

PRESS RELEASE

Etisalat Rewards Their Valuable Sub Dealers and Their Families

As a reinforcement of how invaluable Etisalat considers their dealers, Etisalat invited their South Sub Dealers and their families to a day out to 'Leisure World' in Hanwella to the 'Etisalat Family Savari'. The event was organised in appreciation to all its important dealer community that has successfully achieved their sales targets at the end of 2010. A specially designed marketing plan was executed in 2010 to help drive sales in the region. The plan also aspired to enhance brand likability & loyalty among the sub dealers whilst maintaining a positive perception regarding Etisalat.

The Family Savari brought about a unique family experience to over 300 participants. The event swung in full force with all participants enjoying the many activities lined up for the day. Apart from the fun experience, the participants were also provided with luxury transportation, delicious meals and entertainment provided by a DJ. An award ceremony was also carried out at the event to recognize and salute the Sub Dealers and their families for their successful business achievements throughout the year.

Etisalat's Senior Manager Dealer Sales and Services Mr Parakkrama Wijerathne applauded the partnership Etisalat have with their sub dealers, partly attributing the company's success to the loyalty and commitment shown to the partnership; "We value our dealers and appreciate the allegiance they have shown us through the year. This Family Savari was an opportunity for us to reward them for their unstinting support." He added, "It was an occasion for us to get together, share our success and enjoy ourselves as one big family, which is vital in fostering stronger commitment and bonds." Geared for another challenging year, Etisalat's dealer network is confident that this year too will be a successful one contributing to the growth and expansion of the company's subscriber base.

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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 million subscribers in a record time since its launch, Etisalat remains dedicated to increasing its subscriber base and taking the company into greater heights.

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