

The State of AI Visibility in Sri Lanka 2026

Q2 2026

3 Months of Visibility Trends Across
Sri Lanka's Leading Brands

06

Industries

18

Segments

198

Brands Evaluated

980

Brands Discovered

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Studied platforms: ChatGPT · Google Gemini · Perplexity

Timeline: March, April, May 2026

Prepared by the BrandRadar Research Team

All data derived from BrandRadar.ai proprietary intelligence

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Executive Summary

In March 2026, BrandRadar hosted Sri Lanka's first AI Visibility Summit in Colombo, unveiling the inaugural AI Visibility Index to an audience of brand leaders, marketers, and digital strategists. For the first time, Sri Lankan brands could see exactly where they stood, and where they didn't, across ChatGPT, Gemini, and Perplexity. The room made one thing clear: AI visibility had moved from a future consideration to a present competitive reality.

Over March, April and May 2026, Sri Lanka's AI discovery landscape showed clear shifts across industries. Automotive brands became the most consolidated industry, dominating overall AI visibility, consistently scoring above 80 across all three platforms and all three months. Finance emerged as the fastest-growing conversational category, with Digital Banking scores climbing as high as 79 in April. Through rapid spikes, some finance brands leaped in certain months to acquire share of voice.

Hospitality visibility became increasingly volatile over the 3 months due to the Sri Lankan market being highly fragmented. Individual brands entering and exiting the top five month-to-month at a rate higher than any other industry. BrandRadar's [Long-Tail Keyword Analysis for AEO: Sri Lanka, Singapore, Dubai and Mumbai](#) explored the state of the regional hospitality market in depth.

Across all industries, one finding was consistent. Brands with stronger informational depth, structured authority, and broader conversational relevance consistently outperformed competitors, even when those competitors held stronger advertising positions or larger marketing budgets.

With how fast search and the AI space is evolving, brands today must make a conscious choice, whether to embrace AI as the new visibility channel or be left out as competitors rapidly win share-of-voice where early comers have a higher chance.

The Shift to AI Discovery

For the past two decades, brand visibility meant one thing: appearing on a search results page. Users typed short keyword queries, received a ranked list of links, and did the rest themselves, browsing, comparing, and forming opinions across multiple websites and sessions.

That model is changing. AI systems have introduced a fundamentally different discovery mechanic. When a user asks ChatGPT, Google, Perplexity, or Claude a question about a product, service, or brand, they receive a direct answer, a synthesised recommendation that names specific brands, explains their differences, and often suggests a decision. The user may never visit a website at all.

| CHATGPT · CONVERSATIONAL ANSWER | PERPLEXITY · STRUCTURED COMPARISON | GOOGLE AI OVERVIEW · SYNTHESISED RESULT | | | | | | |
|---|---|---|-----------------|----------------------------|---------------|----------------------|----------------|--|
| <p>User: <i>best insurance companies in sri lanka</i></p> <p>🏆 Top Insurance Companies in Sri Lanka</p> <ol style="list-style-type: none">AIA Sri Lanka — Named Best Life Insurance Company for the sixth consecutive time by CFI and GBFR.Softlogic Life — Active since 2001, surpassing Rs. 40 billion in Gross Written Premium in FY25.Union Assurance — Well-established with strong branch network and wide product range. | <p>User: <i>best insurance companies in sri lanka</i></p> <p>Based on market position, reputation, financial strength, customer reach and industry recognition:</p> <table border="1"><tr><td>Sri Lanka Insurance</td><td>Overall insurer</td></tr><tr><td>AIA Insurance Lanka</td><td>Life & health</td></tr><tr><td>Ceylinco Life</td><td>Life insurance</td></tr></table> | Sri Lanka Insurance | Overall insurer | AIA Insurance Lanka | Life & health | Ceylinco Life | Life insurance | <p>User: <i>best insurance companies sri lanka</i></p> <p>➔ AI Overview</p> <p>Sri Lanka's top insurance providers include Ceylinco Insurance, Sri Lanka Insurance Corporation (SLIC), Softlogic Life, People's Insurance, and HNB Assurance.</p> <p>Best Life Insurance</p> <p>Softlogic Life: known for digital innovation, fast claims settlement, and a strong suite of life and health plans.</p> |
| Sri Lanka Insurance | Overall insurer | | | | | | | |
| AIA Insurance Lanka | Life & health | | | | | | | |
| Ceylinco Life | Life insurance | | | | | | | |

The [era of agentic search](#) is closer than we think. The recent [Google I/O May 2026](#) update hinted at one of the world's greatest changes in human information discovery: a total adoption of conversational discovery where blue links may cease to exist.

This shift compresses the customer journey in ways that advantage some brands and completely bypass others. A brand that AI systems don't mention simply doesn't exist in that conversation, regardless of its SEO ranking, advertising spend, or traditional market position.

The introduction of ChatGPT ads and the reinforcement of Google's preferred sources indicate a thriving future for marketers and brands alike, where brand placements, revenue, and a way forward for genuine information discovery becomes more tangible. Understanding [what AI can access](#) and enabling necessary elements for [multilingual website readability](#) for global enterprises allow brands to get a head start.

From keyword search to conversational discovery

| THEN, KEYWORD SEARCH | NOW, CONVERSATIONAL AI DISCOVERY |
|--|---|
| <p>Short, fragmented query. Search engine returns 10 links. User clicks, browses, compares manually.</p> <p><code>best hotels colombo</code></p> <p>Returns a list of links. The user does the rest.</p> | <p>Complete natural-language question. AI synthesises, compares, and delivers a recommendation directly.</p> <p><code>Which hotel in Colombo is best for a business trip with a sea view?</code></p> <p>AI recommends 2-3 brands by name.</p> |

The AI discovery funnel



Methodology

Platforms Tracked

The analysis monitored visibility across three major AI-assisted discovery environments: ChatGPT (OpenAI), Google Gemini, and Perplexity.

Prompt Analysis

BrandRadar analyzed thousands of prompts across multiple industries and customer intent stages via the BrandRadar.ai proprietary platform. Prompts included informational queries, recommendation-based prompts, comparison prompts, decision-stage buying questions, local discovery prompts, and conversational follow-up prompts.

Industries & Segments Covered

| INDUSTRY | SEGMENTS |
|-------------------|---|
| Hospitality | Hotels, Villas, Restaurants, Tour Operators |
| Banking & Finance | Credit Cards, Savings & Deposits, Loans, Digital Banking, Stock Brokers |
| Insurance | Health Insurance, Life Insurance, Motor Insurance |
| Retail | Skincare, Fashion & Apparel, Consumer Electronics |
| Automotive | ICE Vehicles, Electric Vehicles |
| Real Estate | Apartments |

Scoring Framework

The BrandRadar AI Visibility Score measures a brand's overall presence across AI-generated discovery environments, calculated using Visibility Score (overall weighted visibility across platforms), Prompt Coverage (frequency across conversational and decision-stage prompts), and AI Recommendation Frequency (consistency within recommendation-based AI responses).

Sri Lanka AI Visibility Leaderboard

198 brands evaluated · 67 brands present across all 3 months · 94 single-month brands · Top 5 per segment shown

March 2026

| # | BRAND | SCORE | OPENAI | GEMINI | PERPLEXITY |
|------------------------------|--------------------------|--------------|--------|--------|------------|
| HOSPITALITY | | | | | |
| Hotels | | | | | |
| 1 | Shangri-La Colombo | 47.46 | 46.5 | 41.8 | 78.3 |
| 2 | Galle Face Hotel | 46.44 | 74.0 | 21.3 | 35.8 |
| 3 | Amangalla | 40.14 | 45.5 | 29.3 | 65.0 |
| 4 | Cape Weligama | 39.78 | 42.0 | 42.0 | 19.8 |
| 5 | Anantara Peace Haven | 34.33 | 19.0 | 31.3 | 86.0 |
| Villas | | | | | |
| 1 | Jetwing Villas | 19.11 | 15.8 | 12.0 | 66.3 |
| 2 | Eden Villas | 15.79 | 8.3 | 7.3 | 8.3 |
| 3 | Cape Weligama | 13.50 | 6.0 | 6.0 | 0.0 |
| 4 | Saman Villas | 12.15 | 5.8 | 4.3 | 0.0 |
| 5 | Ani Villas | 11.70 | 5.0 | 5.3 | 0.0 |
| Restaurants | | | | | |
| 1 | Ministry of Crab | 90.88 | 96.0 | 93.3 | 78.5 |
| 2 | Nihonbashi | 59.69 | 65.3 | 65.3 | 10.8 |
| 3 | The Gallery Café | 53.24 | 53.5 | 55.8 | 34.0 |
| 4 | Upali's by Nawaloka | 32.51 | 37.8 | 34.5 | 0.0 |
| 5 | Gini | 24.24 | 24.5 | 27.0 | 9.5 |
| Tour Operators | | | | | |
| 1 | Walkers Tours | 65.06 | 83.8 | 61.5 | 19.5 |
| 2 | Aitken Spence Travels | 37.66 | 57.8 | 35.8 | 13.3 |
| 3 | Jetwing Travels | 36.84 | 24.5 | 58.8 | 7.3 |
| 4 | Blue Lanka Tours | 32.70 | 29.8 | 37.3 | 18.8 |
| 5 | Exodus Adventure Travels | 32.05 | 0.0 | 65.8 | 59.5 |
| BANKING & FINANCE | | | | | |
| Credit Cards | | | | | |
| 1 | Sampath Bank | 75.83 | 81.5 | 64.8 | 81.3 |
| 2 | DFCC Bank | 70.99 | 48.4 | 73.3 | 58.8 |
| 3 | Nations Trust Bank | 50.19 | 40.3 | 64.2 | 26.8 |

