



Etisalat Lanka (Private) Limited
PRESS RELEASE

For immediate Release

Etisalat Lanka offers 'Roaming Super 15' during the World Cup
Special roaming rates to Australia and New Zealand on Calls, SMS and Data

Etisalat Lanka takes to the stands to offer passionate cricket lovers and travellers alike the finest roaming rates on calls, SMS and data to, from and within Australia and New Zealand during the World Cup season. Available till the 31st of March 2015 to pre-paid and post-pay customers, the offer simply requires customers to dial #123# to subscribe to the offer, and activate roaming services prior to subscription for post-pay customers.

This special subscription offers a premium rate of Rs. 15 per minute for calls within Australia and New Zealand, and to Sri Lanka and also provides an SMS rate of Rs. 15 per outgoing SMS. This promotion arranges for convenience and reliability with an unparalleled roaming rate advantage for those who seek the best roaming rates for the aforementioned destinations. Further, by offering a special rate of Rs. 15 per MB, Etisalat allows all Sri Lankan cricket lovers to share the excitement and joy with the rest of the cricket world using data and social media.

Commenting on this offer, Chief Commercial Officer of Etisalat Lanka, Janaka Jayalath said, "At Etisalat we understand that the island's passion for cricket is enveloped by no geographical boundaries. The offer thus provides the Lion devotees travelling to Australia and New Zealand during this season an ideal opportunity to stay connected to family, friends and business partners before setting off on their world cup voyage, worrying only about the run rates when travelling across the globe. With this in mind, as a cellular network that envisions a country where peoples reach to one another is not limited, we continue to provide our customers with limitless opportunities, premium services, ultimate global connectivity, reliability and great value for money."



This enticing launch, similar to that of Etisalat's previous offers of competitive roaming rates to the Asia Pacific and Middle East regions; continues to portray Etisalat's commitment to make customer satisfaction the forefront of their business practices, as they strive to outspread in offering the best global connectivity.

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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.