



Etisalat Lanka (Private) Limited
PRESS RELEASE

For immediate Release

Etisalat Twitter Premier League Sri Lanka #TPLSL Season 3 marks successful hat-trick



Sri Lanka's leading telecommunications innovator and mobile solutions provider Etisalat Lanka successfully and actively engaged with the Sri Lankan Twitter Community by bringing back the third season of the Etisalat Twitter

Premier League Sri Lanka 2015, a softball cricket tournament which is the largest and most anticipated sporting event in the Sri Lankan social media calendar. Designed to recognize and bring together the highly influential Twitter Community, the #TPLSL saw the participation of 18 enthusiastic teams running on adrenaline along with the customary papare bands, face painting and cheering squads that brought a typical cricket atmosphere to the pitch.

In a mix of nerves and excitement, the battle between 18 talented teams finally came down to two finalists, of which Team '@3Ps' (Parana Para Panadura) was crowned the champions of the tournament for the second time with Team '@KanaShot' boldly emerging as runner ups. The awards ceremony took off with a celebration of Etisalat's fifth birthday where Chief Commercial Officer of Etisalat Lanka, Janaka Jayalath





commemorated the special moment with the cutting of a cake made especially for the occasion and commented on the event saying “Etisalat is extremely proud to host yet another successful Twitter Premier League. It was great to see some outstanding performances out on the pitch and the level of enthusiasm off the pitch. We will continue to engage with our loyal social media communities to come together and give you more unique experiences”.



Through #TPLSL, Etisalat has built a dynamic platform for the Sri Lankan Twitter Community to come together for a unique event experience. As quoted by the captain of the winning team, “This tournament has been very exciting, and gave us the opportunity to make new friends and have a great time. Thanks to Etisalat for organizing this fantastic event for the third time. We hope to be here again for Season 4!”

The hard work and dedication put into organizing Etisalat #TPLSL 2015 proves yet again that Etisalat continues to expand their boundaries as a brand that goes beyond ensuring the contentment of not only their customers but also the ever evolving social media community in Sri Lanka. (ends...)





About Etisalat Sri Lanka:

Etisalat is the first mobile telecommunications provider in Sri Lanka to celebrate 25 years of service excellence. 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.