| # | BRAND | SCORE | OPENAI | GEMINI | PERPLEXITY |
|--------------------|---------------------------|--------------|--------|--------|------------|
| 4 | Commercial Bank | 49.60 | 41.1 | 53.0 | 31.3 |
| 5 | American Express | 51.00 | 49.3 | 65.8 | 38.0 |
| Savings & Deposits | | | | | |
| 1 | Bank of Ceylon | 52.73 | 31.0 | 79.5 | 77.3 |
| 2 | Peoples' Bank | 49.86 | 36.5 | 64.8 | 57.8 |
| 3 | Pan Asia Bank | 40.25 | 11.5 | 76.0 | 31.3 |
| 4 | National Savings Bank | 28.59 | 13.0 | 49.3 | 53.0 |
| 5 | Nations Trust Bank | 30.49 | 12.5 | 52.5 | 47.3 |
| Loans | | | | | |
| 1 | Peoples' Bank | 47.43 | 47.0 | 45.5 | 59.0 |
| 2 | Bank of Ceylon | 46.10 | 42.0 | 53.5 | 38.8 |
| 3 | Nations Trust Bank | 39.21 | 11.5 | 71.3 | 50.0 |
| 4 | Sampath Bank | 37.10 | 70.0 | 11.0 | 37.0 |
| 5 | Hatton National Bank | 45.50 | 61.3 | 37.5 | 3.5 |
| Digital Banking | | | | | |
| 1 | Sampath Bank | 71.63 | 71.5 | 71.0 | 75.0 |
| 2 | Commercial Bank of Ceylon | 70.09 | 72.0 | 75.8 | 57.0 |
| 3 | Peoples' Bank | 67.19 | 63.3 | 70.5 | 72.5 |
| 4 | Hatton National Bank | 66.49 | 62.8 | 75.0 | 71.0 |
| 5 | Bank of Ceylon | 53.35 | 37.8 | 70.8 | 52.5 |
| Stock Brokers | | | | | |
| 1 | Asia Securities | 39.09 | 42.1 | 33.4 | 51.1 |
| 2 | John Keells Stock Brokers | 23.93 | 32.7 | 15.4 | 22.6 |
| 3 | NDB Securities | 19.20 | 31.2 | 9.4 | 9.5 |
| 4 | First Capital | 15.20 | 22.4 | 9.1 | 9.9 |
| 5 | Softlogic Stockbrokers | 13.74 | 11.3 | 14.0 | 23.6 |
| INSURANCE | | | | | |
| Health Insurance | | | | | |
| 1 | Softlogic Life | 64.00 | 48.8 | 81.8 | 61.5 |
| 2 | HNB Assurance | 51.83 | 65.3 | 7.5 | 82.8 |
| 3 | Sri Lanka Insurance | 39.75 | 47.8 | 54.5 | 17.0 |
| 4 | Union Assurance | 36.67 | 70.3 | 37.3 | 2.5 |
| 5 | Ceylinco Life | 23.25 | 39.5 | 19.3 | 11.0 |
| Life Insurance | | | | | |
| 1 | Ceylinco Life | 69.75 | 72.3 | 55.3 | 81.8 |
| 2 | Softlogic Life | 48.75 | 54.3 | 24.5 | 67.5 |
| 3 | Sri Lanka Insurance | 37.08 | 38.3 | 41.0 | 32.0 |
| 4 | Union Assurance | 34.92 | 51.0 | 28.5 | 25.3 |

| # | BRAND | SCORE | OPENAI | GEMINI | PERPLEXITY |
|----------------------|----------------------------|--------------|--------|--------|------------|
| 5 | AIA Insurance | 31.08 | 9.0 | 51.8 | 32.5 |
| Motor Insurance | | | | | |
| 1 | LOLC General Insurance | 55.67 | 21.5 | 79.8 | 65.8 |
| 2 | Sri Lanka Insurance | 51.50 | 22.3 | 59.5 | 72.8 |
| 3 | Peoples Insurance | 35.58 | 23.3 | 6.5 | 77.0 |
| 4 | Fairfirst Insurance | 32.92 | 3.0 | 56.0 | 39.8 |
| 5 | Ceylinco General Insurance | 28.50 | 47.5 | 14.0 | 24.0 |
| RETAIL | | | | | |
| Skincare | | | | | |
| 1 | Spa Ceylon | 35.75 | 42.5 | 31.3 | 33.5 |
| 2 | Abhi | 30.50 | 0.0 | 52.0 | 39.5 |
| 3 | Siddhalepa | 13.00 | 39.0 | 0.0 | 0.0 |
| 4 | ORION XO | 12.25 | 0.0 | 21.8 | 15.0 |
| 5 | Viana | 11.58 | 16.8 | 18.0 | 0.0 |
| Fashion & Apparel | | | | | |
| 1 | ODEL | 51.62 | 81.3 | 24.5 | 40.3 |
| 2 | NOLIMIT | 32.93 | 60.0 | 11.5 | 7.5 |
| 3 | Hameedia | 30.04 | 64.5 | 2.3 | 0.0 |
| 4 | Fashion Bug | 26.53 | 40.3 | 16.0 | 10.3 |
| 5 | Cotton Collection | 22.87 | 41.3 | 5.8 | 24.8 |
| Consumer Electronics | | | | | |
| 1 | SimplyTek | 35.76 | 0.0 | 74.8 | 21.3 |
| 2 | Abans | 35.05 | 78.8 | 18.3 | 4.0 |
| 3 | Wish.lk | 29.28 | 7.5 | 55.0 | 28.3 |
| 4 | Nilambara Electronics | 29.13 | 0.0 | 51.3 | 68.5 |
| 5 | Samsung | 27.60 | 33.8 | 24.3 | 27.0 |
| AUTOMOTIVE | | | | | |
| Electric Vehicles | | | | | |
| 1 | BYD | 90.97 | 91.5 | 93.3 | 78.3 |
| 2 | Nissan | 52.11 | 51.8 | 59.5 | 6.0 |
| 3 | Tesla | 49.16 | 23.8 | 69.0 | 25.3 |
| 4 | Kia | 44.21 | 19.5 | 51.5 | 70.8 |
| 5 | Hyundai | 41.93 | 20.5 | 49.8 | 59.5 |
| ICE Vehicles | | | | | |
| 1 | Toyota | 95.58 | 92.5 | 93.5 | 96.3 |
| 2 | Suzuki | 81.43 | 83.0 | 76.0 | 85.3 |
| 3 | Honda | 63.91 | 63.5 | 72.3 | 64.3 |
| 4 | Nissan | 52.69 | 55.8 | 65.0 | 46.5 |

| # | BRAND | SCORE | OPENAI | GEMINI | PERPLEXITY |
|--------------------|----------------|--------------|--------|--------|------------|
| 5 | Hyundai | 37.30 | 37.0 | 35.5 | 33.3 |
| REAL ESTATE | | | | | |
| Apartments | | | | | |
| 1 | Cinnamon Life | 40.28 | 43.5 | 40.0 | 27.0 |
| 2 | Havelock City | 18.51 | 23.3 | 15.5 | 12.3 |
| 3 | Trizen | 17.05 | 11.0 | 28.3 | 6.5 |
| 4 | Altair | 17.03 | 30.5 | 6.0 | 3.5 |
| 5 | One Galle Face | 16.98 | 41.5 | 3.8 | 0.0 |

April 2026

| # | BRAND | SCORE | OPENAI | GEMINI | PERPLEXITY | STATUS |
|--------------------|-------------------------|--------------|--------|--------|------------|--------|
| HOSPITALITY | | | | | | |
| Hotels | | | | | | |
| 1 | Galle Face Hotel | 47.98 | 59.8 | 30.3 | 74.8 | UP |
| 2 | Cape Weligama | 47.95 | 50.5 | 54.5 | 7.0 | UP |
| 3 | Amangalla | 44.80 | 40.0 | 53.5 | 27.3 | SAME |
| 4 | Ceylon Tea Trails | 33.08 | 23.8 | 49.8 | 0.0 | NEW |
| 5 | Wild Coast Tented Lodge | 28.13 | 20.0 | 42.0 | 2.3 | NEW |
| Villas | | | | | | |
| 1 | Jetwing Saman Villas | 17.21 | 28.8 | 0.0 | 42.8 | NEW |
| 2 | Ani Villas | 15.75 | 0.0 | 29.0 | 27.0 | UP |
| 3 | Villa Shala | 15.41 | 4.3 | 28.0 | 9.0 | NEW |
| 4 | Ishq | 11.25 | 0.0 | 25.0 | 0.0 | NEW |
| 5 | Santani | 11.14 | 24.8 | 0.0 | 0.0 | NEW |
| Restaurants | | | | | | |
| 1 | Ministry of Crab | 89.91 | 96.8 | 83.5 | 88.0 | SAME |
| 2 | The Gallery Café | 54.83 | 44.5 | 67.0 | 46.5 | UP |
| 3 | Nihonbashi | 48.15 | 70.8 | 36.3 | 0.0 | DOWN |
| 4 | Upali's by Nawaloka | 40.16 | 28.3 | 61.0 | 0.0 | SAME |
| 5 | Nuga Gama | 33.31 | 12.5 | 57.8 | 17.0 | NEW |
| Tour Operators | | | | | | |
| 1 | Walkers Tours | 69.58 | 83.5 | 69.0 | 9.5 | SAME |
| 2 | Aitken Spence Travels | 66.19 | 85.3 | 60.5 | 6.0 | SAME |
| 3 | Jetwing Travels | 32.31 | 23.8 | 45.0 | 13.8 | SAME |
| 4 | Blue Lanka Tours | 26.45 | 42.8 | 11.8 | 19.3 | SAME |
| 5 | Mango Vacations | 21.00 | 0.0 | 46.0 | 3.0 | NEW |

| # | BRAND | SCORE | OPENAI | GEMINI | PERPLEXITY | STATUS |
|------------------------------|---------------------------|--------------|--------|--------|------------|-------------|
| BANKING & FINANCE | | | | | | |
| Credit Cards | | | | | | |
| 1 | Sampath Bank | 71.72 | 83.3 | 65.8 | 46.8 | SAME |
| 2 | American Express | 56.26 | 46.8 | 63.5 | 66.5 | NEW |
| 3 | Nations Trust Bank | 55.80 | 34.8 | 74.8 | 65.3 | SAME |
| 4 | Bank of Ceylon | 46.70 | 33.8 | 51.8 | 82.3 | UP |
| 5 | HSBC | 46.48 | 47.8 | 44.8 | 48.5 | NEW |
| Savings & Deposits | | | | | | |
| 1 | Bank of Ceylon | 62.08 | 42.8 | 82.8 | 56.0 | SAME |
| 2 | DFCC Bank | 50.25 | 26.3 | 69.8 | 70.5 | NEW |
| 3 | Nations Trust Bank | 48.88 | 17.0 | 75.5 | 72.5 | UP |
| 4 | Peoples' Bank | 47.91 | 31.8 | 61.5 | 59.5 | DOWN |
| 5 | Sampath Bank | 43.73 | 59.8 | 27.3 | 45.8 | NEW |
| Loans | | | | | | |
| 1 | Peoples' Bank | 56.92 | 51.5 | 62.5 | 56.3 | SAME |
| 2 | Sampath Bank | 47.43 | 75.3 | 22.3 | 35.5 | UP |
| 3 | Bank of Ceylon | 45.99 | 37.8 | 51.5 | 58.3 | DOWN |
| 4 | Hatton National Bank | 45.07 | 72.0 | 27.5 | 3.0 | UP |
| 5 | Nations Trust Bank | 39.41 | 8.8 | 63.0 | 71.3 | DOWN |
| Digital Banking | | | | | | |
| 1 | Hatton National Bank | 79.19 | 73.3 | 90.0 | 57.3 | UP |
| 2 | Peoples' Bank | 78.84 | 79.5 | 77.3 | 83.0 | UP |
| 3 | Sampath Bank | 73.93 | 76.8 | 72.8 | 66.5 | DOWN |
| 4 | Commercial Bank of Ceylon | 72.89 | 61.5 | 89.8 | 48.3 | DOWN |
| 5 | Bank of Ceylon | 55.92 | 47.8 | 63.8 | 57.5 | SAME |
| Stock Brokers | | | | | | |
| 1 | John Keells Stock Brokers | 64.74 | 55.8 | 72.0 | 72.5 | UP |
| 2 | Asia Securities | 53.81 | 77.3 | 25.5 | 75.8 | DOWN |
| 3 | NDB Securities | 53.66 | 58.3 | 61.0 | 0.0 | SAME |
| 4 | Softlogic Stockbrokers | 46.84 | 27.3 | 64.0 | 57.8 | UP |
| 5 | First Capital | 33.36 | 0.0 | 70.8 | 15.3 | DOWN |
| INSURANCE | | | | | | |
| Health Insurance | | | | | | |
| 1 | Softlogic Life | 64.30 | 50.5 | 85.0 | 33.3 | SAME |
| 2 | Ceylinco Life | 42.40 | 41.3 | 35.8 | 77.5 | UP |
| 3 | Sri Lanka Insurance | 41.55 | 45.5 | 42.5 | 19.5 | SAME |

