

Airtel Celebrates a Decade in Sri Lanka

Rolls out exciting range of benefits for its customers

COLOMBO, Sri Lanka — January 12th, 2018: Airtel Lanka celebrated its 10th year in Sri Lanka, unveiling its biggest digital consumer programme – #AirtelThanks to delight its valued customers with exclusive benefits.

#AirtelThanks is a first of its kind consumer program that will bring a range of exciting benefits to customers at no additional charge. Some of these would include complementary content access, exclusive recharge deals and attractive partner offers. All these and more will now be available to select Airtel customers throughout the year and the entire experience will be delivered digitally through the My Airtel App.

To commemorate the 10th anniversary, the operator has also rewarded 10 of its the oldest customers with a lifetime of free calls. As a token of appreciation, all the customers who joined the network in the first month of operations in Sri Lanka receive Rs.1000 worth of calling benefit and 10GB worth of data free of charge.

Commenting on this latest and significant milestone, Bharti Airtel Lanka's Chief Executive Officer and Managing Director Jinesh Hegde stated: "We are excited to celebrate an entire decade of Airtel in Sri Lanka. While we have changed the way mobile communications work in the country through the introduction of several innovative services which include the concept of no hidden costs, customised internet packages and handset bundle offers, we have received an amazing love and support from the people of Sri Lanka. And thanks to their support, Airtel has become one of the most successful international brands to be established in Sri Lanka in terms of connectivity and accessibility across the Country."

"#AirtelThanks is our biggest initiative to celebrate our relationships with customers. This is also a win-win programme for our customers and partners as it gives brands the opportunity to reach customers with highly targeted offerings," he added.

Along with the commitment towards enhancing Airtel's network presence across Sri Lanka and continuing to work towards new ways of delivering a seamless network experience to customers, Hegde further stated: "We are thankful to the customers and channel partners who have been with us for the last 10 years. We hope to continue our customer-centric approach with innovative solutions, catering to the needs of the people whilst delivering on our promises hinged on reliability, affordability and accessibility."

As part of this extensive expansion project, Airtel will continue to deploy robust and world-class network infrastructure and equipment to strengthen its customers' high-speed data connectivity and mobile internet experience. Airtel has been consistently investing towards Sri Lanka's critical infrastructure and the telco's comprehensive network offers unbeatable coverage in urban, suburban and rural pockets across all districts of the country.

Airtel's impact in the country has not only seen the introduction of affordable technology paired with critical infrastructure but has also provided direct and indirect employment opportunities for over 60,000 citizens island-wide.

About Bharti Airtel Lanka

Bharti Airtel Lanka commenced commercial operations of services in Sri Lanka in 2009 and was the fastest operator to reach 1 million customers. The Airtel Lanka offering of technology innovation and service excellence has seen rapid adoption rates among the Sri Lanka youth. Registered under the Board of Investment in Sri Lanka, Airtel Lanka provides digital mobile services which includes voice, data and enterprise solutions. To learn more, please visit: www.airtel.lk.

Image



Image Caption – Executive Committee of Airtel Sri Lanka rewarding long-standing customers since their inception.