



Etisalat Lanka (Private) Limited
PRESS RELEASE

For immediate Release

Etisalat Lanka re-launches e-learning platform 'Web Patashala'

Re-launched to encourage self-learning amongst next generation Sri Lankans

Etisalat Lanka, a forerunner in enabling e-learning to the Sri Lankan student population, re-launched its self-learning platform 'Web Patashala' to provide an easier and more convenient self-learning tool for key subjects of the Grade 5 scholarship and selective subjects for G.C.E. Ordinary Level (O/L) and Grade 7 to 9 examinations.

Web Patashala is an e-learning platform that enables local students to obtain the best interactive class room experience at their own pace and in a cost effective manner. This revolutionary digital school is now conveniently available in DVD format at Etisalat flagship stores and selected retailers islandwide. Attractively priced at Rs. 500, the Web Patashala product contains three key subjects in DVD format; namely Sinhala, Science and Math for G.C.E. O/L students and Grade 7 to 9 syllabus. Each subject consists of 12 lessons and each lesson is priced at Rs. 150 each. Etisalat has included a significant value addition for first time purchases by offering the first two lessons on the DVD, free of charge. In addition, a complete set of any Web Patashala subject DVDs are offered free with every purchase of an Etisalat 21mbps dongle.

Etisalat's Web Patashala capitalizes on being a unique service offering that is not just limited to their customers, but to all broadband and internet users islandwide. Etisalat Post-pay customers have to simply load the DVD on their personal computer to proceed, after which the cost of each lesson subscription will be automatically charged to their broadband connection. Meanwhile, prepaid users and non Etisalat users of Web Patashala must purchase lessons via Etisalat reload cards.

Commenting on the re-launch of Web Patashala, Chief Commercial Officer of Etisalat Lanka, Janaka Jayalath stated, "Web Patashala is an ideal alternative for both parents and students alike. It offers a wealth of learning material and appropriate study guides from the national syllabus. This cost-effective and convenient e-learning platform substantially mitigates the financial burden on parents that is otherwise associated with transport and tuition fee. Web Patashala also enables students to learn at their own pace and provides a safe learning experience for the child. It's our valued tribute to the next generation Sri Lankans".



'Web Patashala' maintains high standards, as it is modelled according to the national syllabus, whose quality is constantly checked by the National Institute of Education. Web Patashala is a fast growing ICT innovation among many Sri Lankans, as the country moves steadily towards a sphere of technology and connectivity through the ever increasing usage of internet. The platform is helpful for students, parents, and teachers both as an ideal preparation method for examinations and as a new-generation, interactive learning portal.

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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. Our brand is set to journey beyond conventional boundaries to empower the lives of every Sri Lankan. At the heart of our constant innovation of products and services, is the hope of inspiring and enriching people. Our focus extends from our customer to our 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.