| # | BRAND | SCORE | OPENAI | GEMINI | PERPLEXITY | STATUS |
|----------------------|----------------------------|--------------|--------|--------|------------|-------------|
| 4 | Union Assurance | 37.12 | 64.0 | 18.5 | 0.0 | SAME |
| 5 | Ceylinco General Insurance | 36.89 | 21.8 | 58.0 | 10.0 | NEW |
| Life Insurance | | | | | | |
| 1 | Ceylinco Life | 89.46 | 95.8 | 88.0 | 67.8 | SAME |
| 2 | Softlogic Life | 66.19 | 78.3 | 55.0 | 62.3 | SAME |
| 3 | HNB Assurance | 45.54 | 69.3 | 30.5 | 6.5 | NEW |
| 4 | Sri Lanka Insurance | 40.97 | 65.3 | 18.8 | 31.8 | DOWN |
| 5 | Union Assurance | 37.89 | 59.5 | 24.3 | 2.0 | DOWN |
| Motor Insurance | | | | | | |
| 1 | Ceylinco General Insurance | 83.60 | 83.8 | 95.8 | 28.3 | UP |
| 2 | Sri Lanka Insurance | 78.26 | 81.5 | 74.8 | 79.5 | SAME |
| 3 | Peoples Insurance | 64.44 | 38.8 | 86.0 | 83.0 | SAME |
| 4 | LOLC General Insurance | 63.00 | 45.0 | 87.0 | 36.0 | DOWN |
| 5 | Allianz | 50.70 | 36.3 | 61.3 | 68.3 | NEW |
| RETAIL | | | | | | |
| Skincare | | | | | | |
| 1 | Spa Ceylon | 33.19 | 41.0 | 32.8 | 0.0 | SAME |
| 2 | Abhi | 29.69 | 0.0 | 53.3 | 57.3 | SAME |
| 3 | Janet | 24.08 | 20.8 | 32.3 | 2.3 | NEW |
| 4 | Iris Garden | 23.76 | 0.0 | 48.3 | 20.5 | NEW |
| 5 | Viana | 18.90 | 13.5 | 28.5 | 0.0 | SAME |
| Fashion & Apparel | | | | | | |
| 1 | ODEL | 51.95 | 80.5 | 28.5 | 29.0 | SAME |
| 2 | Hameedia | 34.71 | 66.0 | 10.8 | 1.8 | UP |
| 3 | Fashion Bug | 31.02 | 38.5 | 26.0 | 20.0 | UP |
| 4 | NOLIMIT | 29.14 | 45.3 | 17.0 | 11.3 | DOWN |
| 5 | GFlock | 24.64 | 5.3 | 49.0 | 2.3 | NEW |
| Consumer Electronics | | | | | | |
| 1 | Singer | 48.93 | 82.3 | 15.8 | 48.3 | NEW |
| 2 | Abans | 43.46 | 80.5 | 14.8 | 6.0 | SAME |
| 3 | SimplyTek | 40.79 | 0.0 | 76.3 | 64.8 | DOWN |
| 4 | Direct Dealz | 39.90 | 0.0 | 75.0 | 61.5 | NEW |
| 5 | Softlogic | 39.58 | 81.0 | 5.5 | 6.5 | NEW |
| AUTOMOTIVE | | | | | | |
| Electric Vehicles | | | | | | |
| 1 | BYD | 90.39 | 97.0 | 83.3 | 92.8 | SAME |

| # | BRAND | SCORE | OPENAI | GEMINI | PERPLEXITY | STATUS |
|--------------|------------------------|--------------|--------|--------|------------|--------|
| 2 | Nissan | 60.83 | 87.3 | 40.3 | 34.5 | SAME |
| 3 | Hyundai | 44.58 | 36.8 | 44.3 | 81.3 | UP |
| 4 | Kia | 41.50 | 27.3 | 46.3 | 84.3 | SAME |
| 5 | Tata | 37.56 | 41.8 | 38.5 | 14.5 | NEW |
| ICE Vehicles | | | | | | |
| 1 | Toyota | 97.88 | 97.0 | 99.0 | 96.8 | SAME |
| 2 | Suzuki | 83.66 | 82.3 | 85.0 | 84.0 | SAME |
| 3 | Honda | 75.80 | 72.5 | 80.5 | 69.5 | SAME |
| 4 | Nissan | 56.73 | 49.3 | 70.3 | 29.5 | SAME |
| 5 | Perodua | 41.86 | 37.5 | 44.3 | 50.8 | NEW |
| REAL ESTATE | | | | | | |
| Apartments | | | | | | |
| 1 | Cinnamon Life | 47.60 | 60.3 | 40.8 | 21.5 | SAME |
| 2 | Trizen | 36.88 | 6.8 | 71.8 | 15.5 | UP |
| 3 | Havelock City | 27.90 | 41.0 | 21.0 | 0.0 | DOWN |
| 4 | Altair | 26.10 | 52.0 | 5.5 | 2.3 | SAME |
| 5 | John Keells Properties | 21.60 | 11.0 | 37.0 | 0.0 | NEW |

May 2026

| # | BRAND | SCORE | OPENAI | GEMINI | PERPLEXITY | STATUS |
|-------------|-------------------|--------------|--------|--------|------------|--------|
| HOSPITALITY | | | | | | |
| Hotels | | | | | | |
| 1 | Galle Face Hotel | 55.24 | 75.5 | 30.3 | 76.5 | SAME |
| 2 | Cape Weligama | 42.98 | 40.5 | 54.5 | 2.3 | SAME |
| 3 | Amangalla | 40.40 | 33.0 | 53.5 | 14.8 | SAME |
| 4 | Ceylon Tea Trails | 38.70 | 35.8 | 49.8 | 2.3 | SAME |
| 5 | Shangri-La | 29.44 | 19.8 | 36.5 | 41.3 | NEW |
| Villas | | | | | | |
| 1 | Villa Shala | 14.97 | 0.0 | 28.0 | 23.8 | UP |
| 2 | Eden Villas | 14.41 | 15.3 | 15.0 | 8.0 | NEW |
| 3 | Ishq | 12.26 | 2.3 | 25.0 | 0.0 | UP |
| 4 | Pastel House | 11.89 | 0.0 | 22.3 | 18.8 | NEW |
| 5 | Meda Gedara | 11.03 | 4.8 | 19.8 | 0.0 | NEW |
| Restaurants | | | | | | |
| 1 | Ministry of Crab | 88.70 | 96.0 | 83.5 | 79.3 | SAME |
| 2 | Nihonbashi | 52.31 | 80.0 | 36.3 | 0.0 | UP |

| # | BRAND | SCORE | OPENAI | GEMINI | PERPLEXITY | STATUS |
|------------------------------|---------------------------|--------------|--------|--------|------------|--------|
| 3 | The Gallery Café | 33.30 | 0.0 | 67.0 | 31.5 | DOWN |
| 4 | Nuga Gama | 32.83 | 7.3 | 57.8 | 35.8 | UP |
| 5 | Palmyrah | 29.26 | 0.0 | 57.8 | 32.8 | NEW |
| Tour Operators | | | | | | |
| 1 | Walkers Tours | 70.81 | 86.3 | 69.0 | 9.5 | SAME |
| 2 | Aitken Spence Travels | 63.20 | 79.0 | 60.5 | 4.3 | SAME |
| 3 | Jetwing Travels | 32.66 | 25.3 | 45.0 | 10.5 | SAME |
| 4 | Traumland Tours | 22.11 | 4.0 | 39.3 | 26.5 | NEW |
| 5 | BH Lanka Tours | 22.10 | 3.0 | 32.0 | 63.5 | NEW |
| BANKING & FINANCE | | | | | | |
| Credit Cards | | | | | | |
| 1 | Sampath Bank | 62.33 | 72.8 | 65.8 | 0.0 | SAME |
| 2 | Nations Trust Bank | 52.70 | 27.8 | 74.8 | 65.8 | UP |
| 3 | American Express | 49.99 | 34.3 | 63.5 | 60.0 | DOWN |
| 4 | Bank of Ceylon | 43.39 | 27.0 | 51.8 | 79.5 | SAME |
| 5 | DFCC Bank | 42.55 | 48.5 | 45.5 | 2.5 | NEW |
| Savings & Deposits | | | | | | |
| 1 | Bank of Ceylon | 64.28 | 44.3 | 82.8 | 71.3 | SAME |
| 2 | DFCC Bank | 63.46 | 58.5 | 69.8 | 57.5 | SAME |
| 3 | Peoples' Bank | 54.09 | 50.8 | 61.5 | 35.8 | UP |
| 4 | Nations Trust Bank | 48.29 | 15.3 | 75.5 | 74.5 | DOWN |
| 5 | Pan Asia Bank | 33.39 | 10.5 | 54.3 | 42.5 | NEW |
| Loans | | | | | | |
| 1 | Peoples' Bank | 57.66 | 52.8 | 62.5 | 58.0 | SAME |
| 2 | Bank of Ceylon | 43.30 | 33.0 | 51.5 | 52.8 | UP |
| 3 | DFCC Bank | 41.65 | 50.3 | 38.3 | 18.3 | NEW |
| 4 | Sampath Bank | 40.20 | 65.8 | 22.3 | 6.0 | DOWN |
| 5 | Nations Trust Bank | 38.42 | 9.0 | 63.0 | 60.3 | SAME |
| Digital Banking | | | | | | |
| 1 | Commercial Bank of Ceylon | 73.44 | 65.5 | 89.8 | 35.8 | UP |
| 2 | Hatton National Bank | 73.31 | 65.8 | 90.0 | 32.3 | DOWN |
| 3 | Peoples' Bank | 71.04 | 64.5 | 77.3 | 72.5 | DOWN |
| 4 | Sampath Bank | 68.60 | 69.8 | 72.8 | 44.8 | DOWN |
| 5 | Bank of Ceylon | 47.18 | 29.3 | 63.8 | 53.3 | SAME |
| Stock Brokers | | | | | | |
| 1 | NDB Securities | 53.89 | 58.8 | 61.0 | 0.0 | UP |

