



Media Release

Sri Lanka Cricket in safe hands, with AIA Insurance

AIA becomes the Official Insurance Partner of Sri Lanka Cricket and will sponsor 2 domestic tournaments



Picture shows (Left to Right): Suren Perera, Head of Marketing, AIA, Ashley De Silva, CEO SLC, Upul Wijesinghe, Deputy CEO, AIA, Nishantha Ranatunga, Secretary, SLC, Shah Rouf, CEO, AIA, Nuski Mohamed, Treasurer, SLC and Tanuj Edward, Deputy CEO, AIA General Insurance at the press conference held to announce the sponsorship.

Colombo, 16th March, 2015: If there is any one thing that binds Sri Lanka as a nation then surely it is cricket! A sport which everyone in the country passionately follows, played by a team that everyone treasures. Sri Lanka Cricket is undoubtedly one of our most valuable assets.

With this in mind, AIA Insurance starts its innings as The Official Insurance Partner of Sri Lanka Cricket, in a historic partnership, to protect and safeguard our national asset.

AIA Insurance will also be the title sponsor for the Premier Limited Over tournament and The Premier League tournament for a period of three years. This is the first of its kind in partnerships for AIA Insurance as well as Sri Lanka Cricket.

“As the real life company, cricket has a special place in all our hearts. We are excited about this partnership as it enables us to play a part in protecting something that deeply matters to all Sri Lankans” said Shah Rouf, AIA Sri Lanka’s Chief Executive Officer. He added, “This is an important milestone for the Company and one that I know will leave an indelible impression in the minds of all Sri Lankans.”

Angelo Matthews, Captain of the Sri Lanka Cricket team said “We are delighted to have AIA Insurance as our official insurance partner and we are looking forward to working together.”