

# Significant Events in 2008



▶ January 2008

1. JIPLC settles unprecedented claim of LKR 51 million from Udapussellawa Plantations.
2. Five from Team JIPLC were recognised for their achievements through the Conquer the World programme, travelling to USA, UK, Thailand and India.
3. Janashakthi's 2nd team of cricketers - the 'B' Team emerged as Mercantile Sector "D" Division Champions. Sanjaya Perera of Finance was adjudged as "Man of the match".



▶ February 2008

1. The mega calendar event for our Sales team saw over 150 awards presented at the Annual Awards for Excellence 2008 held at the BMICH.



▶ March 2008

1. A media conference was held to announce the Group's excellent financial results for 2007.
2. Annual General Meeting held on 31st, the earliest after the year end in the Company's history.



▶ April 2008

1. The pioneering CIMA Janashakthi Pinnacle Awards were held for the fifth consecutive year.
2. Sponsored the Sri Lanka Turf Club Horse races in Nuwara Eliya aimed at more visibility and image building for the brand.
3. A first in the industry, JIPLC launched 'My Car, My Home & My Life', combining the features of three policies under one umbrella.

## Significant Events in 2008 *Contd.*



▶ May 2008

1. In line with the strategic branch development plan, two new branches opened in Borella and Kandy.
2. In appreciation of the corporate partnerships we have maintained over the years, the JIPLC Corporate Cocktails was held at the Cinnamon Grand for our corporate clients as well as other prominent financial, social, political and sports personalities.
3. Launch of the Corporate Advertising Campaign targeting the impending IPO issue.



▶ June 2008

1. JIPLC IPO oversubscribed within just two hours of being on the market displaying immense confidence among the public. The IPO signaled the launch of an ambitious expansion plan.
2. The Corporate Head Office of JIPLC is relocated to customised spacious office premises at Vauxhall Lane.
3. Extra curricular activities gather more momentum with JIPLC extending sponsorship to school's hockey : the Matale Hockey Sevens Tournament organized by Zahira College.



▶ July 2008

1. JIPLC Investment Account was launched very successfully to fulfill the need for higher returns in a market of low returns and high interest.
2. Swimming also gained recognition as JIPLC sponsored the President's Trophy Mercantile Swimming meet at Thurstan College.
3. Nurturing the company's love for sports, JIPLC sponsored the Mercantile Hockey Tournament.



▶ August 2008

1. The Sales Team was honoured at the Mid Year Awards Ceremony in Kandy.



▶ September 2008

1. The JIPLC Team showcased their talents for the sixth consecutive year at the Talent Show.
2. A new office was opened at the RMV.
3. JIPLC continues its partnership with the Tamil Union Cricket & Athletic Club for the seventh consecutive year in sponsoring the JIPLC Squash tournament.



▶ October 2008

1. Yet another partnership was strengthened with the company's sponsorship for the fifth consecutive year of the Janashakthi Sailing Nationals 2008 at Bolgoda Lake.
2. Recognising the invaluable contribution made by brokers to the company's success, a Broker Cocktail was held at Trans Asia Hotel in appreciation of this.
3. 70 high achievers were appreciated for their hard work and commitment to the company with a cruise to Singapore.



▶ November 2008

1. Our flagship Sustainability project, to develop seven outstanding rural school athletes was initiated to enable them to continue their training and sports development.
2. Further strengthening our brand presence and image, the Janashakthi motor rally gave further fillip to the brand.
3. JIPLC is recognised for its investment in brand building and development with a National Business Excellence Award.



▶ December 2008

1. Sri Lanka's spin wizard Ajantha Mendis was signed on as the Janashakthi Brand Ambassador, signaling a partnership built on the foundation of excellence.
2. Janashakthi Netball Team emerged as Champions at the Inter Mercantile Invitation Tournament organised and conducted by SriLankaSports.com.
3. Janashakthi was recognised at the SLIM Brand Excellence Awards.