| # | BRAND | SCORE | OPENAI | GEMINI | PERPLEXITY | STATUS |
|-------------------|----------------------------|--------------|--------|--------|------------|--------|
| 2 | Asia Securities | 53.00 | 76.0 | 25.5 | 73.3 | SAME |
| 3 | John Keells Stock Brokers | 50.78 | 29.0 | 72.0 | 53.3 | DOWN |
| 4 | Softlogic Stockbrokers | 38.74 | 8.3 | 64.0 | 62.3 | SAME |
| 5 | First Capital | 34.99 | 0.0 | 70.8 | 31.5 | SAME |
| INSURANCE | | | | | | |
| Health Insurance | | | | | | |
| 1 | Softlogic Life | 65.49 | 55.0 | 81.8 | 39.5 | SAME |
| 2 | Sri Lanka Insurance | 55.09 | 73.0 | 45.8 | 16.5 | UP |
| 3 | Union Assurance | 46.80 | 51.5 | 52.5 | 0.0 | UP |
| 4 | Ceylinco Life | 42.55 | 40.0 | 36.5 | 81.3 | DOWN |
| 5 | Allianz | 40.12 | 59.3 | 15.3 | 66.0 | NEW |
| Life Insurance | | | | | | |
| 1 | Ceylinco Life | 88.29 | 95.8 | 81.0 | 87.5 | SAME |
| 2 | Softlogic Life | 81.42 | 83.3 | 79.8 | 80.8 | SAME |
| 3 | AIA | 57.79 | 56.3 | 58.5 | 61.5 | NEW |
| 4 | Union Assurance | 48.40 | 69.3 | 31.8 | 29.5 | UP |
| 5 | Sri Lanka Insurance | 46.36 | 51.8 | 50.5 | 3.5 | DOWN |
| Motor Insurance | | | | | | |
| 1 | Ceylinco General Insurance | 77.19 | 79.0 | 89.8 | 12.5 | SAME |
| 2 | Sri Lanka Insurance | 62.64 | 76.0 | 59.8 | 15.5 | SAME |
| 3 | Peoples Insurance | 61.76 | 46.3 | 78.0 | 58.5 | SAME |
| 4 | LOLC General Insurance | 59.90 | 40.5 | 83.5 | 41.0 | SAME |
| 5 | Fairfirst Insurance | 42.66 | 27.0 | 51.8 | 72.3 | NEW |
| RETAIL | | | | | | |
| Skincare | | | | | | |
| 1 | Spa Ceylon | 29.39 | 24.8 | 32.8 | 32.8 | SAME |
| 2 | Abhi | 29.15 | 0.0 | 53.3 | 54.3 | SAME |
| 3 | Iris Garden | 21.71 | 0.0 | 48.3 | 0.0 | UP |
| 4 | Prevenze | 16.98 | 0.0 | 34.0 | 16.8 | NEW |
| 5 | Janet | 14.94 | 0.0 | 32.3 | 4.3 | DOWN |
| Fashion & Apparel | | | | | | |
| 1 | ODEL | 54.81 | 92.8 | 19.5 | 43.0 | SAME |
| 2 | NOLIMIT | 34.99 | 60.8 | 17.0 | 0.0 | UP |
| 3 | Hameedia | 33.86 | 64.5 | 10.8 | 0.0 | DOWN |
| 4 | Cotton Collection | 28.75 | 53.0 | 4.5 | 28.8 | NEW |
| 5 | GFlock | 24.04 | 3.3 | 49.0 | 5.3 | DOWN |

| # | BRAND | SCORE | OPENAI | GEMINI | PERPLEXITY | STATUS |
|----------------------|---------------------|-------|--------|--------|------------|--------|
| Consumer Electronics | | | | | | |
| 1 | Abans | 45.61 | 85.0 | 14.8 | 7.3 | UP |
| 2 | Singer | 45.26 | 75.5 | 15.8 | 42.0 | DOWN |
| 3 | Direct Dealz | 40.01 | 10.8 | 75.0 | 14.3 | UP |
| 4 | SimplyTek | 39.76 | 0.0 | 76.3 | 54.5 | DOWN |
| 5 | Wish.lk | 33.33 | 6.8 | 66.3 | 4.8 | NEW |
| AUTOMOTIVE | | | | | | |
| Electric Vehicles | | | | | | |
| 1 | BYD | 89.59 | 95.0 | 83.3 | 93.8 | SAME |
| 2 | Nissan | 51.26 | 63.0 | 40.3 | 48.0 | SAME |
| 3 | BAW | 48.10 | 24.5 | 68.0 | 64.8 | NEW |
| 4 | Kia | 43.14 | 31.5 | 46.3 | 81.5 | SAME |
| 5 | Hyundai | 39.84 | 26.0 | 44.3 | 82.3 | DOWN |
| ICE Vehicles | | | | | | |
| 1 | Toyota | 97.53 | 96.0 | 99.0 | 97.8 | SAME |
| 2 | Suzuki | 83.03 | 81.5 | 85.0 | 81.0 | SAME |
| 3 | Honda | 68.44 | 55.3 | 80.5 | 73.5 | SAME |
| 4 | Nissan | 61.20 | 53.8 | 70.3 | 54.0 | SAME |
| 5 | Kia | 34.51 | 39.0 | 32.3 | 24.5 | NEW |
| REAL ESTATE | | | | | | |
| Apartments | | | | | | |
| 1 | Cinnamon Life | 35.83 | 36.8 | 40.8 | 9.5 | SAME |
| 2 | Havelock City | 22.98 | 29.0 | 21.0 | 4.8 | UP |
| 3 | Trizen | 22.88 | 6.8 | 42.3 | 8.3 | DOWN |
| 4 | One Galle Face | 15.41 | 30.0 | 4.3 | 0.0 | NEW |
| 5 | Sapphire Residences | 14.41 | 9.8 | 19.5 | 12.5 | NEW |

Q2 Winners

Ranked by average score, leaderboard consistency, and cross-platform stability · March-May 2026

| # | BRAND | CATEGORY | MAR | APR | MAY | Q2 AVG |
|---|-----------------------------------|------------------------------|------|------|------|-------------|
| 1 | Toyota | Automotive / ICE | 95.6 | 97.9 | 97.5 | 97.0 |
| 2 | BYD | Automotive / EV | 91.0 | 90.4 | 89.6 | 90.3 |
| 3 | Ministry of Crab | Hospitality / Restaurants | 90.9 | 89.9 | 88.7 | 89.8 |
| 4 | Ceylinco Life | Insurance / Life | 69.8 | 89.5 | 88.3 | 82.5 |
| 5 | Ceylinco General Insurance | Insurance / Motor | 28.5 | 83.6 | 77.2 | 63.1 |
| 6 | Walkers Tours | Hospitality / Tour Operators | 65.1 | 69.6 | 70.8 | 68.5 |

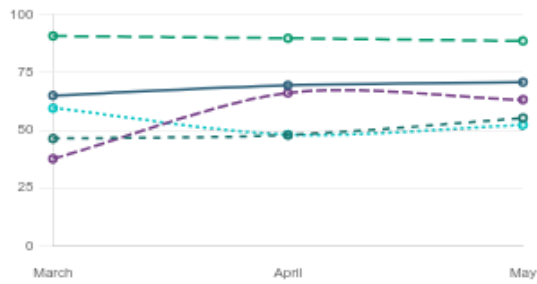
| # | BRAND | CATEGORY | MAR | APR | MAY | Q2 AVG |
|----|-----------------------|------------------------|------|------|------|-------------|
| 7 | Softlogic Life | Insurance / Health | 64.0 | 64.3 | 65.5 | 64.6 |
| 8 | Sampath Bank | Banking / Credit Cards | 75.8 | 71.7 | 62.3 | 70.0 |
| 9 | Peoples' Bank | Banking / Loans | 47.4 | 56.9 | 57.7 | 54.0 |
| 10 | ODEL | Retail / Fashion | 51.6 | 52.0 | 54.8 | 52.8 |

Industry performance, March to May 2026

Top 5 brands per industry · overall AI visibility score

Hospitality

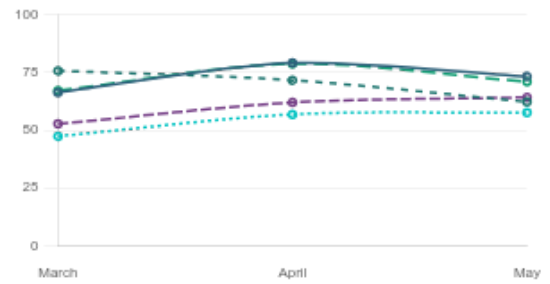
Top 5 · Mar-May 2026



| BRAND | MAR | APR | MAY |
|-----------------------|------|------|------|
| Walkers Tours | 65.1 | 69.6 | 70.8 |
| Ministry of Crab | 90.9 | 89.9 | 88.7 |
| Galle Face Hotel | 46.4 | 48.0 | 55.2 |
| Aitken Spence Travels | 37.7 | 66.2 | 63.2 |
| Nihonbashi | 59.7 | 48.1 | 52.3 |

Banking & Finance

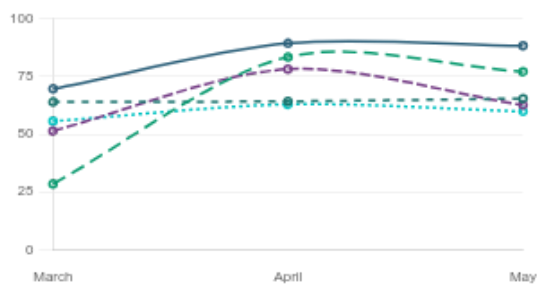
Top 5 · Mar-May 2026



| BRAND | MAR | APR | MAY |
|------------------------|------|------|------|
| HNB (Digital) | 66.5 | 79.2 | 73.3 |
| Peoples Bank (Digital) | 67.2 | 78.8 | 71.0 |
| Sampath (CC) | 75.8 | 71.7 | 62.3 |
| Bank of Ceylon (S&D) | 52.7 | 62.1 | 64.3 |
| Peoples' Bank (Loans) | 47.4 | 56.9 | 57.7 |

Insurance

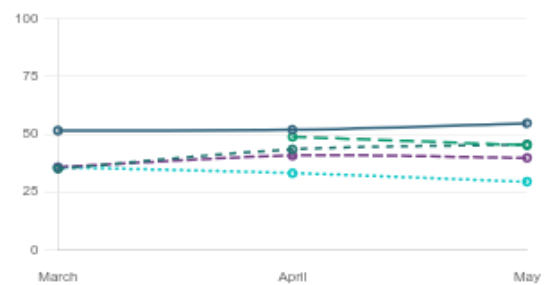
Top 5 · Mar-May 2026



| BRAND | MAR | APR | MAY |
|-------------------------|------|------|------|
| Ceylinco Life (Life) | 69.8 | 89.5 | 88.3 |
| Ceylinco Gen (Motor) | 28.5 | 83.6 | 77.2 |
| Softlogic Life (Health) | 64.0 | 64.3 | 65.5 |
| Sri Lanka Ins (Motor) | 51.5 | 78.3 | 62.6 |
| LOLC General (Motor) | 55.7 | 63.0 | 59.9 |

