HUTCH earns highest recognitions at Dragons of Asia International Awards

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Nishadi Herath, Senior Manager – Brands; Mike Da Silva, Director – The Dragons of Asia Marketing Communications Award Program; and Hamdhy Hassen, CMO, HUTCH.

HUTCH Sri Lanka has been awarded the highest-ranking recognitions at the Dragons of Asia awards in Kuala Lumpur, Malaysia. Dragons of Asia is the premier recognition for creative marketing excellence for business impact, an elite marketing and communications awards program that considers work from across Asia, including Singapore, China, India, Malaysia, Pakistan, Korea, Japan, UAE, and other markets.

HUTCH earned the pinnacle award for Best Use of Artificial Intelligence across Asia and the pinnacle award for Best Creative Campaign in Sri Lanka. The double pinnacle accolades establish HUTCH as a leader in creative excellence, not only in Sri Lanka but far beyond, bringing pride to the country on the international stage.

In particular, the award earned by HUTCH as the Pinnacle award winner in the “AI category” demonstrates that Sri Lanka can deliver advanced AI work and groundbreaking creativity on an international stage, and that market size or stature does not matter. HUTCH is a leading example of creative excellence leveraging new emerging technologies. It used AI to rethink how creative boundaries can be pushed to execute ideas that would not have been possible otherwise.

These awards show HUTCH’s stature as a leading technology company, as it continues to apply AI across its business functions, including customer value management, business processes, network management, and marketing operations.

CK Hutchison Holdings, the Global Fortune 500 parent of HUTCH Sri Lanka, is a world leader in telecoms across nine countries in Europe and Asia. CK Hutchison operates in over 50 countries, employing more than 350,000 people worldwide across sectors spanning ports, infrastructure, telecoms, retail, energy, finance and investment.