H1 | CONNECT
INTERNATIONAL



Insider Scoop

H2 2025 Newsletter



H CONNECT INTERNATIONAL

OUR LEGACY

Our legacy spans over 100+ years of the Hirdaramani Group, a family-owned, Billion-Dollar conglomerate. We are committed to doing the right thing today, for a better tomorrow

OUR MISSION

To serve as a true extension of our clients' enterprise following people, process and technical excellence.

OUR PURPOSE

To make a meaningful impact through absolute value creation.

OUR PHILOSOPHY

We follow a client-first philosophy. We don't just work, we care.

OUR VALUES



STRONGER TOGETHER



KEEP IT MOVING



MAKE THINGS BETTER



CREATE THE FUTURE



BELIEVE WE CAN

A NOTE FROM RAKHIL

H CONNECT INTERNATIONAL

Dear Team,

As we wrap up 2025, I want to take a moment to celebrate what we've achieved together. The past six months have been nothing short of inspiring. We've strengthened partnerships, delivered exceptional results, and earned recognition for our commitment to excellence and inclusivity. These wins are a reflection of your passion, creativity, and relentless drive. On behalf of our Board, I would like to thank you.

The world around us is changing fast: AI and Automation are transforming industries, and the KPO space is no exception. This is not a challenge, it's an opportunity. In 2026, we will seize this moment to innovate boldly, identify quick wins, and lead the way in creating smarter, faster, and more impactful solutions for our clients. This will enable us to move faster than legacy firms in delivering value to our stakeholders both external and internal.

Our Vision for 2026 and Beyond

- Be pioneers of automation-first processes that redefine efficiency.
- Empower every team member through continuous learning and upskilling.
- Deliver client-centric innovation that sets new benchmarks in our industry.

The future belongs to those who adapt, learn, and lead—and that's exactly what we can and will do. Together, we will turn possibilities into realities and challenges into triumphs.

Thank you for your incredible dedication and resilience. You are the heartbeat of H-Connect International, and I couldn't be prouder of what we've accomplished. Wishing you and your families a joyful holiday season and an extraordinary year ahead.

Let's make 2026 our most transformative year yet!

Thanks & Best,

Rakhil

Rakhil Hirdaramani
Director / Board Member



A Year That Tested Us, Shaped Us, and Prepared Us for What's Next

As we come to the close of 2025, it feels like the right moment to pause, reflect and acknowledge what has truly been a defining year for H Connect International.

2025 was the year of "Accelerating growth", not just in numbers, but in character, capability and mindset, as we continued to scale, evolve, and strengthen the foundations of our business.

We grew our team by 30%, onboarded 6 new customers, promoted 29 team members internally, and continued to build trusted, long-term partnerships with our clients.

These achievements matter, but what matters even more is how we achieved them, together, with resilience, integrity and a strong sense of purpose.

There were many success stories this year.

Teams stepped up during critical transitions. New leaders emerged. Our clients entrusted us with more complex work, and we proved time and again that HCI's talent, when empowered, can deliver at a truly world-class level. We pushed boundaries, challenged conventional thinking and continued evolving our capabilities to create real impact for our customers.

But 2025 wasn't without its challenges, and that honesty is important. Growth stretched us. Some decisions didn't land as expected. Processes broke under pressure. We had difficult conversations and learned lessons the hard way.

Yet, this is how progress happens.

I'm reminded of Thomas Alva Edison, who viewed failure as a form of progress. As he once said, "I have not failed. I've just found 10,000 ways that won't work." Edison believed that every so-called "failure" simply eliminated a path that didn't work, bringing him closer to the solution.

This mindset of persistence, learning from mistakes and relentless experimentation, perfectly reflects our journey this year at HCI.

Every challenge taught us something, every setback sharpened us, and every lesson made us stronger.

At the end of November, when I met with our Board of Directors to discuss our plans for 2026, I walked away feeling incredibly confident and energised.

The ambition, belief, and encouragement to think bigger and do better reaffirmed the direction we are heading.

Success truly is a mindset, and I'm proud to say we have a leadership team that embodies this mindset and continues to steer HCI forward with clarity and courage.

I want to personally thank each of you for helping us build an open, transparent and inclusive culture, where people are treated with respect and valued for who they are.

This culture is one of our greatest strengths. I'm also incredibly proud of the awards we won this year and the national-level recognition received by some of our people; these achievements reflect the quality, integrity and passion within our organisation.

At HCI, we put our customers first, and our people remain at the core of our business. Integrity is non-negotiable for us; it is the foundation of trust, accountability, and long-term success.

Looking ahead, our ambition is clear. H Connect International has huge potential, and we are committed to becoming the go-to partner and brand of choice for our customers.

Our continued investment in building a tech-enabled, agile organisation, one that drives innovation, ideas, and transformation, will be key in the year ahead.

I look forward to engaging even more closely with our teams to make this vision a reality.

2026 will be bigger. It will be bolder. And it will be even better.

Thank you to our clients, partners, and most importantly, our people, for your trust, your commitment, and your belief in this journey.

We don't just measure success by where we end up, but by who we become along the way.

And together, we are becoming stronger every day.

Love + Respect ,



Deshaka Perera
Chief Executive Officer

UPDATES
FROM WITHIN

ORATORS



We recently marked a significant milestone – our 30th Orators session!

