

SMS & WIN!

Win a Suzuki Zen worth 2 million
in the final draw

or a Suzuki EN 125 motorbike every two weeks
SMS Tigo to 7272 as many times as you want and win!

• 100% authorized by Tigo
• The promotion ends on 15th of March 2008



One
Year
Celebration

tigo

Biggest SMS competition launched in Sri Lanka with Tigo

Tigo as a part of their 1st year celebrations launched its' SMS and WIN campaign this week, taking SMS competitions to a different level.

Through SMS and WIN Tigo subscribers will stand a chance to win a brand new Suzuki Zen worth two million rupees as a grand prize along with Suzuki EN125 motorbikes every two weeks.

"To participate in this competition all a Tigo subscriber needs to do is simply sms the word 'tTigo' to 7272. With just one sms SMS a subscriber can enter the final draw, while sending more sms' SMS' will obviously increase his chances of winning", said CEO Tigo, Dumindra Ratnayaka.

This is the first time that this kind of competition has been carried out in Sri Lanka. When asked the thinking behind this innovative campaign, Mr. Ratnayake said "We have always been innovative in our presentation of our value added services. We want to highlight the fun and the aspirational aspects that value added services bring to the customer, especially a popular service like smsSMS.

This was the consumer psyche behind this campaign." Tigo's SMS and WIN campaign was launched on January 10 and will end on the 15th of March. Draws for bikes will be done every two weeks. A premium sms for this competition will cost only Rs. 20.

Millicom International Cellular launched a successful new 3 A's business strategy with the central themes of Affordability, Accessibility and Availability, through investments in network and distribution, with the objective of bringing to the market innovative first time services, friends and family offerings and reliable business solutions.

This, their latest campaign is bound to be yet another success.

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The year closed off on an inflation rate at 15.4% on the point to point while the moving average was at 15.8%.

The country's economic growth in the first three quarters of last year was estimated to have been at 6.5% while projections for the year remain at around 6.7%.

The Central Bank noted that growth was supported by all three sectors with the industry sector remaining the main driving force in the economy, closely supported by the services sector

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