



# PLDT, Smart reap again back-to-back “Company of the Year” awards at Anvil, Quill

PLDT, Inc. and wireless unit Smart Communications, Inc. were hailed by two of the Philippines’ leading public relations organizations as 2024 Company of the Year.

The International Association of Business Communicators (IABC) and Public Relations Society of the Philippines (PRSP) recently recognized PLDT and Smart, not only for the number and quality of winning awards, but also for the group’s most pioneering initiatives that have left an indelible imprint on the lives of many.

“We are humbled and honored for these back-to-back Company of the Year citations. Our awards highlight that our initiatives are effective, and are relevant to the customers and communities that we serve. We are truly inspired to continue the work that we do—that is, providing meaningful connections, so that no one is left behind,” said Cathy Yang, First Vice President and Head of Group Corporate Communications of PLDT and Smart.

At ceremonies held recently, PLDT and Smart bagged 14 excellence and 13 merit trophies at the 20th Philippine Quill Awards, and two gold and 18 silver citations at the 59th Anvil Awards.

Through the years, PLDT and Smart have been promoting inclusive programs and tools to improve the lives of Filipinos. This underscores the group’s commitment to the United Nations’ 17 Sustainable Development Goals (SDGs) that aim to achieve decent lives for all, through meaningful connections, and positive and empowering population solutions .

