



**Etisalat Lanka (Private) Limited
PRESS RELEASE**

For immediate Release

Etisalat Lanka brings WhatsApp data plans to Sri Lanka for the first time

WhatsApp EVERYTHING

With text, audio recording, video & image sharing features and group chat options get a richer chatting experience with the all new WhatsApp plan that's available with Etisalat. Enjoy keeping in touch with your friends and family all day long.

A WhatsApp DATA PLAN FOR THE FIRST TIME IN SRI LANKA

DAILY PLAN		MONTHLY PLAN	
Rs.3/-	20MB Data	Rs.50/-	500MB Data
SMS Validity: 24hrs	Validity: These days midnights	SMS Validity: 31 days	Validity: Monthly

Standard speeds

INTERNET all etisalat

VOICE the best network for smartphones

etisalat

Etisalat Lanka, the best network for smartphones and mobile data, sets out to broaden the avenues of communication for its valued subscribers by partnering with WhatsApp, the number one messaging app in the world, to offer WhatsApp data plans for the first time in Sri Lanka.

Available for all prepaid customers, Etisalat offers the WhatsApp data plans in two variations, as daily and monthly packages. The daily package is available with a 20 MB data bundle while the monthly WhatsApp data package from Etisalat is offered with a 500 MB Data bundle, which is ideal for the heavy WhatsApp user. Every subscription allows users to send text messages, photos, videos, voice recordings and make voice calls using the high data speeds of the Etisalat network.

Etisalat Lanka's partnership with WhatsApp, makes them the first Sri Lankan mobile telecommunications operator to have collaborated with a globally renowned over-the-top (OTT) player. WhatsApp boasts of 800 million active users across the world and according to company statistics published in April, 2015, exchanges 70 billion messages on a daily basis through its cross-platform framework.

Commenting on this exclusive partnership, **Yasser Aboul Amayem**, Chief Commercial Officer of Etisalat Lanka said, "WhatsApp is the most popular messaging application of our time and has become an essential extension of one's daily communication needs. With the rapid growth of smartphones currently ongoing in Sri Lanka, more customers opt for internet based applications to communicate, which have no additional costs. From a mobile telecommunication standpoint, the purpose of facilitating the increasing demand for mobile data we at Etisalat are offering the best options and plans, enabling our customers to do and achieve more with convenient value addition products and services." (ends)



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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. 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.

For more information, please contact:

Dilrukshi Fernando – Etisalat Lanka (Private) Limited

E: dilrukshif@int.etisalat.lk

M: +9472-6695260

Nadia De Silva – Ogilvy Public Relations

E: nadia.desilva@ogilvy.com

T: +9472-233 3836