Orators, our internal public speaking and leadership development programme modelled after Toastmasters International, is an important pillar in our professional development culture.

Through regular sessions, team members have the opportunity to practice and refine their public speaking abilities, critical thinking, and presentation skills in a supportive, structured environment.
Over the course of 30 sessions, we've witnessed remarkable growth.

Team members who once hesitated to speak in front of groups now confidently deliver presentations, articulate ideas with clarity, and inspire their colleagues.

As we look ahead to the coming sessions, we remain committed to investing in our people and equipping them with the skills that matter – both for their careers and for our collective success.

PHOTOGRAPHY DAY



Our internal photography competition made its return this year, kicking off with an insightful workshop led by expert photographer Saaliya Thilakarathna.

The session, sponsored by Photo Technica Studio Photo Lab, equipped our team with practical tips and techniques to sharpen their photography skills and see the world through a more creative lens.

This year's theme, "Click," was all about storytelling through images. Over the course of a week-long competition, team members captured moments that ranged from spontaneous snapshots to beautifully composed frames – each offering a unique perspective and reminding us that creativity truly has many lenses.

The entries were impressive, making the judging process no easy task. Congratulations to our winner, James Salgado, and our runner-up, Kuhanesan Tharenesh, for their outstanding work.

Here's to seeing the world differently – one click at a time.

DIWALI



This Diwali, we came together across both our locations to celebrate the Festival of Lights: a time to honour tradition, share joy, and strengthen the bonds that make us a team.

The celebrations brought so much joy into our workspaces as we gathered to mark this festival. From traditional sweets to festive decorations, the spirit of Diwali filled our offices, reminding us of the values at the heart of the festival: the triumph of light over darkness, knowledge over ignorance, and hope over despair.

Moments like these reflect our commitment to celebrating the diverse cultures and traditions that enrich our team, creating opportunities to learn from one another, build understanding, and ensure everyone feels valued and celebrated.

UPDATES
FROM WITHIN

INITIATIVES FROM THE CARE COLLECTIVE



The Care Collective has truly hit its stride this quarter, bringing consistency, creativity, and community to everything we do.

Our Thursday book club sessions have become such a joy, thoughtfully themed around meaningful occasions like Children's Day and Pride Month.

These weekly gatherings have created space for reflection, conversation, and connection - one book at a time.



We also hosted a practical financial literacy session on investing for beginners, equipping our team with foundational knowledge to make informed decisions about their financial futures. Because empowerment goes beyond the workplace.

For Friendship Day, we celebrated with a wholesome session featuring a hilarious compilation of our friend groups, interactive games, and practical tips on how to show up for the people who matter.



It was a reminder that the relationships we build here are what make the work meaningful.
The momentum continues, and we're excited to see what the Care Collective brings next.

Because when we invest in each other's growth, well-being, and joy, everyone wins.





"MOVE FOR YOUR MIND" WALK

"Keep it Moving" as a company core value is truly how we roll!

Our team put this into action by participating in "Move for Your Mind," a mental health awareness walk organised by the Australian High Commission, Sri Lanka. The event was a powerful reminder that physical movement and mental well-being go hand in hand.

More importantly, it reinforced the significance of checking in with each other and asking the simple but meaningful question: #RUOK?

Mental health matters, and creating a culture where people feel comfortable talking about it matters even more. Events like these help break down stigma and encourage open conversations about well-being – something we're committed to improving within our team.

UPDATES
FROM WITHIN

GOOSEBUMPS



This Halloween, our teams across both locations came together for a touch of light-hearted fun. While the themes may have been spooky, the spirit of the day was anything but. Our offices were filled with moments that reminded us of the vibrant culture we continue to build together.

At The Hub, the highlight of the celebration was the talent show: *The Boogeyman's Got Talent*, where teams showcased an impressive mix of imagination and teamwork. The Hub took home the overall win, reflecting the enthusiasm and dedication everyone brought to the event.

The Accounting & Tax team won the *Most Bootiful Department,* thanks to their thoughtful and beautifully executed decorations. At WTC, the competition was just as spirited and the title of the *Most Bootiful Department* was awarded to the Digital Marketing team.

Events like these remind us that even simple moments of celebration can strengthen our sense of connection, and bring fresh energy into our workspaces

CHRISTMAS



This Christmas, our teams came together to celebrate the season in a way that was joyful, simple, and meaningful. The heart of our celebrations was the Christmas Tree Lighting, held simultaneously at The Hub and WTC, where we gathered to pause, reflect, and share a moment of togetherness.

One of the most treasured moments of the day was seeing team members place a polaroid of their favourite HCI memory on the tree. Each photo represented a story of growth, teamwork, laughter, or a milestone achieved, creating a collective reminder of the journey we've shared throughout the year.

We continued the celebrations with Christmas carols and festive cookies and treats, bringing warmth and cheer. These simple traditions allowed us to slow down, appreciate the bonds we've built, and celebrate the spirit of the season together.



DONATION DRIVE

In response to the devastation caused by Cyclone Ditwah, we joined hands with the Ceylon Chamber of Commerce to support families affected across the country.

Through our company-wide donation drive, we collected essential items such as soap, toothbrushes, toothpaste, dry clothes, medicine, and sanitary napkins: everyday necessities that can make a meaningful difference for those rebuilding their lives.

The response from our teams at both locations was overwhelmingly generous, and this was a reminder that our strength lies not only in what we do, but in how we show up for one another and for the wider community.

