

Airtel introduces anytime bonus data rewards

- No hidden divisions between day and night usage
- Most rewarding and flexible offering in the market

Responding to rising demand for greater value, convenience, and flexibility in mobile data, Sri Lanka's most youth-focused telco brand, Airtel Lanka, announced a new bonus data scheme to reward its loyal customers.

For the first time in Sri Lanka, Airtel users can grab upto 50% additional data on various data packages, at no extra charge. With zero hidden restrictions the 'App Bonus Data' scheme is available to all customers and can easily be obtained through data recharges, reloads, web purchases and in-app purchases – via credit or debit cards.

To redeem the bonus data, Airtel customers can login to their MyAirtel app and simply click on the rewards pop-up and claim the bonus data. For customers who do not already have the MyAirtel app installed, an auto generated message with the app link will be shared upon the purchase of mobile data.

“Recognizing the evolution in data consumption patterns, we at Airtel are proactively working on providing solutions to enhance our customer's experience. Whilst looking for speed and value, consumers have already established expectations and preferences for their digital consumption which has no limitations based on day or night.”

“By breaking down the barrier between day and night-time usage, we give the Sri Lankan mobile user total control as to how and when they spend their data with no hidden conditions or restrictions. This is part of a wider strategy that we are driving aimed at empowering users by giving them the maximum in choice,” Airtel's Chief Executive Officer and Managing Director Jinesh Hegde said.

In order to gain the maximum out of their connection, Airtel also provides users with the option to convert to a 4G SIM free of charge, bundled with a further 5GB of free mobile data. To start the conversion, users need simply dial 780 or *780# and visit their nearest SIM change outlets.

#AirtelThanks is the telco's exclusive rewards program which is construed to the benefit of all Airtel users by a customized rewarding system, free digital content, VAS offers and other exclusive benefits based on their usage. Customers can claim these benefits and other exclusive offers, deals and discounts through the 'My Airtel' App. 'My Airtel' is the free customer service app designed for all Airtel subscribers in Sri Lanka. Through the 'My Airtel' app, subscribers may access their user accounts, track data usage, recharge, pay bills and enjoy music and movies.

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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.