



Movie experience on your smartphone with ‘Airtel MOVIE BOX’ for the first time in Sri Lanka

22nd MAY 2017, COLOMBO: For the first time in Sri Lanka, Airtel Lanka has introduced a high definition movie portal – ‘Airtel Movie Box’ - for the smart phone users across the country. The dedicated service will offer highly sought after Sinhala movies giving ultimate viewing pleasure with user-friendly feel. Airtel Movie Box was unveiled by Airtel’s Brand Ambassador Pooja Umashankar at a recent press conference held in Colombo.

Airtel Movie Box, the largest Sinhala movie data base, offers over 500 movies in high definition video quality and will be available digitally for Airtel customers island-wide. The service will revive movies going back to the golden era of the silver screen to latest release adding the greatest convenience of availability for viewing any time, any day from anywhere from a smartphone.

Airtel is launching this app in exclusive partnership with Evoke International to provide customized solutions to the rapidly growing young online audience. In line with the objective of developing local talent, Airtel Lanka partners with local talent to empower local community and move forward supporting each other for innovation.

“Airtel takes great measures to understand each customer closely, engage them and introduce something new as our customer loyalty is all about being relevant and superior. Consumer behaviour is changing rapidly and for them to remain loyal, we must identify and meet their requirements even before they express them. Being a telecommunications service provider, it gives us the opportunity of connecting people and contribute to the growth of industries in a country. Airtel will continue to invest more in high quality content from entertainment to education for the benefit of the youth of Sri Lanka,” Mr. Jinesh Hegde, Chief Executive Officer of Airtel Lanka, stated.

Sharing his views concerning the new initiative, Chief Executive Officer / Managing Director of Evoke International Mr. Lahiru Wickramesinghe said, “Airtel’s partnership with Evoke is one among many such initiatives that aim to invigorate the market and usher in superior services to Sri Lankan customers.”

Airtel Movie Box will be available for all Airtel customers for a conveniently affordable subscription of Rs.10 per day, Airtel’s 40% faster 3G internet position supported by the Telecommunication Regulation Commission (TRC) speed tests, will offer an uninterrupted streaming of data for the viewers. The exclusive service will be available for android phone users via an app, while other smartphone users can enjoy the service via www.videounlimited.lk. Any user can subscribe on a daily basis without requiring a monthly commitment, as the subscription is paid by the day.



“The Airtel Movie Box – powered by the Vindana mobile application, is a truly remarkable mobile application that adds value to the local entertainment industry. It largely benefits all Airtel customers, as they now have access to a vast variety of local movies on their very own mobile device, opposed to having to visit the cinema, in order to watch a new movie release. I applaud Evoke International and Airtel Sri Lanka, for its support in the propelling of the local entertainment industry; and I am proud that our nation has been given the opportunity to explicitly present its rich culture and values.” Actor & Director - Mr. Channa Perera stated.

About Bharti Airtel Lanka (Pvt) Ltd.

Bharti Airtel Lanka a member of the 3rd largest telecommunication network provider with a global footprint of 20 countries, commenced commercial operations of services in Sri Lanka in 2009, and was the fastest operator to reach 1 million customers. Airtel’s CSR policy takes a stand to be ALIVE to the needs of society as we want them to feel INCLUSIVE by enriching their lives through the act of RESPECT for all stakeholders, are truly lived across the entire supply chain of partners, customers and youth – as Airtel Lanka’s commitment to the society. Registered under the Board of Investment in Sri Lanka, Airtel Lanka provides digital mobile services that include voice, data and enterprise solutions. For further details please visit: www.airtel.lk

About Evoke International (Pvt) Ltd.

Evoke International (Pvt) Ltd, established in 2007, is a fully-fledged solutions provider that delivers solutions and systems to bring about prevalent business enhancements to clients of various stature, via accessibility to an extensive range of expertise in the domain of innovative, effective and expedient value added services; the company has proved to aid in the propelling of the Mobile Service Market into the future, via effectively developing, managing and marketing mobile related solutions. The company’s success has further been recognized internationally, this has enabled it to harness clients from markets in the Middle Eastern and African countries. With Evoke; innovation, modernization and enhancements can be considered its forte; the company constantly strives for excellence and advancement, principally in the specialty of entertainment solutions.

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Captions:

1. Mr. Jinesh Hegde, Chief Executive Officer of Airtel Lanka
2. From left to right: Popular film director and actor Channa Perera, Chief Executive Officer of Airtel Lanka Mr. Jinesh Hegde, Airtel’s Brand Ambassador and actress Pooja Umashankar and Chief Executive Officer/Managing Director of Evoke International Mr. Lahiru Wickramesinghe at the launch of ‘**Airtel Movie Box**’ mobile app.