



PRESS RELEASE

Etisalat partners Tritel in enabling 24/7, island wide re-load service.

No matter what time of day or night, no matter where you are; you can now reload your Etisalat connection from a Tritel booth. Etisalat has partnered Tritel in bringing convenience to the doorstep of the customer, enabling the reloading of an Etisalat connection by just inserting coins into a Tritel booth. This easy, accessible and affordable service allows the customer to reload his phone from just about anywhere, at any time of day. Due to Tritel's massive presence of 1600 booths island wide, the reload service is easily available anywhere, be it an institution such as a University, or a Public location such as railway stations, bus stands or hospital.

This instance of Customers convenience at its best, facilitated by Etisalat requires a minimum reload of LKR 20. The partnership is expected to benefit a large portion of the pre-paid mobile subscriber base, thereby driving subscriber growth and customer loyalty.

Etisalat CEO Dumindra Ratnayaka said in this regard, "This partnership will benefit both the customer and the company in the long run as it ensures the highest quality of customer service in providing 24/7 support and access." He added, "As of now, Etisalat is the only mobile operator in Sri Lanka offering such a unique and dedicated service of this nature." Meanwhile, Tritel CEO Nihal Ratnayake said, "We are excited about this partnership with Etisalat, where together we can provide the promise of convenience and easy access to the people of Sri Lanka."

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.