



ETISALAT LANKA (PRIVATE) LIMITED
PRESS RELEASE

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Etisalat Lanka deploys next generation business support system through ZTE

Further enhancing their commitment to digitalize customer experiences, Etisalat Lanka partnered up with ZTE to provide an end-to-end convergent billing management solution.

The recent transformation from the traditional infrastructure to the digital IT architecture has enabled Etisalat Lanka to meet the challenges of today's market place and fulfil the commitment of bringing the digital world to each and every one of their subscribers.

“By partnering with ZTE, we were able to take our customer experience to the next-level. With the upgraded tech solutions that are at hand, Etisalat Lanka is now geared to get ahead in the competitive mobile telco market,” commenting on the partnership Chief Executive Officer of Etisalat Lanka, Sulaiman Alkaabi noted.

“Our convergent billing solution has enabled Etisalat Lanka to deploy flexible and personalised pricing strategies and offer competitive packages to facilitate its increasing customer demands. Further allowing them to provide customised products to their personal and corporate consumer base,” CEO of ZTE, Alex Wan stated.

As a mobile service provider who has a global footing Etisalat Lanka's foremost concern is its valued customers. The company has always catered to its consumers' needs by personalising and optimising mobile telecom services to match the industry trends whilst being relevant.

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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 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 as well as Etisalat AppZone which involves individual app developers and industry software developers. Redefining the cornerstone of innovation, Etisalat believes in customer centricity through quality and value creation. Etisalat extends services to Sri Lankan Business community by providing Enterprise Solutions, which enable their clients to be connected with the world. 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.

For more information, please contact:

Sarah Hannan – Ogilvy Public Relations

E: sarah.hannan@ogilvy.com

M: +94 77 313 64 65