

Airtel Lanka : Commemorates Half A Decade In Sri Lanka



With a series of investments on infrastructure in place, Airtel pledges its commitment of providing island wide coverage, uninterrupted world class services and seamless high speed data connectivity to customers in the country

Bharti Airtel, a leading global telecommunications company with operations in 20 countries across Asia and Africa, today announced that it will be completing half a decade (5 years) of successful operations in Sri Lanka in a few days. The Company, which entered Sri Lanka on January 12, 2009, has transformed Sri Lanka's telecom landscape by introducing best practices acquired from being the world's fourth largest telecom operator. Registered under the Board of Investment, Airtel Lanka provides digital mobile services into Sri Lanka which includes voice telephone, voice mail, data services, GSM based services and Enterprise Solutions. Investing over

USD 350 million, Airtel Lanka continues to further strengthen its market position by offering products and services that are innovative, affordable and relevant for customers in Sri Lanka.

Commemorating this historic occasion, Airtel plans to organise a special traditional ceremony in its corporate office as well as a range of CSR activities will be executed during the week. Customers and Partners who have been with the Airtel network will also experience various value added services, data packages and attractive promotional offers in lieu of this celebration.

Commenting on this historic occasion, Suren Goonewardene, Chief Executive officer/Managing Director, Bharti Airtel Lanka said, “As Airtel completes five years of operations, overcoming many challenges in Sri Lanka, it is encouraging to see the tremendous response our organisation and our brand has received from customers and partners in this market. Despite intense competition, the organisation has grown tremendously, resulting in over 45,000 touch points established across the island striving to satisfy needs of all users within the Sri Lankan community. Our IDD, Data, Roaming and Enterprise strategies have been very effective contributing towards the positive growth of Airtel Lanka. Going forward, with new attractions, innovative products and services, affordable prices and unbeatable customer experience, we will continue to leverage our global learning towards further enhancing Airtel’s market position in Sri Lanka. We are confident that Airtel is well placed to further capitalise on the huge telecom opportunity that this country offers”.

Airtel Lanka has prided itself on being a catalyst of change in Sri Lanka’s telecommunications industry. Riding on global efficiencies and representing Bharti Airtel-the fourth largest mobile operator in the world in terms of subscriptions, Airtel Lanka was able to introduce various innovative products such as the lowest rates for voice services, per second billing, the lowest IDD rates and the concept of no hidden costs, all of which contributed to making telecommunication services cheaper and more accessible to all Sri Lankans. The Company also boasts of being the fastest operator to reach one million customers in Sri Lanka.

Airtel Lanka recently announced the launch of a comprehensive network expansion

exercise across all districts of the Island. This project would thereby see Airtel Lanka increasing its 3G presence beyond 1000 towers and 2G presence beyond 1800 towers across the island. As part of this extensive expansion project that includes the expansion of the transmission network, 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 Lanka's offering of technology innovation and service excellence has seen rapid adoption rates among Sri Lankan mobile subscribers. With its suite of digital mobile services, data services, mobile commerce based services and devices and Enterprise Solutions; the company is well on its way to achieving its vision of becoming the mobile data network of choice of Sri Lankans.

Goonewardene further stated, "When it comes to Mobile Internet, Airtel will be the brand loved by all Sri Lankans whether they are prepaid or post paid customers residing in any part of the country. As always, we will continue to launch customised internet packages and tailor made handset bundle offers (HBOs), which all Sri Lankans will have the propensity to use. When it comes to Enterprise solutions, Airtel will continue to dominate this segment, providing corporate customers solutions which would be a first as far as the Sri Lankan market is concerned. Airtel will continue to optimise its existing towers while a network expansion programme which is currently being rolled out will complement our overall objective of leading Sri Lanka's mobile internet market resulting in Airtel delivering on a promise hinged on reliability, affordability and accessibility."

The latest and fifth entrant to Sri Lanka's telecom landscape, Airtel Lanka has also been privy to the global human resources training to offer their local employees first class training, development and secondment opportunities that make them extremely competitive within the labour force both locally and internationally. In terms of corporate social responsibility, Airtel Lanka is making steady progress towards its goal of extending corporate social responsibility beyond building the telecommunication infrastructure with their campaign to create awareness and fight against Child Abuse. This project helps protect the youngest member of any society- a child, thus ensuring that this country becomes a better place for children to live in. The company also continues to contribute towards the enhancement and facelift of the Lady Ridgeway Hospital ensuring that Sri Lanka's leading pediatric hospital has a more child-friendly atmosphere.

Airtel Lanka also made its foray into the field of sports sponsorships through its associations with Manchester United and Boxing, Football, Rugby, Tennis, Golf, Rowing and Basketball. While Airtel Lanka continues to be involved beyond just a mere investment with all its sports sponsorships stakeholders, it is committed to developing local talent to international standards, as well as contributing actively towards the positive development of youth in Sri Lanka.

The Company has also received accreditations such as ISO 27001:2005 and ISO 22301 for its continuous efforts towards information security and business continuity. Being the only telecommunication operator in Sri Lanka to receive these certifications in all locations, which includes the Corporate office in the World Trade Centre, The Data Centre in Maligawatte, the MSC in Kadawatha and the three brand shops located in Kollupitiya, Kandy and Galle, and all the departments involved in these locations. Airtel Lanka recognises the importance of uninterrupted communication in the world today for both corporate and retail customers, therefore the company strives to ensure that continuity in communications is available in Sri Lanka at all times so that all Airtel customers can enjoy uninterrupted, island wide communication and strong business solutions.