Retail

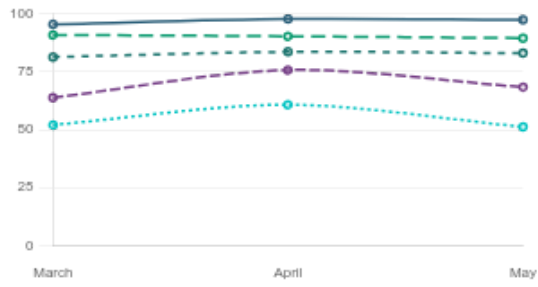
Top 5 · Mar-May 2026



| BRAND | MAR | APR | MAY |
|------------|------|------|------|
| ODEL | 51.6 | 52.0 | 54.8 |
| Singer | n/a | 48.9 | 45.3 |
| Abans | 35.0 | 43.5 | 45.6 |
| SimplyTek | 35.8 | 40.8 | 39.8 |
| Spa Ceylon | 35.8 | 33.2 | 29.4 |

Automotive

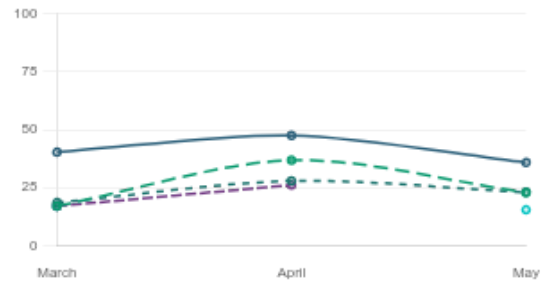
Top 5 · Mar-May 2026



| BRAND | MAR | APR | MAY |
|-------------|------|------|------|
| Toyota | 95.6 | 97.9 | 97.5 |
| BYD | 91.0 | 90.4 | 89.6 |
| Suzuki | 81.4 | 83.7 | 83.0 |
| Honda | 63.9 | 75.8 | 68.4 |
| Nissan (EV) | 52.1 | 60.8 | 51.3 |

Real Estate

Top 5 · Mar-May 2026



| BRAND | MAR | APR | MAY |
|----------------|------|------|------|
| Cinnamon Life | 40.3 | 47.6 | 35.8 |
| Trizen | 17.1 | 36.9 | 22.9 |
| Havelock City | 18.5 | 27.9 | 23.0 |
| Altair | 17.0 | 26.1 | n/a |
| One Galle Face | 17.0 | n/a | 15.4 |

What Changed in 3 Months

Over the three-month study period, one of the clearest observations was that AI visibility behaved very differently from traditional search rankings. Some brands remained highly stable despite shifts in campaigns or seasonal activity. Others experienced sudden visibility spikes or steep drops depending on how often and how broadly they surfaced across conversational prompts.

The data revealed a fundamental distinction between brands that held AI visibility and brands that merely appeared in it.

KEY SHIFTS ACROSS INDUSTRIES

● Automotive

Toyota and BYD held structural dominance all quarter — variance of under 2.5 pts across 3 months, signalling these brands are embedded in AI training data rather than just surfacing for specific queries.

Tesla dropped out of the EV top five by May — replaced by BAW, a brand that scored 0 in March. Implication: the EV conversation is broadening, and AI systems are surfacing a wider competitive set as local market context grows.

ICE brands stayed locked in rank order — Toyota, Suzuki, Honda, Nissan held identical positions all three months. Traditional automotive authority translates directly to AI visibility stability.

● Hospitality

Hotels saw the largest month-on-month rank reshuffling — Shangri-La was #1 in March, absent in April, then reappeared at #5 in May. Implication: hotel AI visibility is editorial-dependent, not owned-channel-dependent.

Villas had complete leaderboard turnover every month — no brand held a top-5 position across all three months. The segment is highly transient, driven by seasonal editorial and platform-specific indexing.

Ministry of Crab was the only hospitality brand near-immune to volatility — scoring above 88 every month across all platforms. Sustained international editorial presence created a citation floor no campaign could replicate.

Walkers Tours grew consistently — the only tour operator to increase its score month-on-month across the full quarter, driven by broad OpenAI coverage of Sri Lankan travel itineraries.

● Banking & Finance

Digital Banking scores surged in April then normalised — HNB and Peoples' Bank both hit their Q2 peaks in April (79.19 and 78.84), before easing in May. Implication: mid-quarter product launches or editorial events can create temporary visibility spikes that don't compound without sustained content.

Sampath Bank was the only institution visible across four segments simultaneously — Credit Cards, Digital Banking, Loans, and Savings & Deposits. Cross-category breadth appears to reinforce overall AI retrieval frequency.

Nations Trust Bank's platform imbalance worsened — its OpenAI Loans score fell to 9.0 in May while Perplexity held at 60.25. Brands visible on only one AI platform face structural vulnerability as discovery diversifies.

Stock brokers saw the most rank movement in Banking — John Keells Stock Brokers surged to #1 in April before dropping to #3 in May. The segment remains the least stable in the Finance category.

● Insurance

Ceylinco General Insurance had the largest single-month gain in the entire index — 28.5 in March to 83.6 in April, a 55-point surge. This suggests a significant expansion in structured product information retrievable by AI systems, likely triggered by external editorial or regulatory coverage.

Ceylinco Life built upward momentum all quarter — 69.75 to 89.46 to 88.29, becoming the most improved brand in the Life Insurance segment. Its platform spread was also the tightest of any insurer, signalling structured, retrievable information across all three AI systems.

Softlogic Life was the most consistent health insurer — holding #1 every month with a variance of just 1.5 points. Brands with clear, stable product information in advisory-heavy categories build compounding AI presence over time.

● Retail

Retail had the lowest average scores of any industry — most segments stayed below 45. Transactional categories generate fewer layered AI conversations, creating a structural ceiling on visibility that content volume alone cannot raise.

ODEL held #1 in Fashion all three months and grew — from 51.62 to 54.81, the only fashion brand with compounding momentum. Its OpenAI scores remained above 80 throughout, reflecting strong editorial and retail media presence.

Spa Ceylon led Skincare all quarter but declined steadily — 35.75 to 29.39. Holding rank #1 while losing score points is a warning signal: competitors are building faster than the category leader is maintaining.

● Real Estate

Cinnamon Life peaked in April then dropped sharply in May — 40.28 to 47.60 to 35.83. The 11.77-point May decline is the steepest fall for a #1 ranked brand in the index, highlighting how fragile Real Estate AI visibility is without consistent editorial reinforcement.

Real Estate had the most new entrants of any segment — four of five May Apartments brands either entered the index for the first time or returned after absence. The segment is highly susceptible to editorial-driven discovery rather than sustained brand authority.

"What we've consistently seen across the brands we work with is that AI visibility is earned through sustained authority and trust, not temporary ranking gains. The brands that stay visible are the brands that stay relevant. As AI discovery continues to reshape customer journeys, the real competitive advantage lies in building a presence that AI systems can confidently cite, compare, and recommend over time."

Senior GEO Specialist at BrandRadar, [Joy Jathinson](#)

Biggest Visibility Gains

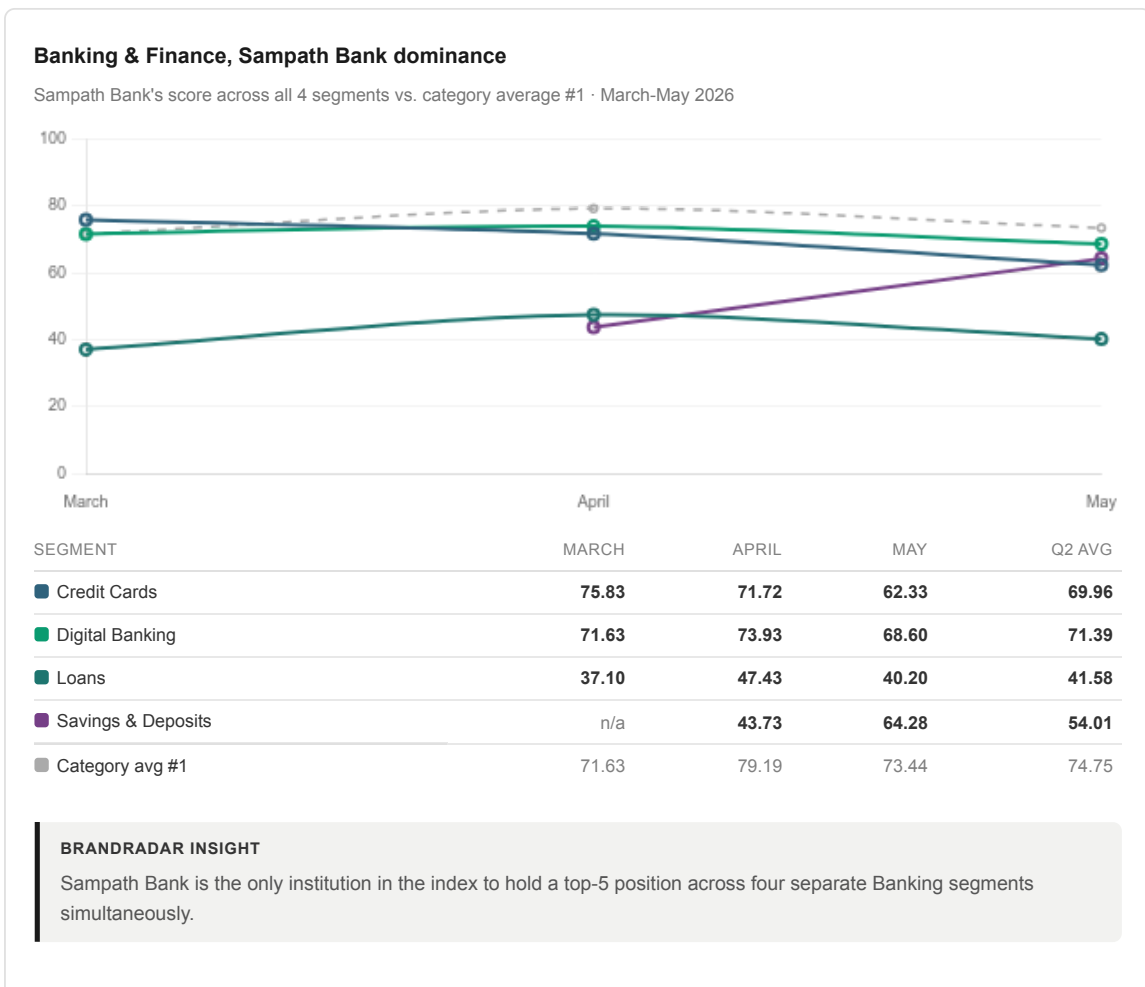
BYD: the fastest-rising brand in the entire index

BYD entered Q2 as the clear leader in Electric Vehicles with a score of 90.97 in March, and held that position through April (90.39) and May (89.59) with a variance of just 1.38 points across the quarter. In May, BYD scored 95.0 on OpenAI, 83.25 on Gemini, and 93.75 on Perplexity, broad platform coverage that reflects deep informational presence rather than dominance on a single AI system.

