

Etisalat Now Happy to Serve 3 Million Customers

In an extraordinary accomplishment, Etisalat has announced an impressive 3 million subscribers. This remarkable pronouncement 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.

Since its launch Etisalat has seen a 24 % growth in subscriber base with a significant increase in market share, making it one of most powerful players in the telephonic arena in Sri Lanka. Sporting the ambition of becoming the most superior coverage and service provider to consumers in the North and East along with all other cities in the country, Etisalat will also be introducing Sri Lanka's most advanced 3G network.

Etisalat continues to offer a variety of VAS, sales offerings, affinity packages and other service, putting them on top of the ladder concerning innovation, quality and customer service. Etisalat CEO Dumindra Ratnayaka said, 'reaching 3 million subscribers is a landmark achievement for Etisalat, and we are dedicated to increasing this number and taking this company into great heights.' He added, "We pledge the best of products and services to our valued customers and thank them for putting their faith in us, helping us to serve you better." In lieu of this feat, Etisalat Lanka will launch numerous offers and promotions to benefit their valued customers.