

RE LE ROLELA KHAEBANE BASOTHO!



Yet again, Alliance has been voted 'The Most Admired Financial Services Brand in Lesotho' - No 1 spot, 3 years in a row, by Brand Africa. Re leboha ho menahane, chaba sa Moshoeshoe!

This award is not only a source of pride to us, but to you as our client, and every Mosotho who believes in us. The fact that a locally brewed company gets this recognition shows that Basotho are indeed proud of their local brands. **Lesotho Ke Lapeng!**

Alliance also scooped up 2 Golden arrow awards at the recent PMR Awards. These awards are for excellent service for both Life and Short-Term Insurance as offered by Alliance. This is a further testimony of excellence and the trust that Basotho have placed in our company over the years! We feel truly blessed to be supported by our people in this manner.

***Thank you for enabling us to get this far. Here's to 30 more years of service excellence!
For Basotho by Basotho!***

