



Etisalat Lanka (Private) Limited
PRESS RELEASE

For immediate Release

Etisalat Clinches 2 Wins for Innovation at Prestigious Global Mobile Awards in Barcelona



(L-R) CTIO of Etisalat Lanka Chandana Gunasekera, CEO of Etisalat Lanka Wail Salman, Chief Digital Services Officer of Etisalat Group Khalifa Al Shamsi, CCO of Etisalat Lanka Janaka Jayalath, Chief Commercial Officer of Etisalat Group and Rainer Rathgeber and DCEO/CFO of Etisalat Lanka Riyaz Rasheed with the two awards.

Receiving the awards on stage: (L-R) Awards show presenter and actor John Cleese, Khalifa Al Shamsi, Chief Digital Services Officer of Etisalat Group, George Held, Vice President Commerce of Etisalat Group, Ahmed bin Ali, Senior Vice President in Corporate Communications of Etisalat Group and GSMA Chairman and Telenor Group President / CEO Jon Fredrik Baksaas.

Etisalat, the leading telecommunications operator in emerging markets has continued its recent history of success at the industry's most prestigious annual awards ceremony, the GSMA Global Mobile Awards 2015. Etisalat came out on top of strong global competition to claim two highly sought-after awards of innovation in the categories of "The Best Use of Mobile Retail, Brands & Commerce" and "The Mobile Connect Award for Best Authentication & Identity Solution"

Following the verdicts by a board of independent and highly respected industry experts, the winners were announced at a glamorous ceremony during the Mobile World Congress 2015 held in Barcelona, Spain. This achievement at the annual GSMA Global Mobile Awards 2015 brings Etisalat to winning a flush of six awards in the last three years.



Remarking on this achievement, Chief Executive Officer of Etisalat Lanka, Wail Salman stated “It is a magnificent honor to be a part of a telecommunication network that has made justice at a key event in the global telecom calendar. We at Etisalat take great pride in receiving these awards as it is recognition of our commitment and core missions to continue to innovate and introduce products, services and technologies which enable societies consisting of a multitude of businesses and communities to advance confidently to the future”.

“It’s tremendous to be honoured at the most important event in the global telecoms calendar,” said Ahmad Julfar, Etisalat Group CEO. “Innovation is key in today’s dynamic telecommunications sector and Etisalat is at the cutting-edge of finding solutions for all our customers. These awards recognize our commitment to keep innovating and introducing products that give businesses and communities the technology that enables their economies – and, therefore, societies – to progress, which is one of our core missions and winning this a global appreciation is a sign that we’re on the right track.”

"Our warmest congratulations to all the winners of the 20th Global Mobile Awards," said John Hoffman, CEO of GSMA Ltd. “Our winners are in the esteemed company of the mobile innovators, pioneers and leaders that have won these coveted awards over the last two decades, many of whom have been game-changers in transforming the way that the world communicates.”

The award winning communication solutions by Etisalat enables customers to perform business transactions such as credit card payments on their mobile while managing their digital identity and protecting their online privacy. A member of the judging panel said the winning Etisalat products represented “a stand-out entry in terms of the scale of deployment and comprehensive suite of commerce offerings across so many countries and different verticals.”

In today’s dynamic and rapidly evolving telecommunications sector, Etisalat is at the cutting edge of finding solutions for all customers and businesses. Thus, winning this significant global award of appreciation is a sign and depiction that Etisalat is on the right track as they continue to strongly empower the people of the nation to do more, achieve more and turn ambitions into reality.

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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.