



PRESS RELEASE

Etisalat lends a helping hand to flood victims

As part of its ongoing CSR activities, Etisalat's most recent campaign reached out to provide assistance to flood victims, through disaster management centers. The campaign selected 4 badly affected districts, namely Anuradhapura, Pollonnaruwa, Badulla and Akkaraipaththu, donating aid and dry rations to help them overcome the devastation caused by the floods. A total of 2000 parcels containing essentials worth 1000 Rupees each, such as sugar, tea, milk powder, dhal, rice, salmon, tooth pastes and tooth brushes were distributed to 2000 families in the districts, giving them a chance to eat healthily and strive for a better life.

Etisalat informed and involved customers in this noble cause, who contributed a total of Rs. 361,220.00 through confirmed contribution via SMS. Etisalat added a further Rs. 1,638,780.00 enabling the success of the project. Teams from Etisalat together with district disaster management coordinators personally visited the homes of the families and delivered the parcels. They were warmly received by all the families in all 4 districts.

Etisalat CEO Dumindra Ratnayaka said in this regard, " Etisalat strives to identify those who need help the most in Sri Lanka and noticeably, many families were seriously hit by the recent floods. As part of our CSR we have reached out to help these victims to upgrade their living standards, as much as possible, under the grueling circumstances." He added, "Whilst Etisalat is focused on succeeding as a profit making industry leader, it is important to relate to the more humane aspect of sustainability and lend a helping hand to those who need it. Most often than not, that is what true progress is all about."

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 it's subscriber base and taking the company into greater heights.

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