



Etisalat Lanka (Private) Limited  
PRESS RELEASE

For immediate Release

## Etisalat Lanka introduces 'Ithuru' micro top-up cards for the first time in Sri Lanka

*A novelty product at coin value for affordable and convenient communication*



Introducing the Sri Lankan mobile subscriber to yet another first in the telecommunications industry, Etisalat Lanka proudly announces its latest innovation: 'Ithuru' - a low value micro top-up card, enabling the accessibility of communication services offered by the island's pioneering mobile network, at the best market rate.

Available at retail shops islandwide, the Etisalat 'Ithuru' micro top-up cards can be purchased in two denominations, valued at Rs. 1 and Rs. 5 with a validity period of 2 days. 'Ithuru' micro cards can be utilized for a range of services such as Voice, SMS and Data packages.

In today's retail setting, merchants are accustomed to replacing coins with confectionary items when giving change money. Following the launch of Etisalat 'Ithuru' micro cards, retailers now have a more resourceful option to offer customers, creating a newfound opportunity for Etisalat telecommunications services to seamlessly blend into the 'sachet concept' of the local socio-economic framework.

Customers using 'Ithuru' micro top-up cards can also activate a host of infotainment related connectivity services such as the Etisalat Facebook Plan, Mobile TV and enjoy Micro-Data packs at an unbelievable rate of less than Rs. 5 per day.

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The industry pioneer who was the first to launch prepaid calling cards in Sri Lanka over two decades ago, sets out to revolutionize the retail market of today with the 'Ithuru' micro top-up cards; as a product designed to deliver affordable communications solutions - available for customers to receive or purchase.

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**About Etisalat Sri Lanka:**

Etisalat is the first mobile telecommunications provider in Sri Lanka to celebrate 25 years of service excellence. Etisalat continues to discover new horizons and explore new possibilities, as one of the most powerful players in the industry. The brand is set to journey beyond conventional boundaries to empower the lives of every Sri Lankan. At the heart of Etisalat's constant innovation of products and services, is the hope of inspiring and enriching people. Etisalat's focus extends from their customer to the greater community. While uplifting the lives of many Sri Lankans, Etisalat also continues to make giant strides in the domain of communication innovation through nationwide High Definition Voice Technology (HD Voice) - first to the Sri Lankan market, the Etisalat Web Patashala initiative and AppZone, involving individual app developers and the industry software developers. Redefining the cornerstone of innovation, Etisalat believes in customer centricity through quality and value creation. Offering Sri Lanka's most cutting edge Internet solutions with Dual Carrier HSPA+, Etisalat is currently the fastest growing telecommunication network in Sri Lanka, having surpassed over 4 million subscribers.

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