FORWARD TOGETHER

DEI TRAINING SESSION



This quarter, our team attended the 2-Day Advanced Training of Trainers Workshop on Diversity, Equity, and Inclusion hosted by the Ceylon Chamber of Commerce – an excellent opportunity to deepen our understanding and strengthen our approach to DEI.

The workshop provided valuable insights on several fronts:

- Practical strategies for embedding DEI into workplace culture
- Building capacity to train and guide inclusive practices across our organisation
- Aligning DEI initiatives with global standards on social responsibility
- Understanding the private sector's role in driving social cohesion and peacebuilding

It was encouraging to witness the strong momentum building across Sri Lanka, with organisations coming together to advance DEI and social cohesion on a national level.

We remain committed to continuous learning, improving our own DEI practices, and raising the bar for inclusion within our industry.

CPA PRESIDENT'S COCKTAIL



Our team had the pleasure of attending the CPA President's Cocktail Reception for the second consecutive year. A testament to the strong partnership we've built with CPA Australia.

As one of the first four organisations to achieve Recognised Employer Partner (REP) status in Sri Lanka, we take pride in this distinction.

CPA Australia's presence in the Sri Lankan market continues to grow, bringing with it enhanced opportunities for finance professionals to gain world-class qualifications and connect with a global network.

As industry leaders, we're committed to being active participants in this journey – supporting our people in their professional growth and contributing to the advancement of the accounting and finance profession in Sri Lanka.

We look forward to continuing this partnership and seeing how CPA Australia shapes the future of our profession in the years ahead.

THE CEO BREAKFAST FORUM

Our leadership team participated in the CEO Breakfast Forum organised by the Institute of Chartered Accountants of Sri Lanka, centred on the timely theme: "From Disruption to Advantage: Turning Geopolitics into Strategy."

Professors Patrick Mendis and Antonina Łuszczykiewicz-Mendis delivered compelling insights on how geopolitical awareness can inform and strengthen corporate strategy in today's complex global landscape.

The forum reinforced an important perspective: geopolitics should not be viewed solely as a source of disruption, but as a critical lens for strategic foresight.



In an environment where global disruptions have become the norm, the ability to understand the forces shaping nations and markets is essential for sustainable leadership and long-term success.

OUR IMPACT

PEOPLE FOCUSED

- Our team has expanded by 38 new members
- We have completed 323 hours of training

OPERATIONS FOCUSED

- 324 Financials
- 921 Tax Returns
- 714 IASs and BASs
- 126 SOAs & ROAs
- 67 SMSFs
- 117 Audits
- 466 Properties handled

SOCIAL STATS

- 31,230 Views
- 314,531 Impressions
- 2,340 Interactions
- 3,665 new followers

CLIENT VISITS



Over the past two quarters, we had the pleasure of hosting multiple clients from the US, UK, and Australia, who visited to engage directly with their teams, share their strategies, and review progress together.

Building Stronger Relationships

Client visits go beyond routine operational updates, they provide a valuable chance to connect face-to-face, deepen trust, and reinforce the strong partnerships we've developed over time.

Open Dialogue & Strategic Alignment

During these visits, we prioritised transparent communication, revisiting team structures, timelines, and future strategies. These in-person sessions allow us to align objectives, suggest process improvements, and design workflows that support long-term goals.

Welcoming Potential Clients

We were also excited to host several prospective clients exploring outsourcing solutions across areas such as digital marketing, operations, and accounting. These interactions helped us showcase our capabilities, define clear scopes, and set the stage for future collaborations and partnerships.

Looking Ahead

Client visits are always a highlight for us. They offer the chance to strengthen existing relationships, explore new opportunities, and ensure that our teams and clients remain aligned on shared goals. We look forward to many more such engagements in the months ahead.

AGORA
QUARTER 2

We held our second Agora for the year: a space for transparency, reflection, and recognition. As always, our department leads delivered honest and insightful quarterly updates, sharing milestones met, challenges faced, and key learnings from the quarter.

Our CEO congratulated the team on the many wins Q2 delivered and shared an energising outlook on what lies ahead: new clients, promising business in the pipeline, and exciting initiatives.

One of the most anticipated parts of Agora, the Value Champion Awards, brought with it a wave of fresh faces this quarter.

A big congratulations to all our winners! Your hard work, consistency, and the genuine care you bring to your roles truly reflect our five core company values.

We asked the tough questions.
We had open, honest conversations.
We embraced both the wins and the lessons of Q1.
And most importantly, we left inspired.

Here's to carrying the HCI spirit into the rest of the year with energy, ambition, and a whole lot to look forward to.

VALUE CHAMPIONS



Dinuki Devapura
Keep it Moving



Rahma Rifkhan
Keep it Moving



Daniel Hassim
Believe We Can



Abdullah Ahamed
Believe We Can



Isuru Promodh
Make Things Better



Johan Siriwardena
Make Things Better



Daphne Williams
Create the Future



Rohitha Mudannayake
Create the Future

TEAM AWARD



Stronger Together

LEADERSHIP AWARD



Damian Williams

OUR ACHIEVERS



Mohammad Shajid

BA (Hons) International Business and Finance



Amalja Balasuriya

BSc in Logistics and Supply Chain Management



Krishmila Minoli

CIMA Managerial Level Completion



Rukmi Weerakoon

CIMA Managerial Level Completion



Sarjana Rajagopal

CIMA Managerial Level Completion & BA (Hons) in International Business and Finance.



