



Etisalat Lanka (Private) Limited
PRESS RELEASE

For immediate Release

Etisalat Lanka partners with Sri Lanka Post to enable 'Postal Reload'

Convenient reload facility now available through the national postal service



Etisalat Lanka, the pioneer of the nation's 25 year mobile telecommunications industry, partnered with Sri Lanka Post to introduce the new revolution in mobile reloading termed 'Postal Reload', in commemoration of World Telecommunications Day 2015

The initiative enables the convenience of Etisalat reload facility through the extensive outreach of the national postal service connecting 4,712 post offices islandwide and through all postmen at door step accessibility.

The launch event took place at the Sri Lanka Post Headquarters, General Post Office, Colombo under the auspices of the Honorable Minister of Muslim Religious Affairs and Posts, M.H.A. Haleem, the Post Master General, D. L. P. Rohana Abeyratne and Chief Commercial Officer of Etisalat Lanka, Janaka Jayalath.



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Commenting on this initiative, Chief Executive Officer of Etisalat Lanka, Wail Salman said, “Etisalat has a renowned global footprint spanning Asia, Africa and the Middle East, which touches millions of lives. We are passionate to continue similar endeavours locally to improve lives of our subscribers in Sri Lanka. We sensed great opportunity in ‘Sri Lanka Post’ with its extensive and efficient outreach around the island as an ideal setting to launch the new revolution in mobile reloading.” He further added, “We believe in the success and strength of the Public-Private partnerships and are pleased to work together with an entity in the government sector that mirrors our objective as an enabler of communication and reach.”

Photo Caption: Launching the new revolution in Mobile Reloading, the first Etisalat reload transaction is successfully transmitted through ‘Postal Reload’ as (L-R) the Post Master General, D. L. P. Rohana Abeyratne, Hon. Minister of Muslim Religious Affairs and Posts, M.H.A. Haleem, and Chief Commercial Officer of Etisalat Lanka, Janaka Jayalath looks on.

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About Etisalat Sri Lanka:

Etisalat continues to discover new horizons and explore new possibilities, as one of the most powerful players in the telecommunications sphere in Sri Lanka. Our brand is set to journey beyond conventional boundaries to 'Inspire' 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, Sri Lanka's first eBook store Etisalat Book Hub, 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.

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