



Etisalat Lanka (Private) Limited  
PRESS RELEASE

For immediate Release

## Etisalat hosts Twitter Premier League Sri Lanka #TPLSL Season 3

*Etisalat powers through boundaries to engage social media enthusiasts*

With a pitch perfect spinner towards actively engaging with the Sri Lankan Twitter Community, Etisalat Lanka tweets back the Twitter Premier League Sri Lanka 2015, an annual softball cricket tournament for the third consecutive year. With this hatrick, #TPLSL will look forward to highly active 500+ participants across the island.



As a foremost brand that actively engages and intermingles with the Sri Lankan Twitter Community, the #TPLSL is Etisalat Lanka's inning to bring to the highly influential social media audience in Sri Lanka a unique, adrenaline filled experience as close to that of what our Lions feel on the pitch. 18 teams will battle it out to be crowned as champions of the #TPLSL Season 3 which shall kick off at the Malay Grounds, Colombo on 22<sup>nd</sup> February, 2015 from 8.30 am until 7.30 pm. Within the weeks prior to the event, each #TPLSL team will have to warm up with the completion of a number of activities included in an interactive cricket related challenge, known as the Crick Challenge.



While 08 tweeps are eligible to represent their team at the Crick Challenge, teams will also have to come up with a team name and logo, for which there will be two special awards accorded to the most creative name and logo. Additionally, each team will have to get a reply/re-tweet



from a cricket celebrity on Twitter with the hashtag '#TPLSL', subsequently inviting a celebrity from an industry of their interest to be their team ambassador. Teams have to also create a Sinhala video clip commentary for a minute of any cricket match of their liking with an attempt to get the most number of cheerleaders. The winner of the league will be selected based on a point's format, with the highest points in completing the most number of tasks.

#TPLSL 2015 has a one-of-a kind hybrid web portal <http://tplsl.etisalat.lk/> which is optimized for all desktop and mobile view. Additionally, it features Twitter's official logo that directs website users to Etisalat's fan page on Twitter. Boasting a loyal following of over 24,000, the Etisalat Lanka Twitter fan page was officially verified at the start of 2015. The cross-bred web portal is equipped with special features such as a #TPLSL commentary box for contending batsmen, bowlers and wicket keepers to tweet to. The portal also provides a link to a list of players for fellow tweeps to choose from and bid for a player they believe is competent for the league by simply following, tweeting and sharing the player's profile to the rest of the twitter community.

The portal will additionally give users access to information with regard to registration and voting, team page and information and individual player profiles. It will also feature #TPLSL information, photos, videos and content regarded to the Crick Challenge Integration.



Over the years, Etisalat Lanka has identified the importance of Social Media engagement beyond merely advertising product and services. They have played a key role in organizing the #TPLSL for three consecutive years, which is a further reiteration of this objective. Etisalat hopes that this exclusive event will be key towards engaging in a fun and exciting interaction with the ever evolving social media enthusiasts.

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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 continues to discover new horizons and explore new possibilities, as one of the most powerful players in the industry. Our brand is set to journey beyond conventional boundaries to empower the lives of every Sri Lankan. At the heart of our constant innovation of products and services, is the hope of inspiring and enriching people. Our focus extends from our customer to our 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.