Asela Kuruppu

CIMA Qualified Member

OUR ACHIEVERS



Binasha Piyawansha
MBA in Business Analytics



Rohitha Mudannayake
CPA Australia Member



Sumaiya Nazeer
BSc in Business Management



Daphne Williams
Graduate Diploma in Management



Kuhanesan Tharenesh
BA Hons Business Management



Sanuth Perera
Bsc Hons in Accounting & Finance



Bewasha Wijerupa
BM (Hons) in Human Resources Management



Shenali Rodrigo
BSc (Hons) Global Business Management (Marketing)



Mareene Salgado
Bsc (Hons) in Business Management with Marketing

Celebrating NIROSHAN!

Some people make an impact through their knowledge, others through their leadership and in Niroshan's case, it's both.

We're so proud to shine a spotlight on the journey Niroshan has built and the difference he continues to make every day.

With an impressive set of qualifications: ACMA/CGMA from CIMA, CPA Australia, and a Master of Professional Finance from the University of Kelaniya, Niroshan has continued to strengthen his practical experience by continuously upskilling, and that is what truly sets him apart.

His CIMA membership reflects his strength in strategy and decision-making, while being a CPA Australia professional gives him the credibility and skill to navigate his current role working with a leading CPA firm in Australia.

His Master's has only added to this, sharpening his analytical edge and making him a true all-rounder in finance and accounting. Now, he's setting his sights on the Chartered Institute for Securities and Investment (CISI) qualification, eager to broaden his expertise even further.

Across six years in the BPO industry and more than three years specialising in Australian accounting and tax, Niroshan has grown into an exceptional leader. Today, as a Senior Accountant, he not only manages a talented team but also plays a hands-on role with one of our key Australian clients.

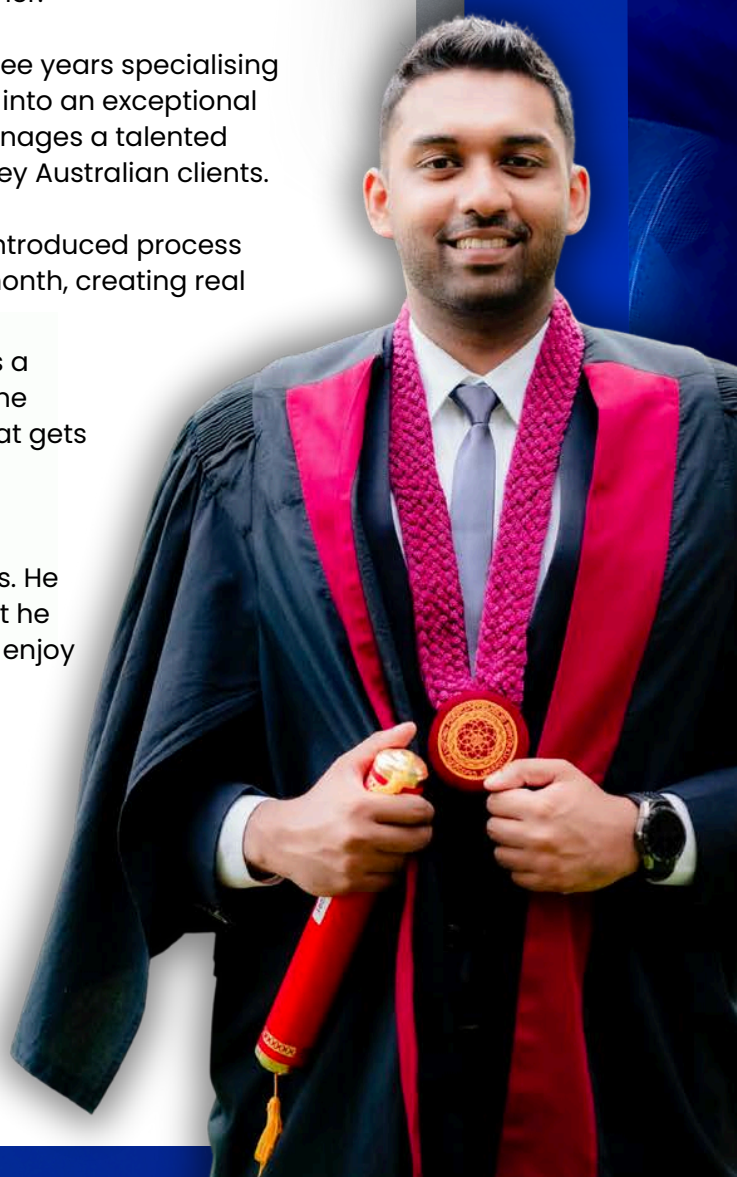
His focus on smarter workflows and automation has introduced process improvements that now save nearly 50 hours every month, creating real impact for both his client and his team.

But what really makes Niroshan special is who he is as a person. He has a way about him that can ease even the most intense situations, and the kind of personality that gets along with absolutely anyone, be it his team, peers, or clients.

He is loyal, positive, and always ready to try new things. He brings the same energy to the people around him that he does at work, making him someone people genuinely enjoy working with and having on their team.

Niroshan, we're so proud of all you've achieved so far, and we know this is only the beginning.

Here's to many more milestones ahead, both for you and for the teams you continue to inspire.