Sampath Bank: the most consistent financial brand across Q2

Sampath Bank was the only financial institution to hold a top-5 position across four separate Banking & Finance segments simultaneously: Credit Cards, Savings & Deposits, Loans, and Digital Banking. In Credit Cards, Sampath held the #1 position across all three months with scores of 75.83, 71.72, and 62.33.

| | | | |
|--|---|---|---|
| Credit Cards rank #1 All 3 months | Digital Banking avg 71.4 Mar-May | Segments in top 5 4 CC · S&D · Loans · Digital | Peak score 75.83 Credit Cards, March |
|--|---|---|---|



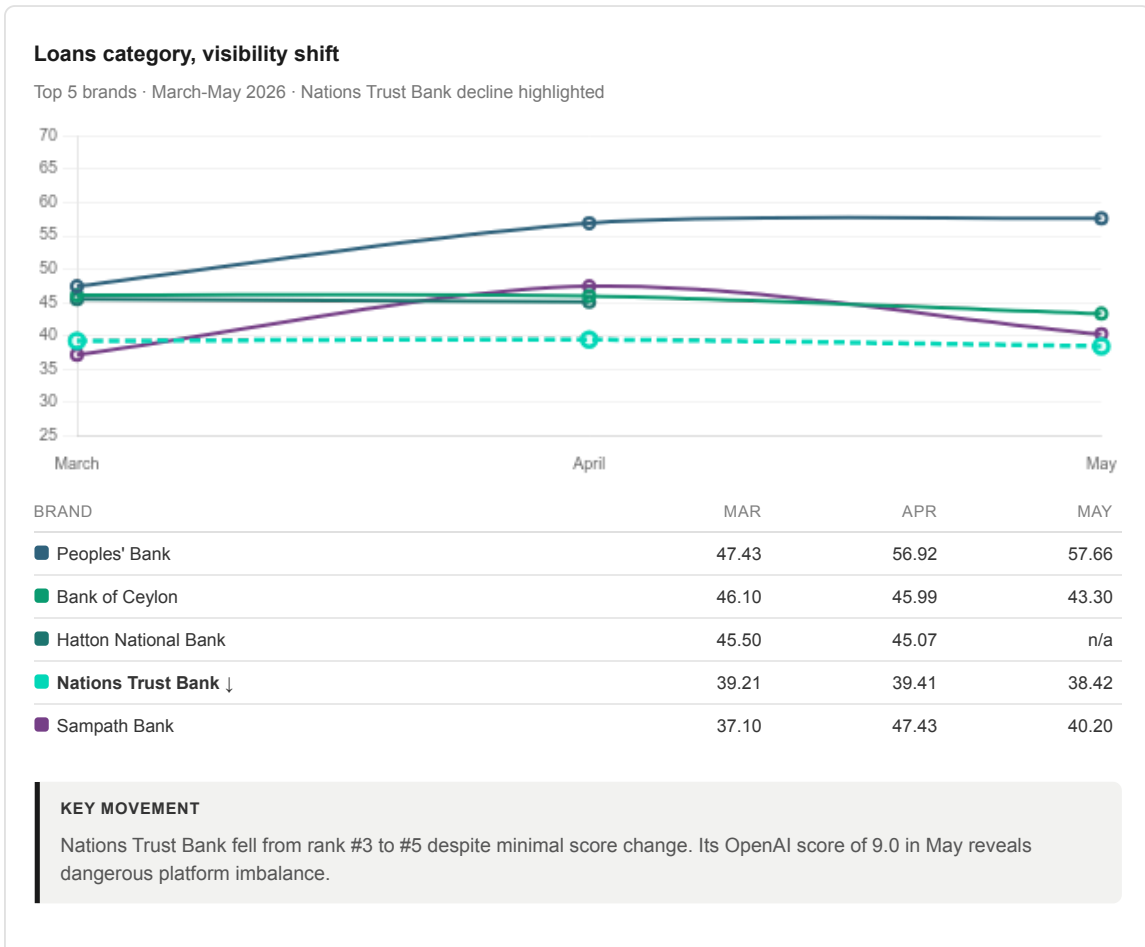
Walkers Tours: the most stable brand in hospitality

Walkers Tours held the #1 Tour Operators position across all three months, with scores rising from 65.06 in March to 69.58 in April and 70.81 in May, the only hospitality brand to show uninterrupted month-on-month score growth across the full quarter.

Biggest Visibility Drops

Nations Trust Bank: from #2 to #5 in Loans

Nations Trust Bank's trajectory in the Loans category is one of the sharpest relative declines in the index. The brand scored 39.21 in March, 39.41 in April, and 38.42 in May, a marginal score shift that nonetheless saw it fall from rank #3 to #5 as competitors strengthened around it. Its OpenAI score in May was just 9.0, against Gemini 63.0 and Perplexity 60.25, extreme platform imbalance that signals narrow informational presence.



Nihonbashi: the restaurant that lost conversational ground

Nihonbashi scored 59.69 in March and ranked #2 behind Ministry of Crab. By April, its score fell to 48.15. Its Perplexity score was 0 in both April and May, a zero on one platform that caps overall visibility regardless of performance elsewhere.

New entrants reshaped hospitality visibility

The Villas category experienced the highest brand turnover across the entire index. Of the five brands in May's Villas rankings, only one had appeared in April, and none of March's top five appeared in May at all. Pastel House and Meda Gedara emerged from no prior index presence to top-five ranking within a single month.

Most Consistent Brands Across Q2

Consistency emerged as one of the strongest indicators of long-term AI visibility strength. The most stable performers maintained broad visibility across informational prompts, comparison journeys, and recommendation-based conversations rather than depending on isolated ranking spikes.

| # | BRAND | CATEGORY | MARCH | APRIL | MAY | Q2 AVG |
|----|-----------------------------------|------------------------------|-------|-------|-------|--------------|
| 1 | Toyota | Automotive / ICE | 95.58 | 97.88 | 97.53 | 96.99 |
| 2 | BYD | Automotive / EV | 90.97 | 90.39 | 89.59 | 90.31 |
| 3 | Ministry of Crab | Hospitality / Restaurants | 90.88 | 89.91 | 88.70 | 89.83 |
| 4 | Ceylinco Life | Insurance / Life | 69.75 | 89.46 | 88.29 | 82.50 |
| 5 | Walkers Tours | Hospitality / Tour Operators | 65.06 | 69.58 | 70.81 | 68.48 |
| 6 | Softlogic Life | Insurance / Health | 64.00 | 64.30 | 65.49 | 64.59 |
| 7 | Sampath Bank | Banking / Credit Cards | 75.83 | 71.72 | 62.33 | 69.96 |
| 8 | Peoples' Bank | Banking / Loans | 47.43 | 56.92 | 57.66 | 53.99 |
| 9 | ODEL | Retail / Fashion | 51.62 | 51.95 | 54.81 | 52.79 |
| 10 | Ceylinco General Insurance | Insurance / Motor | 28.50 | 83.60 | 77.19 | 63.10 |

Fastest Growing AI Discovery Categories

Finance saw the most dramatic intra-category score movements. Digital Banking scores in April reached 79.19 and 78.84, among the highest single-month gains of any non-automotive brand. Electric Vehicles showed the clearest evidence of a broadening competitive field: Tesla left the top five entirely by May, replaced by BAW, a brand that scored 0 in March. This once again reflects Sri Lanka's market nuances and preferences for novelty Chinese-origin vehicles.

"Since the start of the index in March, we've seen the results ebb and flow, with industries such as finance experiencing volatile fluctuations. This has been largely driven by the lack of structured content for AI systems to extract information from owned (i.e., brand) content, which results in these systems pulling from left field sources."

Head of Growth at BrandRadar, **Niresh Bandaranayake**

Hospitality became the most volatile industry

Unlike Automotive, where Toyota, Suzuki, Honda, and Nissan held their top-four positions in the same order across all three months, Hotels and Villas experienced aggressive rank movement. Shangri-La Colombo ranked #1 in March, disappeared in April, then reappeared in May at #5 with a score 37% below its March peak.

BRANDRADAR INSIGHT

Hospitality brands with stronger editorial and destination ecosystems consistently demonstrated faster AI visibility recovery than brands relying solely on direct website authority.

Read our full study on Hospitality discovery across 4 regions, Dubai, Singapore, Mumbai and Sri Lanka.
brandradar.ai/white-paper/hospitality-statistics →

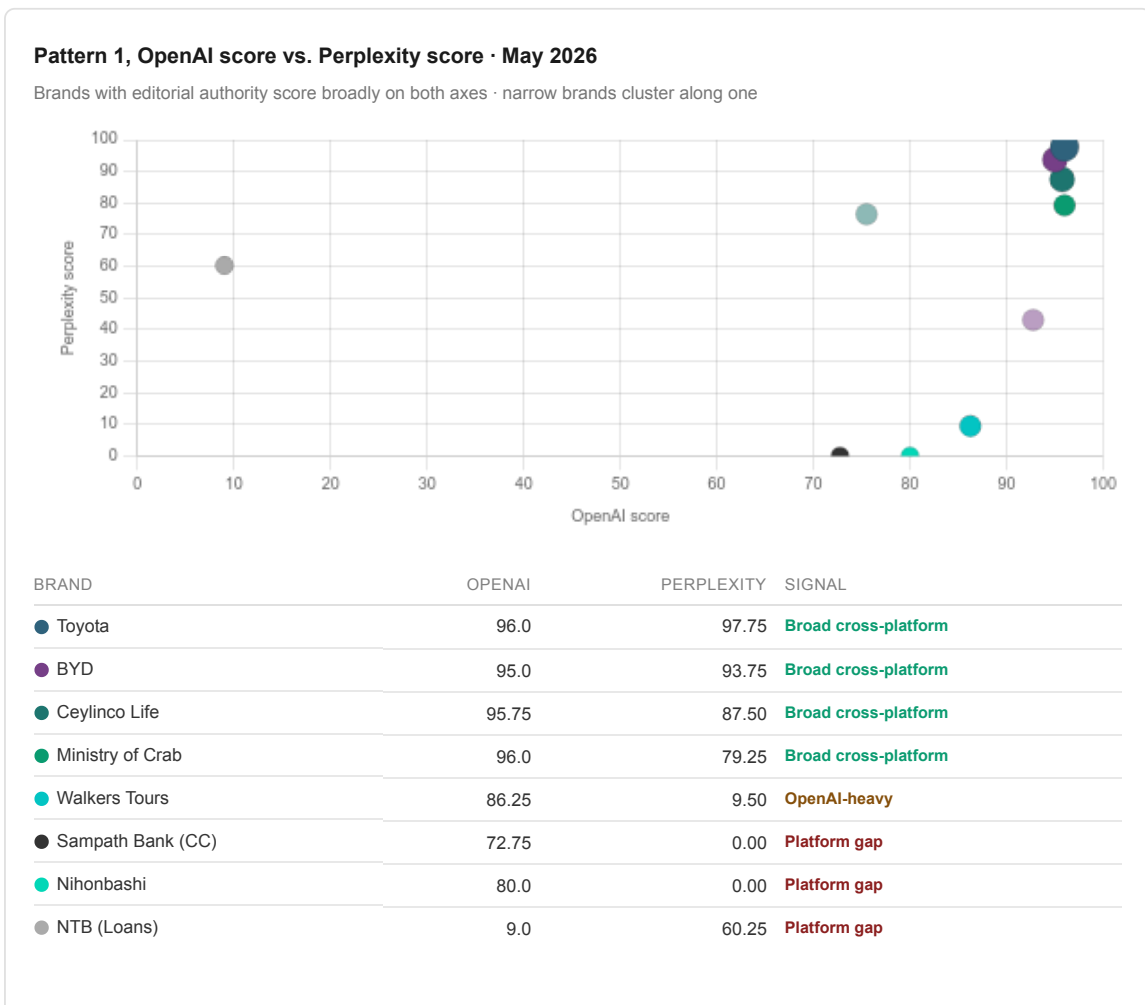
4 Patterns Observed: March, April and May 2026

