



Etisalat Lanka (Private) Limited
PRESS RELEASE

For immediate Release

Etisalat Lanka hosts partner forums to discuss long term business growth and sustainability

Sub dealers from around the island meet in Colombo with top management



Etisalat Lanka recently hosted a forum exclusively for their regional partners with the objective of developing strategies that would assist in growing their businesses at each regional level. Held at the Etisalat Lanka Corporate

Office in Colombo 3, the event was attended by the top 20 performing sub dealers from around the country and representatives from Etisalat including the Chief Commercial Officer, Vice President of Sales, Senior Director Sales, Director Regional Sales, Senior Sales Officer and staff from the marketing, engineering and customer care divisions.

Inaugurating the forum was Yasser Aboul Amayem, Chief Commercial Officer of Etisalat Lanka, who said “Etisalat is happy to honour the great achievements of our partners in success. The purpose of this forum was to create a platform where we actively involve our business partners to discuss and identify ways in which we can grow the business together.” Amayem further elaborated on the objectives of the discussion by stating that; “The event helped to generate regional level insights, feedback and potential ideas for business growth with the objective of achieving greater heights in the market. The forum was an immense success and is the first of many more to continue.”





The sub dealer forum is a testament to Etisalat's commitment to working hand in hand with their regional partners to offer the best service and experience to its valued customer base, island wide.

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About Etisalat Sri Lanka:

Etisalat is the first mobile telecommunications provider in Sri Lanka to celebrate 25 years of service excellence. Etisalat Lanka is a fully-owned subsidiary of the UAE based Emirates Telecommunications Corporation; which is ranked amongst the top telecommunication companies in the world. The Etisalat conglomerate connects 19 operations in 18 countries, offering opportunities for synergy with other operations in the region. Etisalat continues to discover new horizons and explore new possibilities, as one of the most powerful players in the industry. The brand is set to journey beyond conventional boundaries to empower the lives of every Sri Lankan. At the heart of Etisalat's constant innovation of products and services, is the hope of inspiring and enriching people. Etisalat's focus extends from their customer to the greater community. While uplifting the lives of many Sri Lankans, Etisalat also continues to make giant strides in the domain of communication innovation through nationwide High Definition Voice Technology (HD Voice) - first to the Sri Lankan market, the Etisalat Web Patashala initiative and AppZone, involving individual app developers and the industry software developers. Redefining the cornerstone of innovation, Etisalat believes in customer centricity through quality and value creation. Offering Sri Lanka's most cutting edge Internet solutions with Dual Carrier HSPA+, Etisalat is currently the fastest growing telecommunication network in Sri Lanka, having surpassed over 4 million subscribers.

For more information, please contact:

Dilrukshi Fernando – Etisalat Lanka (Private) Limited

E: dilrukshif@int.etisalat.lk

M: +9472-6695260

Nadia De Silva – Ogilvy Public Relations

E: nadia.desilva@ogilvy.com

M: +9472-233 3836

Address: Etisalat Lanka (Private) Limited No. 109, Galle Road, Colombo 03 | Web: www.etisalat.lk