THINKING LIKE A BEGINNER

BY DINITHI RANASINGHE

> Sometimes, knowing too much can get in the way of seeing what could be better.

Remember your first week on the job? Everything felt new, slightly overwhelming, and maybe a bit awkward.

You asked a lot of questions, double-checked everything, and probably noticed things that no one else talked about.

Then, somewhere along the way, you "got it." Processes became second nature, you stopped questioning why things were done a certain way, and you knew how to get stuff done faster.

That's great... but here's the twist: sometimes, knowing too much can get in the way of seeing what could be better.

There's a hidden superpower in the beginner's mindset, and it's not just for interns or fresh grads.

When you approach something as a beginner, you're naturally more curious. You notice small details others overlook.

You're not afraid to ask "naïve" questions like: Why do we do it this way? Or what if we tried this instead? These aren't signs of inexperience; they're often the spark behind smart improvements.

In fact, some of the best ideas I've seen in teams come from people who weren't experts.

They were just willing to look at something with fresh eyes. And when you combine that with the team's knowledge and experience, great things happen.

Of course, we all get comfortable over time. But the trick is to intentionally switch back into "beginner mode" now and then. Try approaching a familiar task like it's your first time.

Ask yourself: If I had to teach this to someone completely new, how would I explain it? You might uncover a few outdated steps or unnecessary complications.

Whether you're starting something new, mentoring someone, or just in a rut, tapping into that first-time perspective can help you find smarter, simpler, and more creative ways forward.

So, here's to staying curious, even when we think we know it all.

"FITNESS FOR ME IS A WAY OF LIFE"

BY UBAID FERNANDO



It all started a few years ago when I had my "teen breakup" and I needed an outlet after moping around for 3 months.

I stumbled upon a movie, "Undisputed 2". All I saw in that movie were the big dudes who no one could hurt, and that sparked my urge to become the biggest and strongest version of myself.

Thinking in retrospect, I was a fool to have wanted to be what I thought, "indestructible".

Years later, I realised that the idea of being indestructible is merely a lie.

Fitness to me is a way of life. I know...very cliché. But honestly, it's about how I carry myself in every part of life and how I show up.

Fitness begins with physical, and then mental. It's always the big biceps and the big chest in the beginning. I believe you really start to see and value fitness when you realise how it makes you feel and think.

Sure, the big biceps and chest are enticing.

But what's most important about working out is what it brings out of you. Fitness started as an outlet for my anger, and now it's become my safe place.

One of the few places I feel like I can be completely me is the gym. It's as if the weights talk to me when I enter the gym. It gets quiet and I feel at peace when I carry the dumbbells. I wish I had more words to describe what I feel when I work out.

Fitness changed my life. Not because it made me bigger or stronger, but because it taught me discipline, patience, and self-respect. No matter what happens, it will always be there for me. One of the best friends I've ever had.

When we're more in tune with our own emotions, we start to notice things in people around us. An unusually quiet teammate. A tone shift in a conversation. These small things often carry big meanings, and noticing them can lead to stronger, more supportive connections.

Mental awareness is a skill, and like any skill, it gets better the more we practice. Whether it's taking five minutes to reset, journaling after a hard day, or just naming what you're feeling, these small steps build real strength.

We don't always need big solutions. Sometimes, the most powerful thing we can do is pay attention to ourselves.

Because when we understand what's going on inside, we make better choices on the outside – for ourselves, and for the people around us.

DIVERSITY, EQUITY & INCLUSION



We're so proud that H Connect International was crowned National DEI Champions in the MSME category at the DEI Champion Awards 2025 – the most prestigious DEI recognition in the country.

This is a huge milestone for us and a testament to our efforts to redefine outsourcing through a commitment to our people and building a workplace like no other.

The DEI Champion Awards 2025 marked a national first: a platform solely dedicated to recognising and celebrating Sri Lankan businesses that are integrating Diversity, Equity, and Inclusion into their operations, policies, and leadership practices.

Over 160 companies across multiple sectors applied for this award, showing a growing national focus on embedding DEI into business strategy and operations.

Winning this award is a reflection of our people-first culture, our commitment to fairness, and the hard work of every single team member who makes H Connect International an inclusive and empowering workplace.

So how did our team rise to become national champions? It comes down to three things: intent, action, and heart

Diversity, equity, and inclusion have never been an afterthought for us. From our policies and leadership to our everyday culture and training programmes, every part of H Connect International is intentionally people-first.

This award is a celebration of intentional culture, policies with purpose, and, above all, our people. Every team member who contributes to making H Connect International an inclusive workplace shares in this achievement.

Our journey to this national benchmark has been grounded in clear policies, structured practices, and inclusive training.

Equitable frameworks

From inclusive hiring and anti-harassment frameworks to flexible work arrangements and a transparent pay equity system, we ensure that fairness and accountability are built into every decision.

These frameworks create a foundation where every team member feels respected, supported, and empowered to thrive.

Diverse representation

We celebrate diversity across gender, religion, and generations.

With gender-balanced leadership, strong representation at all levels, and active support for LGBTQIA+ inclusion to make sure that everyone's voice is heard and valued.

Employee Resource Groups (ERGs)

Our ERGs bring inclusion to life across the organisation.

The Connect Crew plans inclusive cultural, wellness, and engagement initiatives; the AI Taskforce promotes tech literacy and innovation through gamified learning and challenges; and The Care Collective advocates for holistic wellbeing across mental, physical, financial, and relational spaces.

