGEMENT

Ms. Shanika Rathnasiri
Chairperson

Ms. Iresha Hettige
Secretary

Ms. Shashini Bulumulla
Coordinating Secretary

CONSULTATIVE COUNCIL

Mr. Mahen Perera
Chairperson

Mr. Pradeep Edward
Consultative Committee Member

Mr. Taslim Rahaman
Consultative Committee Member

Mr. Thushara Perera
Consultative Committee Member

Mr. Wasantha Mallikarachchi
Consultative Committee Member

Prof. Dewasiri N. Jayantha
President SLIM

Dr. Dilhan S. Jayatilleke
Vice President - Education and Research

Mr. Enoch Perera
Vice President – Events and Sustainability

Mr. Manthika Ranasinghe
Hon. Secretary

Mr. Asanka Perera
Hon. Treasurer

Mr. Channa Jayasinghe
Hon. Asst. Secretary

Mr. Chamil Wickremasinghe
Chief Executive Officer

PARLIAMENT ACT AMENDMENT COMMITTEE

Prof. Dewasiri N. Jayantha
President

Dr. Dilhan S. Jayatilleke
Vice President - Education and Research

Mr. Enoch Perera
Vice President - Events and Sustainability

Ms. Shanika Rathnasiri
EXCO Member

Mr. Rohan Somawansha
Past President

Mr. Thushara Perera
Past President

Dr. Pradeep Edward
Past President

Mr. Sameera Liyanage
Member

Mr. Anura Siriwardhane
Member

Ms. Christina
Legal Officer

Mr. Chamil Wickramasinghe
Chief Executive Officer

Dr. Sajith Premathilake
Head of Education

AUDIT COMMITTEE

Mr. Taslim Rahaman
Chairperson

Mr. R M P Dayawansa
Vice Chairperson

Mr. Upul Adikari
Past President

Mr. Manil Jayasinghe
Member

President, Hon Secretary, Treasurer, CEO, Head of Finance by Invitation

REMUNERATION COMMITTEE

Mr. RMP Dayawansa (Chairperson)
Chairperson

Mr. Dulip Wijetilleke (Vice-Chairperson)
Vice Chairperson

Ms. Thilanka Abeywardena
Past President

Mr. Dehan Seneviratne
Past President

Mr. Manthika Ranasinghe
Hon. Secretary

Mr. Chamil Wickramasinghe
Chief Executive Officer

Mr. Asanka Perera
Hon. Treasurer