

For immediate Release

Etisalat celebrates iconic 25 Year journey with rewards of 250 Lakhs

Winners of the first two weeks announced



Etisalat Lanka, the only network in Sri Lanka to complete 25 Years in the mobile telecommunications sector, introduced a promotional scheme to reward their loyal customer base of 4.5 million connected to the 072 network. Etisalat began 2015 by rewarding the first two batches of winners from the 25 Year Anniversary promotion, marking its dominant presence in the industry in the new year. The network aims to thank and reward their entire customer base with prizes worth Rs. 25,000,000 for a period of three months as part of their Silver Jubilee celebrations.

Etisalat extends an array of exciting promotional offers to their valued customers through this grand anniversary prize draw which commenced in December 2014. A massive 23,000 prizes are up for grabs during the promotional period, including a gamut of cash prizes, air tickets, motor bikes, smartphones, tablet PCs, gold coins, LED TVs and a luxury Honda Vezel SUV as the grand prize. In addition to the daily, weekly and monthly gifts; Etisalat is awarding several network offers as part of the 25th Anniversary celebrations. Reloads for up to Rs. 500 or Rs. 1000 minutes of usage are up for grabs based on the customer's stay on the network.



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As part of celebrating their loyalty and dedication towards the brand, customers are given more chances to win by simply Reloading or Talking More on Etisalat and can further keep track of their winning chances by dialing *25 OR # 25 #. The promotion has also taken into consideration long time patrons of the network and has structured the draw points according to loyalty users, frequency of reloads, and the amount of network usage. Customers who have remained with Etisalat for a longer period have a higher chance of being rewarded and enjoying many more benefits. Moreover, customers who have completed 20 years with Etisalat will be awarded 5,000 winning chances upfront. 100 winning chances will be awarded upfront for every month stayed on the network whilst new joiners to the network will be awarded 100 winning chances.

Etisalat Lanka is the only network in the Island to achieve this 25 year milestone and is indeed very proud of this significant achievement. Customer satisfaction has always been at the forefront of Etisalat business practices and they will continue to extend unique promotional offers that showcase their utmost appreciation of the trust and support of their customers island-wide.

Week 1 Winners:

Mr. W. Udaya Pushpakumara from Madapatha (Motor Bike Honda CB Trigger), Mr. P. M. G. Gamini Gunathunga from Aththankadawala (TV), Mr. S. W. Dharmarathne from Koswatta (Gold Coin), Mr. R. A. Wijerathne from Kurunegala (Smartphone), Mr. R. M. Karunapala from Iriyagolla (Tab) and Mr. U.S.P Kumara from Ampara (Air Ticket).

Week 2 Winners:

Mr. M D Anushka Indunil Saranga from Kindelpitiya (Motor Bike Honda CB Trigger), Mr. Ranjith Upul Bandara from Panagamuwa (TV), Mr. R. M. V. P. Rathnayake from Wariyapola (Smartphone), Mr. J. M. Sunil Premarathne from Horawila (Tab), Mr. J. Chandrakumara from Handapangoda (Air Ticket) and Mr. Pradeep Pushpakumara from Puwakpitiya (Gold Coin)

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About Etisalat Sri Lanka:

Etisalat continues to discover new horizons and explore new possibilities, as one of the most powerful players in the telecommunications sphere in Sri Lanka. Our brand is set to journey beyond conventional boundaries to 'Inspire' 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, Sri Lanka's first eBook store Etisalat Book Hub, 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.