Together, these groups ensure that DEI principles are embedded into daily life.

Learning and development

We believe growth should be accessible to all.

Our dedicated learning and development pillar provides structured pathways, E-Learning passports, and 40 hours of training per team member as part of KPIs. DEI-specific training, including company-wide awareness sessions and leadership-focused workshops, ensures that every individual has equal opportunities to upskill and succeed.

We're proud to stand as National DEI Champions, and we remain more determined than ever to continue leading with empathy, setting a benchmark for inclusion, and showing the world what a truly people-first workplace looks like.





SCALING PROPERTY ACCOUNTING & SHARED SERVICES FOR A GLOBAL ASSET MANAGER

Client Profile

Our client is a leading global asset management company with operations across all states in Australia. With a portfolio of over 2,500 commercial and residential properties, they manage a complex, high-volume financial operation that demands accuracy, speed, and consistency across multiple regions.

Partnership Launch

The engagement began on 19th May 2025, initially focused on supporting their Property Accounting function in South Australia. At the outset, the team comprised three dedicated professionals, working closely with the client to establish processes, service standards, and communication rhythms.

Growth & Expansion

What started as a single-state engagement quickly evolved into a multi-state operation. Within months, the scope expanded to include New South Wales, Queensland, Victoria, and the Australian Capital Territory.

By December 2025, the team had grown from 3 to 15 FTEs, reflecting both the client's confidence in the delivery model and the increasing demand for scalable support.

Alongside Property Accounting, the partnership broadened into Shared Services, including:

- Bank Reconciliations
- Accounts Payable
- Lease Administration

This expansion enabled the client to centralise key finance processes while maintaining high service quality across regions.

What Made the Difference

One of the most significant contributions was H Connect International's ability to onboard skilled resources at very short notice.

During periods of high demand and urgent project requirements, the team stepped in to provide immediate support, an especially valuable advantage amid the ongoing accountant talent shortage in Australia.

Operating across multiple states also created a unique opportunity: Best practices identified in one region were documented and implemented across others, resulting in standardised processes, improved consistency, and stronger controls across the finance function.

Operational Commitment

To meet client expectations, the team demonstrated exceptional flexibility and dedication:

- Adjusted working hours to align with client time zones and operational needs
- Maintained consistent on-site presence
- Collaborated with multiple stakeholders across regions and management levels, navigating complex reporting structures with professionalism

Looking Ahead

The partnership continues to grow. Future plans include:

- Expanding into Western Australia and further strengthening existing state operations
- Extending services into Portfolio Accounting
- Scaling the Shared Services function, where early feedback has been highly positive and demand is increasing

A Model for Scalable Finance Support

This engagement exemplifies how a strategic offshore partnership can deliver not only capacity, but also process maturity, operational resilience, and long-term value. From a three-person pilot to a multi-state finance operation, the collaboration highlights the impact of combining domain expertise, flexibility, and a commitment to continuous improvement.



PEOPLE, PROCESS, PERFORMANCE: DIGITAL MARKETING TEAM HIGHLIGHTS

In the past few quarters, the Digital Marketing team delivered significant growth, impact, and resilience. The team expanded to 8 members, evolving from a purely marketing-as-a-service function to also incorporating the internal marketing team, creating a unified, high-performing unit.

We secured 3 new clients in H2, while simultaneously taking on new initiatives including branding projects and website builds for multiple clients, all alongside ongoing client responsibilities.

This was achieved through clear delegation, strong communication, and structured oversight, ensuring quality and consistency across all deliverables.

A key challenge identified early was the lack of deep specialisation across digital marketing disciplines.

To address this, the team implemented a structured upskilling and cross-training program, with each member completing 85 hours of training across SEO, email marketing, and social content.

Long-term role plans were mapped to develop specialists, while weekly cross-training ensured flexibility and continuity.

Operational efficiency was further strengthened through the introduction of a shared planner and resource pool, supported by regular knowledge-sharing and mentorship sessions. The team also implemented Microsoft Clarity via GTM, improving website and campaign analytics and aligning reporting with Australian agency standards.

Collaboration played a critical role in success. New client onboarding involved internal pitching and cross-department coordination to scale FTEs efficiently.

This resulted in 100% lead-to-FTE conversion, achieved without disrupting existing operations. The integration of internal marketing into client-facing workflows further reduced silos and strengthened delivery.

Beyond performance metrics, the team has a collaborative culture: celebrating birthdays, graduations, and actively participating in company events. They won Best Décor at Halloween, and are even coming together for a full team dance at the upcoming annual bash event. These moments reinforced cohesion, motivation, and a shared sense of purpose.

Together, these efforts made the Digital Marketing team more capable, adaptable, and future-ready, setting a strong foundation for continued growth.

SAJID'S JOURNEY OF PRODUCT LEADERSHIP AND TRANSFORMATION

About the Client

The client is a global behavioural-finance and behavioural-science technology company that helps businesses, advisors, and leaders understand how people think, behave, and make financial decisions. Their ecosystem bridges human behaviour with financial outcomes, powered by AI-driven assessments, enterprise platforms, and leadership evaluation tools.

Sajid began working with them in July 2024, and the transformation since then has been remarkable.

