



Etisalat Lanka (Private) Limited
PHOTO CAPTION

For immediate Release

(Post-Event Photo Caption)

Etisalat Lanka revitalizes devotees during the Kandy Esala Perahera



The Kandy Esala Perahera, boasting centuries of Sri Lankan heritage is an ancient, awe-inspiring procession that has drawn Buddhist devotees, tourists and large crowds from across the country to the hill capital each year. As a part of enhancing the experience of the traditional event, Etisalat Lanka distributed bottles of water to the large crowds gathered in Kandy to view and celebrate the much awaited festival. The portable dansala reached out to the thousands of devotees in providing a much needed thirst quencher during the long wait prior to the Perahera.

This is yet another initiative under Etisalat Lanka's Corporate Social Responsibility umbrella which continues the spirit of togetherness amongst communities as exemplified by the recently held flagship CSR event of Etisalat Lanka, 'Mission for Vision: Spectacles Dansala 2015' and 'Poson Sadhaham Vandana' a free train shuttle service during the Poson season.

(Ends)



About Etisalat Sri Lanka:

Etisalat is the first mobile telecommunications provider in Sri Lanka to celebrate 25 years of service excellence. Etisalat Lanka is a fully-owned subsidiary of the UAE based Emirates Telecommunications Corporation; which is ranked amongst the top telecommunication companies in the world. The Etisalat conglomerate connects 19 operations in 18 countries, offering opportunities for synergy with other operations in the region. 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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