



PRESS RELEASE

Etisalat expands making its services available to all communities across the island

Etisalat's stride towards becoming Sri Lanka's undisputed leader in the telephonic sphere sees the powerful company continue to attain significant networking milestones around the island. The most recent expansion saw three more Main Dealer Partners opened in Ambalantota, Trincomalee and Kurunagala, as the cities proceed to develop rapidly in today's economic climate. Kurunagala partner being probably the biggest service outlet by any company has a larger agent force that is geared to meet their customer's needs, providing similar services as their main branches.

The Ambalantota Main Dealer Branch, located on the bustling 'Main Street' (106 b, Main Street, Ambalantota), is aligned with the Hambantota Deep South Project as the area is fast becoming a commercial hub with considerable growth and development. The Trincomalee Main Dealer Branch (27, Nc Road, Trincomalee) lies testament to Etisalat's commitment to post war development considering the hub's potential for significant economic, tourist and commercial activity. Meanwhile, The Kurunagala Main Dealer Branch is located centrally in the town, which itself is a busy commercial and transport hub.

All these recent Main Dealer Outlets will offer a host of services such as Etisalat connections, Customer services, Bill Payment, Reload and Scratch cards as well as a variety of phones and related accessories. This ace accession of networking presence comes at the heels of Etisalat's recent massive expansion drive covering 480 new 2G sites; effectively taking Etisalat's standing in the island to the top spot in 2G coverage, with a total of 1580 sites, including all urban areas as well as steady expansion to the North East.

In addition, Etisalat continues to open Shop-in-Shop outlets designed exclusively for the convenience of their valued customers, the latest being the ones in Bandarawella, Monaragala and Kuliyaipitiya. These outlets provide many customer personalized services such as Pre-paid and Post-pay connections, GPRS and E - mail settings, VAS Activations, Package Transfers, Bill Payments & Free Browsing. Etisalat CEO Dumindra Ratnayaka said, "As our customer base

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continues to increase at a rapid pace, we shall continue to expand our outlets so that our service will be accessible to all island-wide.”

As one of the most powerful players in Sri Lanka's telecommunications industry, Etisalat continues to discover new horizons and explore new possibilities in the domain. Offering a variety of Value Added Services, Sales Offerings, Affinity Packages and other service, they stand atop of the ladder in innovation, quality and customer service. Having passed an impressive 3.5 million subscribers in a record time since its launch, Etisalat remains dedicated to increasing its subscriber base and taking the company into greater heights.

Photos:

- 1- Ambalantota Main Dealer Outlet
- 2- Bandarawala Shop-in-Shop