Sajid's Role: Then vs Now

When Sajid joined, he started as a Customer Support & Operations Supervisor, handling support emails and day-to-day client assistance. Through consistent delivery, creativity, and earning deep trust from leadership, his role expanded rapidly.

Today, he serves as the Operations & Product Manager, owning the full product and operational landscape. His responsibilities now include:

- Defining and executing the entire product roadmap.
- Architecting and planning new features end-to-end for both frontend and backend teams.
- Leading UI/UX design, QA, product releases, and client feedback cycles.
- Managing webinars, marketing campaigns, and Open Hours events.
- Analysing behavioural and usage data to guide continuous product improvements.
- Working with enterprise and Fortune 500 partners to align solutions to global market needs.
- Overseeing day-to-day operations and resource planning.

This evolution marks his shift from responding to customer needs to steering the product, operations, and strategic growth direction

Major Wins & Milestones Achieved

1. Facilitator AI Bot (First Solo Full-Stack Project)

Sajid personally built and launched an intelligent in-app assistant that reads on-screen content and guides users through complex behavioural reports.

He handled the backend logic, frontend interface, AI prompting, and deployments, making this one of the platform's flagship features.

Training time reduced from 3 days to instant in-app insights.

- Built using OpenAI, Wonderchat, and custom prompt engineering

2. Digital Scan Global Launch

Successfully released the Digital Scan product to global clients, enabling behavioural insights in seconds. This rollout significantly improved product adoption and sales opportunities.

- Previous processing time: 2–3 weeks per batch
- After automation: 6,000 scans in < 8 hours
- Built using private APIs + n8n workflow engineering.

4. Self-Service Onboarding System

Built an interactive tutorial system that automatically trains users, reducing support load and improving onboarding quality.

5. Mobile App Development

Currently designing and architecting a new mobile app to extend accessibility and create a more affordable solution for individuals.

6. Leadership Recognition

The client officially added Sajid to their leadership team and featured him on their website for contributions across product, technology, and innovation.

Future Plans

For the Client:
From Q4 2025 to Q1 2026, Sajid will lead a major backend optimisation initiative:

- Improving system stability
- Refining outdated logic
- Reducing load issues
- Making the entire platform more scalable

For Himself:
Sajid aims to deepen expertise in:

- Behavioural finance
- U.S. financial markets
- Product scaling and technical architecture
- Financial systems knowledge

He plans to combine his self-taught psychology background with product and behavioural-finance expertise to keep driving innovation for both the client and H Connect International.

In less than a year, Sajid went from handling support tickets to shaping one of the world's leading behavioural-finance platforms.

His blend of innovation, technical execution, leadership, and problem-solving has directly impacted product growth, operational efficiency, and global client adoption.

We are proud of Sajid and how much he has accomplished, and we look forward to everything to come!



Milestone Moments



AHAMED

"Stay consistent even if you are doing the same thing over and over each day as it makes you a specialist"



RUKSHALA

"The real strength of any workplace is in the people who support and inspire each other"



RUKMI

"Embracing change drives growth, sharpens skills, and clarifies purpose."



HESHANI

My favorite memory is all the shared laughs that made even the busiest days feel lighter



NIROSHAN

"Failure is a great teacher, and I think when you make mistakes and you learn from them, you grow a lot"



AQUIB

"Three years of growth. Still learning. Still moving forward."



SAJID

"Do the work thoughtfully, pay attention to the details, and let the results speak."



LAKSHMI

"No matter what life throws at you, showing up is still a form of strength. keep going, keep growing, and get stronger for yourself."



BINASHA

"My journey at HCI taught me to trust the process, keep learning, and move forward even when things feel uncertain."



KAREN

"Three years of evolving through my work and embracing growth. Every milestone here has a purpose"



DAMIAN

"At HCI, every day has been a new learning experience, with new opportunities and challenges that help me grow personally as well as professionally"



NISURI

"HCI has taught me that growth comes from consistency, teamwork, and being open to learning every day"

Milestone Moments



SHAKILA

"Every experience, success, and challenge shapes who we are. I'm grateful for this journey and all the lessons it has given me"



MAREENE

"Growth begins the moment you step beyond what feels comfortable"



KRISH

"Showing up, stepping up and having the grit to push through every challenge is where growth happens"



KRTYA

"Two years down, and every challenge has been a chance to grow. Thankful for it all"



DIWONSHA

"Be open to learning, stay curious, and don't be afraid to step outside your comfort zone"



DUSH

"Looking back on progress with many more lessons ahead"



NAVEEN

"A calm mind, clear goals, and consistent action always gets the job done"



THASHMILA

"Strong finance operations aren't built on systems alone. They're built on trust, ownership, and collaboration"



BEWASHA

"Always challenge yourself, even when the journey feels difficult, because you are far more capable than you realize"



SUJANI

"Don't be afraid to ask questions and take ownership - both are key to learning, earning trust, and making a real impact"

I'm a curious creator who cares - a little too much, a little too loudly, but always with heart.

Aarannya Shiyamalan



I've always believed that curiosity and care aren't opposites; they're the perfect pair. One helps me explore the world; the other reminds me why it matters.

Somewhere between a travel wish list and a half-read book, that's where you'll usually find me - trying to understand people, ideas, and the tiny everyday things that make life feel beautifully human.

