



Etisalat Lanka (Private) Limited
PRESS RELEASE

For immediate Release

Etisalat empowers the Sri Lanka Army Rugby Team

Continues its efforts to strengthen the game in the nation



Etisalat Lanka further strengthened its association with Sri Lanka Army to be the principal sponsor of the Sri Lanka Army Rugby Team for the second successive year. The sponsorship was endeavoured in between the two organizations in their continued efforts to strengthen the game of rugby in the nation.

Sri Lanka Army is an integral part of Etisalat Lanka's national growth initiative, as a company which has a strong brand association with supporting diverse segments of the Sri Lankan society. The SLA Rugby team brings more than the spirit of the game to the field. It is a team that evokes national pride and valour.

Following past conflicts in Sri Lanka, the Army Sports Club has been able to produce a strong rugby team and the soldiers have demonstrated outstanding talent in the game. Etisalat is proud to be a part of such glorious occasions that is celebrated nationwide.

During the past decade, Rugby has been identified as a sport which has gained immense popularity and a loyal fan base which includes both young and old alike. As a promoter of local sports, Etisalat is keen on enhancing the game throughout Sri Lanka by extending its global corporate strength.



Sri Lanka Army Sports Club started their rugby journey back in 1963 and was a force to reckon since the team has always been made up of strong players. Every year, the Army team would play for victory under any circumstance and has always been competitive with other major clubs by winning the tournament on several occasions.

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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.