

Etisalat Lanka creates an EPIC event experience at SunFest 2015

Sri Lanka's biggest international music festival held for the third consecutive year



Etisalat Lanka, the official mobile telecommunications partner for SunFest 2015 – Sri Lanka's biggest international music festival was held for the third consecutive year this year at the Havelock Sports Club Grounds, Colombo. Through this partnership Etisalat was able to extend a whole new dimension of entertainment through this experience to its loyal customers. The brand also conducted engaging and rewarding activities for social media fans and Epic Rewards members, where participating customers were able to win free tickets to the festival. Adding to the spectacular audio-visual experience, Etisalat also made the event more memorable for customers with an exclusive VIP lounge with a free Wi-Fi zone, Etisalat branded photo booth and so much more.

(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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