I like to think of myself as a curious creator. My curiosity doesn't just show up at work; it's stitched into everything I do. I'm the kind of person who'll lose track of time reading about how tea is fermented in Japan, or end up with 10 open tabs trying to understand why people in Iceland read more books per capita than anywhere else. I don't collect souvenirs; I collect stories, smells, and the way people smile differently in different parts of the world.

Travelling, for me, is about connection - not the postcard kind, but the human kind. I love getting lost in local markets, sharing food with strangers, and learning how people live, rest, and dream in places far from mine.

Every culture has its own rhythm of kindness, and I like learning the beat.

At home, my curiosity turns green. I have a quiet fascination with plants, the kind of fascination where you can catch me staring proudly at a leaf that wasn't there yesterday.

I'm currently growing a pineapple plant in a water jar, and honestly, watching it root might be one of the most satisfying things I've ever experienced.

There's something poetic about it, how growth happens quietly, invisibly, and then suddenly, it's there, reaching for the light.

But curiosity alone doesn't define me - care does. I'm an empath to my core. I care deeply, sometimes too deeply, and I've stopped seeing that as a weakness.

I believe care is the bravest thing you can bring into a world that often forgets to slow down.

I spend a lot of time volunteering and supporting mental health awareness because I know what it feels like to have both a racing mind and a gentle heart.

I believe in checking in on people, in listening without fixing, and in creating spaces where being human - messy, emotional, and honest - is okay.

Being neurodivergent adds another layer to it all. My mind doesn't exactly take the straight road, it loops, sprints, and sometimes cartwheels through ideas. It can be overwhelming, sure, but it also gives me perspectives I never expected.

It helps me notice the unspoken, feel things deeply, and see beauty in the details others might miss. My brain may not always play by the rules, but it makes life colourful.

Books are my other quiet home. They teach me, comfort me, and remind me that imagination isn't an escape - it's a bridge.

I love stories that make me feel seen, as well as those that stretch my understanding of what it means to be human. My bookshelf is a reflection of my mind; a little chaotic, wildly varied, but full of heart.

At my core, I want to be someone who cares with purpose. Whether I'm helping someone, planting something, or planning my next trip, I want to leave a trail of warmth behind, small moments that remind people they matter.

So if I had to describe myself in one line, it would probably be this:

"I'm a curious creator who cares - a little too much, a little too loudly, but always with heart."

And maybe that's enough. Because I've learned that the best things I create aren't projects or plans - they're moments of connection, compassion, and curiosity. And if that's what I leave behind, then I think I'm exactly where I'm meant to be.





TWO truTHs and A LiE

START A CONVO TO SEE WHICH ONE IS THE LIE!



I PLAN MY SNACKS MORE SERIOUSLY THAN MY MEETINGS.

I CAN SURVIVE A WHOLE DAY WITHOUT CHECKING MY PHONE.

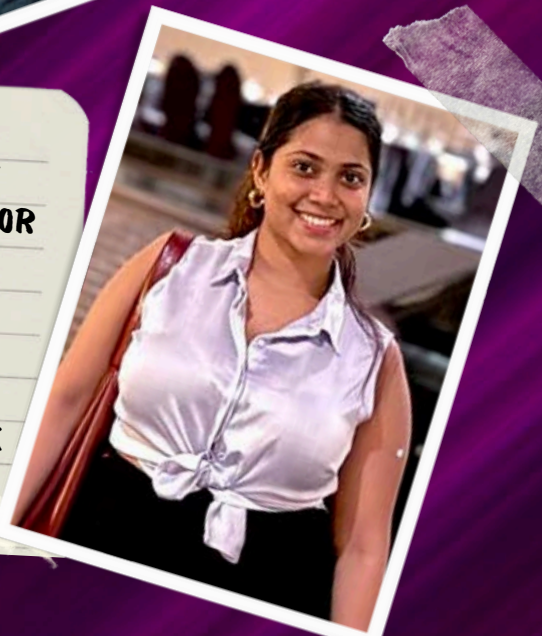
I NEVER COMPLAIN ABOUT MONDAYS.



I ONCE NEARLY KILLED MY SISTER IN A BIKE ACCIDENT

I'M ALWAYS HUNGRY, LITERALLY ALL THE TIME.

I HATE IT WHEN PEOPLE MAKE FUN OF SHORT PEOPLE.



I WATCH HORROR MOVIES ALONE AT NIGHT WHEN I FEEL LONELY OR BORED

I LOVE TO READ BOOKS

I GO TO THE GYM THRICE A WEEK

TWO truTHs and A LiE

START A CONVO TO SEE WHICH ONE IS THE LIE!



I USED TO LIVE IN THE MALDIVES FOR MOST OF MY CHILDHOOD

I PLAYED CHESS FOR MY SCHOOL TEAM

I ONCE COLLIDED WITH A BUS WHILE RIDING MY BIKE.



I PRETEND TO STUDY BUT END UP WATCHING RANDOM YOUTUBE VIDEOS INSTEAD.

I ONCE GOT CAUGHT BUNKING LECTURES TO HANG OUT WITH MY FRIENDS.

I ONCE PULLED AN ALL-NIGHTER JUST TO FINISH MY ASSIGNMENT ON TIME.



I GOT MY BROTHER HOSPITALISED

I MOVED COUNTRIES TO GET OVER A BREAKUP

I REPRESENTED SRI LANKA IN THE UNDER 19 NATIONAL CRICKET TEAM


CONNECT
INTERNATIONAL