



## PRESS RELEASE

### Now get your personalised horoscope read through an Etisalat connection

For the first time in Sri Lanka, you can now get your Horoscope read through your Etisalat mobile phone connection. Connecting a potent mix of tradition and innovation, Etisalat has launched this pioneering and unique Value Added Service together with respected astrologer Mr. Chandrasiri Bandara. Exclusively facilitated by Etisalat, Mr. Bandara will provide personalized Horoscopes at your finger tips. Instead of the long winding visit to the astrologer, now all you have to do is dial 567, provide your date, time and place of birth after which you can listen on your Etisalat connection to what the stars have in store for you!

With the launch of this original and exclusive Value Added Service, Etisalat successfully marries two fundamental aspects of tradition and technology to provide a truly unique service. Etisalat CEO Dumindra Ratnayaka said in this regard, "this product is a pioneer in the market, keeping in mind the traditional values of our local market while at the same time engaging in progressive technology. This marriage of tradition and technology aims to serve the requirements of the contemporary customer by taking tradition to their fingertips." Mr. Bandara added, "While Horoscopes play a pivotal role in Sri Lankan society, there is an increasing lack of time and opportunity to seek it. By utilising technology to make this service available on your mobile phone, it not only increases convenience but also helps conserve traditional beliefs."

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 services, 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.

**Photo:L-R:**

Madhura Hiripitya (Assistant Manager –VAS – Etisalat), Chandrasiri Bandara(Astrologer), Channa Munasinghe( Head of VAS- Etisalat), Amila Kankanamge (CEO - E3X Global Pvt. Ltd )