The brands performing strongest across AI systems were not always the brands with the biggest advertising presence or the strongest traditional SEO rankings. Four major patterns emerged across the quarter.

Pattern 1, Brands with strong third-party presence performed better

Consistently seen in: Hospitality · Restaurants · Automotive · Finance

The clearest visibility advantage came from strong third-party authority ecosystems. Ministry of Crab, with dominant presence across international food media, travel editorial, and restaurant rankings, scored 96.0, 96.75, and 96.0 on OpenAI across the three months. Toyota, with decades of distributed authority across automotive media and review ecosystems, held Gemini scores of 99.0 in both April and May.



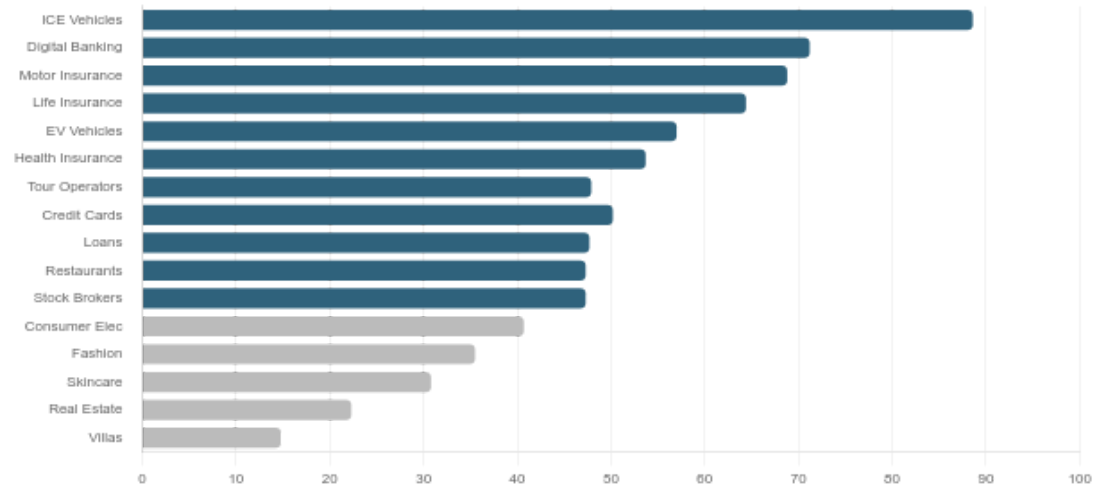
Pattern 2, Conversational categories grew faster

Consistently seen in: Finance · Travel · Automotive

The fastest-growing categories shared a common characteristic: industries where customers naturally ask layered, multi-step questions before making decisions. ICE Vehicles averaged 88.6 across Q2. Digital Banking averaged 71.2. Skincare averaged 30.8. The gap reflects how often customers ask layered questions in each category, more questions mean more surfacing opportunities.

Pattern 2, Average top-5 score by category · Q2 2026

High-consideration categories (blue) vs. transactional (grey)



| CATEGORY | Q2 AVG | TYPE |
|-------------------|--------|--------------------|
| ICE Vehicles | 88.6 | High-consideration |
| Digital Banking | 71.2 | High-consideration |
| Motor Insurance | 68.8 | High-consideration |
| Life Insurance | 64.4 | High-consideration |
| Electric Vehicles | 57.0 | High-consideration |
| Fashion | 35.5 | Transactional |
| Skincare | 30.8 | Transactional |
| Villas | 14.8 | Transactional |

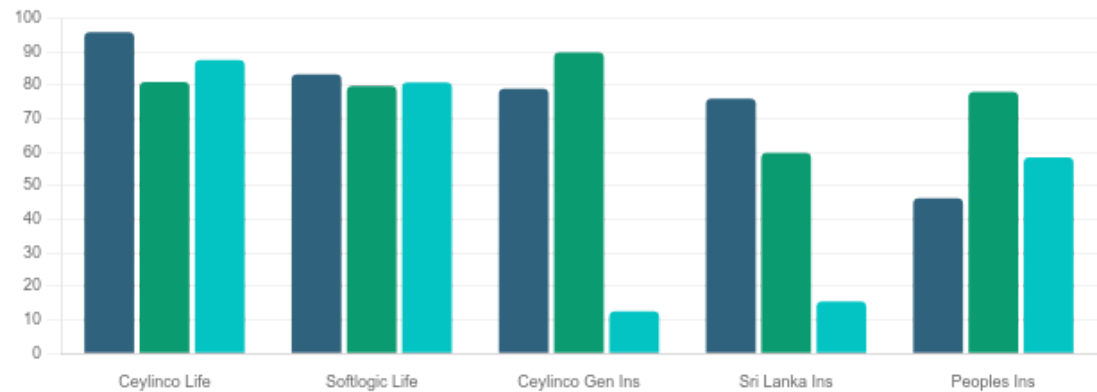
Pattern 3, AI favoured structured information

Consistently seen in: Banking · Insurance · Automotive

AI systems consistently rewarded brands with clearer informational structures. Ceylinco Life scored 95.75 / 81.0 / 87.5 across the three platforms in May, a spread of only 14.75 points. Ceylinco General Insurance scored 79.0 / 89.75 / 12.5, a spread of 77.25 points. The difference reflects information structure: one brand is retrievable by all AI systems, the other only by some.

Pattern 3, Cross-platform score spread · Insurance · May 2026

OpenAI Gemini Perplexity



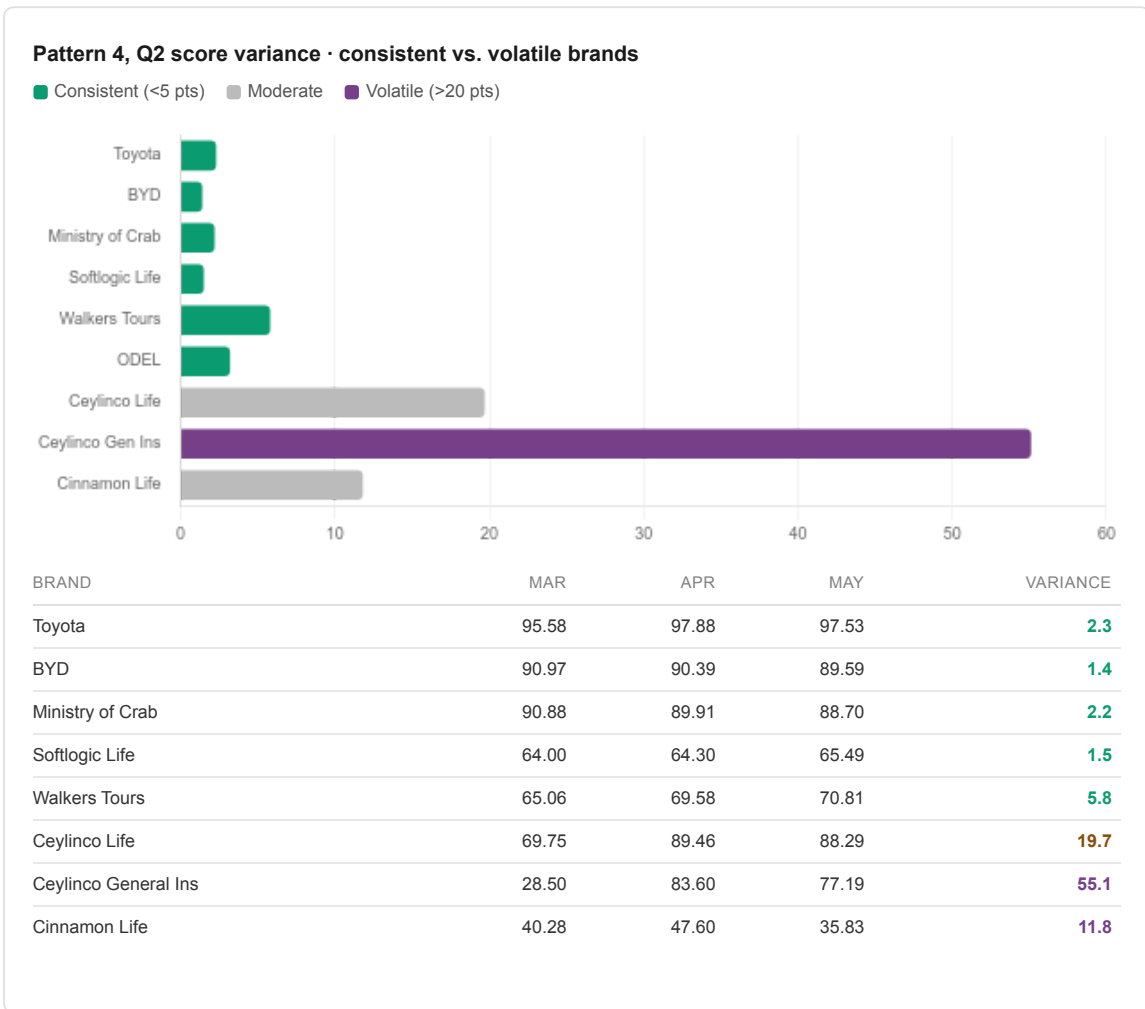
| BRAND | OPENAI | GEMINI | PERPLEXITY | SPREAD |
|---------------|--------|--------|------------|--------|
| Ceylinco Life | 95.75 | 81.00 | 87.50 | 14.75 |

| BRAND | OPENAI | GEMINI | PERPLEXITY | SPREAD |
|-----------------------|--------|--------|------------|--------------|
| Softlogic Life | 83.25 | 79.75 | 80.75 | 3.50 |
| Ceylinco General Ins | 79.00 | 89.75 | 12.50 | 77.25 |
| Sri Lanka Insurance | 76.00 | 59.75 | 15.50 | 60.50 |
| Peoples Insurance | 46.25 | 78.00 | 58.50 | 31.75 |

