

Royal college union signs as the first corporate customer with Etisalat Sri Lanka

Etisalat Lanka, having fully sponsored the legendary Battle of the Blues encounter this year, has taken yet another initiative in brand establishment for the Royal College Union. Etisalat Lanka has introduced an affinity package in honour of one of Sri Lanka's most prestigious schools, Royal College, celebrating 175 years service. Following the grand festivities of anniversary celebrations by the past and present Royalists, the valuable offering is available to all Old boys. Drawing on old boy's renowned loyalty, the incentive is that as long as the subscriber remains active, the Royal College Union will receive a donation from Etisalat, enabling the School and the Union to acquire a substantial annual amount, to pursue developmental and project based activities.

This worthy and esteemed collaboration between Royal College and Etisalat Lanka is not only the first of its kind in Sri Lanka, but also the first Corporate agreement embarked on by Etisalat Lanka following its impressive launch into Sri Lanka. Etisalat Lanka CEO, Dumindra Ratnayaka expressed his pleasure at the agreement, "Royal College is one of Sri Lanka's oldest and most respected schools and we are delighted to become a part of their rich culture and tradition, assisting them in any way we can." He added, "This is Etisalat Lanka's first corporate agreement since its entry into Sri Lanka, and we hope to engage in many more activities of this nature where we can indirectly contribute to the development and sustainability of respected institutions."

The Royal College Principle, Mr. Upali Gunasekera said, "we are thankful to Etisalat's assistance in helping us financially through this unique package offering." The Royal College Union secretary Rizan Nazeer added, "This is a very special anniversary for us as we celebrate 175 years of glorious existence and we are most honoured that Etisalat Lanka has taken the initiative to acknowledge it. With this venture I invite all young and old Royalist to join this offer as it is our duty to give back to our alma mater." During the gala dinner celebration held at Cinnamon Grand commemorating the for the 175th Anniversaries of Royal College, The Principal Mr Upali Gunasekera and The RCU president Mr Rizan Nazir signed up as the first customers on this offer.

