

Dialog Reappoints Bathiya And Santhush As Kit Brand Ambassadors

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Dialog Telekom renewed its contract with Dialog Kit brand ambassadors Bathiya and Santhush for the third time, ensuring that this mutually beneficial relationship between Sri Lanka's biggest brand, and the country's most talented stars in the field of ethnic fusion music, continues well into the future.

"BnS is a household name and so is Dialog Kit" so it's a great combination. When Bathiya and Santhush first started out Dialog was one of the first corporate sponsors to recognise their immense talent and I am delighted that our relationship with them has proved so complimentary. BnS personify the Dialog KIT image and we are proud to have them on board," said Nushad Perera, Group Chief Marketing Officer, Dialog Telekom.

Dialog Telekom first signed up Bathiya and Santhush in 2003, and the duo have since featured in many successful campaigns including Dialog Kit TV commercials, press advertisings, outdoor and website campaigns featuring their music and images. The talented pair also composed and performed original jingles for these campaigns including the

immensely popular “Ridmeta Rock Wela” which was one of the most outstanding ad campaigns of its time. The duo also appeared in the company’s sports advertising campaigns as the focal point of commercials for the KIT Premier League, the country’s leading football tournament.

Bathiya and Santhush were most recently part of the ‘KIT MY 5’ campaign, which was launched in December 2006 and featured the brands’ other talented ambassadors Anarkali, Ashanti and Chinthi. The duo composed the music and was part of the ensemble performance for the advertisement, which was one of the most well loved and successful ad campaigns launched by the mobile giant, capturing the hearts and minds of Sri Lankans island wide.