



Etisalat Lanka (Private) Limited
PRESS RELEASE

For immediate Release

Etisalat celebrates birthday with Staff and Customers



Etisalat Lanka (Private) Limited celebrated its birthday along with staff and customers at a simple yet elegant ceremony organized at the Etisalat Flagship Store at Colombo 3 recently.

Joining in the celebrations were Chairman of the Board of Directors of Etisalat Lanka, Mr. Yousuf Al Sayed and Chairman of HR Committee and member of the Board of Directors of Etisalat Lanka, Mr. Hatem Bamatraf as special invitees at this joyous occasion; which was also attended by Chief Executive Officer of Etisalat Lanka Mr. Wail Salman and members of the senior management.

'072 network', the pioneering mobile telecommunications network in Sri Lanka completed 25 years of service excellence while simultaneously celebrating 5 years of market presence since the UAE based telecommunications giant Etisalat took on its operations.



Addressing the gathering, Chairman of the Board of Directors of Etisalat Lanka Mr. Al Sayed stated: “We are very happy to be here as part of the celebrations. We are happy with the progress made and will continue to further strengthen our support and commitment to Sri Lanka in future.”

Constantly making waves in the mobile telecommunications industry, Etisalat’s journey through the times has been spearheaded by a number of innovations such as first time nationwide HD Voice facilitation, Dual Carrier HSPA+ and AppZone - the country’s first platform for individual app developers.

The best network for smartphones continues to offer people countless opportunities to enrich their lives, connecting them across borders. Staying true to its brand values, Etisalat looks forward to a future with renewed energy and enthusiasm, empowering Sri Lankans to do more. (ends...)





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.