

## Airtel Changes the Game

*Unlimited voice calls for Rs 98 from today*

**Colombo, June 25, 2019:** In a move that is set to revolutionize the telecom industry, Airtel Lanka has introduced a new product offering unlimited voice calls. With a price point of Rs 98, many industry analysts see this as something that will create real traction among telecom consumers.

Positioned as 'the Katha Bus,' the new product will further simplify Airtel's prepaid proposition and addresses customers' need for affordability, convenience and simplicity. The recharge pack is priced at Rs. 98 with a validity period of 30 days making it much more affordable than most essentials in the current context.

With the introduction of the new pack, Airtel customers can make unlimited calls to loved ones on their Airtel mobiles. The affordable pack is suited for heavy callers, reflecting Airtel's promise to enhance customer experience, offer a complete smartphone experience, and help subscribers to always stay connected.

In addition to unlimited Airtel calls, the recharge card offers upto 1,000 SMS's and 100 MB of data for free with a validity period of 30 days. The plan was designed to accommodate customer needs for all mobile services to be built into a single recharge pack. By catering to the needs of its customers and delivering on its promise to provide affordable services, Airtel Lanka hopes to continue its customer-centric approach with the launch of many more innovative solutions.

Airtel has always been innovative and unique in its customer offerings, constantly striving to revolutionise the industry. With the launch of the new product, Airtel once again lives up to its reputation.

Jinesh Hegde, Managing Director and Chief Executive Officer, Bharti Airtel Lanka said, "Our customers crave for uninterrupted connectivity to support their busy lifestyle. This revolutionary recharge pack is designed to truly simplify the customer experience and offer great value to anyone. Customers no longer have to curtail voice calling in order to save money."

He further noted, "Additionally, with the rise of smartphones in Sri Lanka, consumers won't necessarily have to go for higher-priced plans in order to enjoy their devices."

The recharge packs will be available islandwide at any Airtel Store and can be activated via the MyAirtel App, by logging into [facebook.com/airtelife/](https://facebook.com/airtelife/) or <https://recharge.airtel.lk/>.

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### **About Bharti Airtel Lanka**

Bharti Airtel Lanka (Airtel Lanka) commenced commercial operations of services in Sri Lanka on January 12th, 2009, and was the fastest operator to reach 1 million customers in the country. With its network footprint panned out across the nation and capturing strategic ranking positions in various areas in less than three years of operations, Airtel has emerged as Sri Lanka's fastest expanding network, thus ensuring coverage across the whole island. Registered under the Board of Investment in Sri Lanka, Airtel provides digital mobile services which include voice and data services. To learn more, visit [www.airtel.lk](http://www.airtel.lk).