

## **Airtel clocks fastest internet speeds in Sri Lanka**

*Tops TRCSL 3G speed tests from November 2016*

**17<sup>th</sup> AUGUST 2017, COLOMBO:** There are many claims in the market of varying internet speeds, the only body authorised to carry out speed test in Sri Lanka the Telecommunications Regulatory Commission of Sri Lanka (TRCSL), released its latest publication of internet speeds by service providers on their website ([www.trc.gov.lk](http://www.trc.gov.lk)). Accordingly **Airtel recorded the fastest mobile internet service provider** in the country recording a maximum data speed of 24.2 Mbps and an average speed of 12.4 Mbps on their 3G network. A position they have held onto since November 2016.

Sri Lankan smart phone user on an average spends 3 hours a day using the internet. TRCSL monthly speed test has become the benchmark by which discerning customers make their choice for an internet service provider. Bharti Airtel Lanka as the Sri Lanka's fastest 3G internet service provider for the 6<sup>th</sup> consecutive publications, a feat not achieved by any network since the inception of the speed tests.

Commenting on the on the results, Mr. Jinesh Hegde CEO of Airtel Lanka said, "The use of mobile devices have shifted prominently from making calls to the use of data. We at Airtel having seen these signs a couple of years ago we continuously invested towards amazing customer online experience with the deployment of technologies resulting in a 40% increase in speeds. Our engineers work around the clock to ensure we keep to these standards and it is testament of their hard work. We will continue to improve our online customer experience in keeping with our organization's mission of enriching lives of our community"

Airtel's success story lies in its adaptation of advanced technological application to generate high speed data delivery. Airtel incorporates 'Smart Cache Technology' which regularly stores the frequently used content of a customer in local servers instead of off shore servers. This method not only enables Airtel to deliver content much faster to customers, as it eliminates external interruptions. In addition, Airtel uses 'Dual Carrier Technology' which uses 2 channels for data transfer, doubling the internet speeds to offer hassle-free user experience exclusively for the Airtel customers.

With its focus on delivering an unmatched internet experience for Sri Lankans, Airtel has seen a commendable rise in market share and subscriber base especially among the youth in the country. Recent research studies revealed Airtel to be the preferred mobile network for Sri Lanka's youth. With further endorsements from social media giant Facebook as the most relevant choice for Sri Lankan youth, Airtel has truly cemented its position as the leading mobile internet service provider in the country.

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