

# **Angelo Mathews Brand Ambassador For Samsung Mobile**



Samsung Mobile signed up all rounder Angelo Mathews as Brand Ambassador for its mobile business. Angelo Mathews will spearhead the company's print, electronic, outdoor and online campaign for Samsung Mobiles during the Year. "We are very happy to have Angelo Mathews as our brand ambassador for Samsung Mobile. Angelo in many ways represents the youth of Sri Lanka - young, dynamic and smart and these values hold true for Samsung Mobile as well" stated K Shankar Narayan, Country Head for Samsung Sri Lanka.

Speaking on this, Angelo stated, "I am very excited about my new partnership with Samsung Mobile. Given the worldwide reputation of Samsung's technologically advanced, innovative and stylish mobile devices, I am looking forward to partnering with them to grow the Samsung Mobile business in Sri Lanka."

"Samsung is a market leader in the rapidly growing smartphone and tablet market

in Sri Lanka. We will design interesting consumer campaigns for Samsung Mobiles involving Angelo Mathews to strengthen our engagement with consumers in Sri Lanka," stated Shankar Narayan.