Pattern 4, Visibility consistency mattered more than spikes

Consistently seen in: Automotive · Banking · Travel · Restaurants

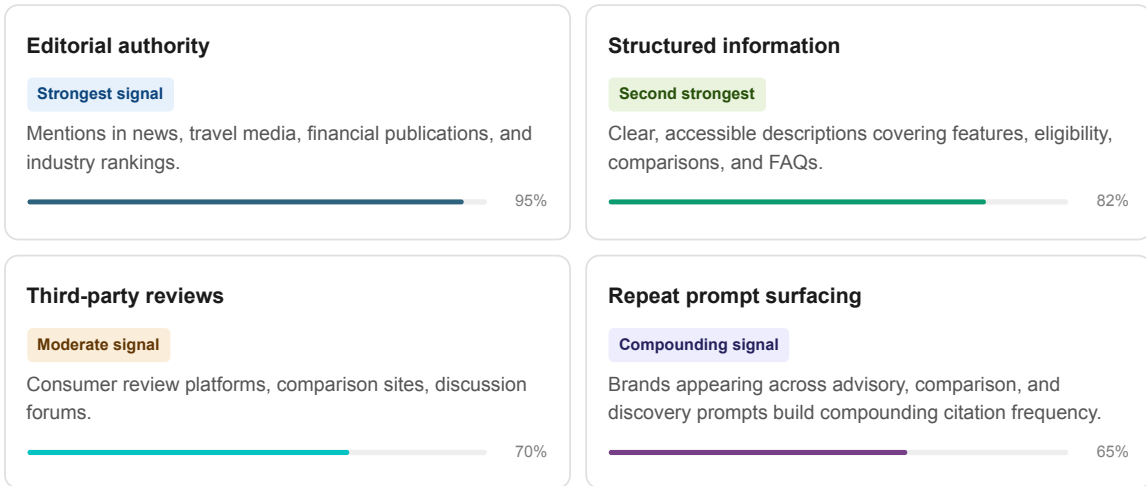
Toyota's Q2 variance: 2.3 points. BYD's: 1.4 points. Ministry of Crab's: 2.2 points. By contrast, Ceylinco General Insurance's variance was 55.1 points, the largest in the dataset. Jetwing Saman Villas entered April at #1 in Villas, then disappeared entirely in May. Single-month appearances generate no compounding visibility effect.



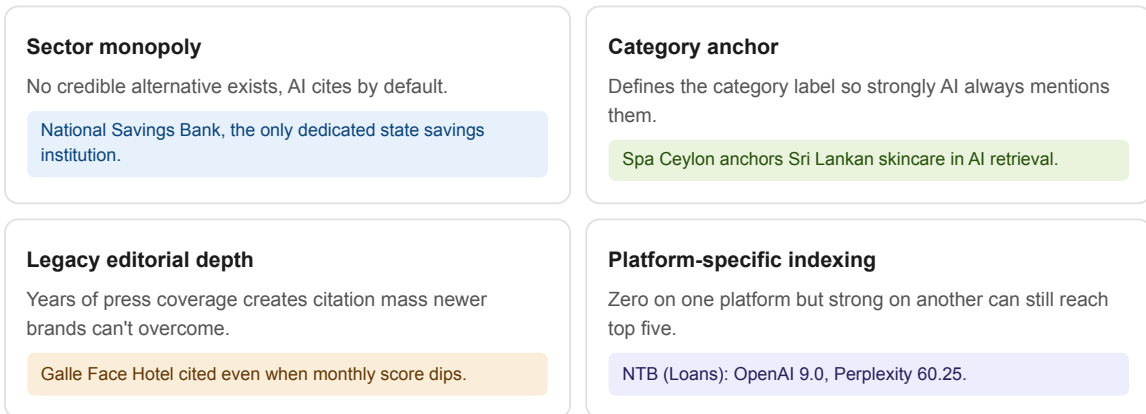
The Citation Economy in Sri Lanka

What gets cited

AI systems do not cite brands because they are popular, well-funded, or highly ranked in traditional search. They cite brands that appear repeatedly across the sources they retrieve from. Understanding what drives citation is the foundation of any AI visibility strategy.

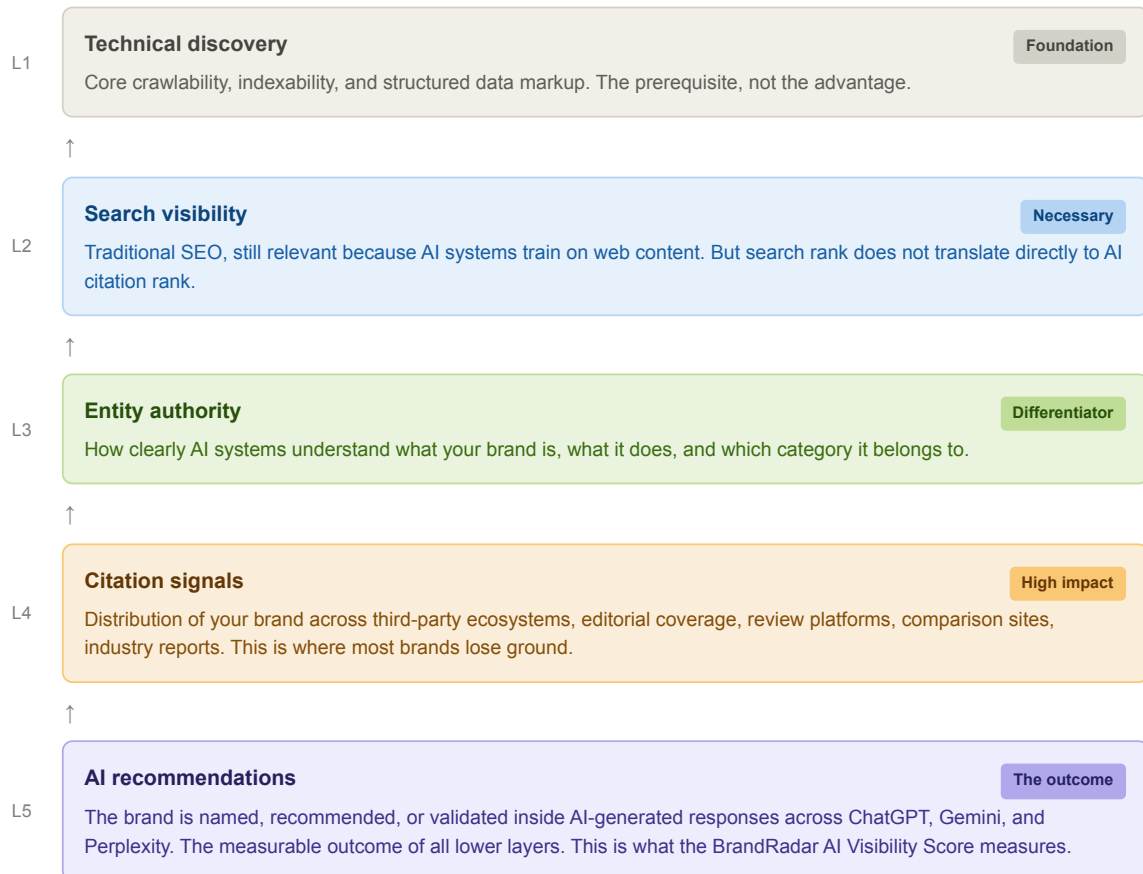


Why some brands get cited despite low scores



The New AI Visibility Stack

Moving beyond SEO requires a new mental model for brand discoverability. Traditional search optimisation addresses Layer 1 and Layer 2. AI recommendation presence depends on layers that most brands in Sri Lanka have not yet deliberately built.



Most established Sri Lankan brands have reasonable Layer 1 and Layer 2 foundations. The competitive gap is almost entirely at Layers 3, 4, and 5.

The Future of AI Discovery in Sri Lanka

The three-month study made one thing increasingly clear: AI-driven discovery is no longer emerging behaviour. It is already influencing recommendation journeys, purchase consideration, research behaviour, and brand perception across Sri Lanka's leading industries.

AI Recommendation Journeys Will Continue Expanding

Traditional search journeys relied heavily on browsing websites, reviews, and directories. AI systems are compressing that process into conversational recommendation experiences, often surfacing a shortlist of brands within a single response.

AI-Assisted Purchasing Will Grow Across High-Intent Industries

Automotive, Banking, Insurance, Hospitality, and Real Estate already show early signs of this shift. These industries naturally generate layered decision-making, advisory behaviour, and conversational exploration.

Conversational Search Growth Will Continue

Users are no longer searching only through isolated keywords. They ask detailed questions, follow-up questions, and comparison questions, each creating another opportunity for a brand to surface or fail to surface.

Visibility Fragmentation Will Increase

Ceylinco General Insurance scored 79.0 on OpenAI and 89.75 on Gemini in May, but only 12.5 on Perplexity. DFCC Bank in Credit Cards scored 48.5 on OpenAI and 45.5 on Gemini, but just 2.5 on Perplexity. This platform divergence will intensify. Cross-platform visibility measurement will become increasingly important.

Conclusion

When we launched the Sri Lanka AI Visibility Index three months ago, our goal wasn't simply to create another leaderboard. It was to understand how AI is beginning to influence the way brands are discovered, compared, and recommended.

Toyota and BYD held Q2 averages of 96.99 and 90.31 respectively, built on structural AI visibility that barely fluctuated across three months and three platforms. Finance emerged as the fastest-moving category. Hospitality delivered the most complex story: a category where editorial ecosystems and third-party presence appear to drive AI discovery more than any other factor.

The brands winning AI discovery were not always the brands with the largest budgets. They were the brands that appeared repeatedly across conversations, maintained informational depth across multiple product categories, and built authority ecosystems that AI systems could draw from reliably.

The findings in this report represent only the first three months of that shift. The real story is what comes next. Because the brands that understand how discovery is changing today will be the brands customers continue discovering tomorrow.

About BrandRadar

BrandRadar is an AI Search Growth Partner operating across Sri Lanka, Australia and South Africa. We help brands appear, get recommended, and stay visible on ChatGPT, Google Gemini, Perplexity, Claude, and Search Generative Experiences.

Our work spans two connected disciplines: AI-driven discovery, and Search Engine Optimisation (SEO), which builds the foundational authority that both traditional search and AI systems rely on. We combine proprietary AI visibility intelligence with hands-on growth strategy to help brands win the conversations that matter most.

Get in touch

Ready to understand and grow your brand's AI visibility?
Our Client Partnerships team is here to help.

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A research by BrandRadar