

# eChannelling launches ePremium Membership and partners with Bristol Institute



*(L-R): Aflal Nazeer, Assistant Manager - Brands and Special Projects, eChannelling; Yadhav Prasath, Senior Manager Bristol Institute; Dilshad Jiffry, Chief Operating Officer, Bristol Institute; Isuru Dissanayake, Chief Commercial Officer, eChannelling; Mohan Ajikumar, Head Marketing and Revenue; Daham De Silva, Executive - Digital Marketing; and Dhananjaya De Silva, Assistant Manager HR and Admin*

eChannelling has launched its ePremium Membership category and partnered strategically with the Bristol Institute, Colombo. The collaboration will provide discounts on educational programs for eChannelling's premium members and a host of benefits and privileges, reinforcing the company's commitment to delivering value beyond healthcare services.

The Memorandum of Understanding (MoU) was signed between Isuru Dissanayake, Chief Commercial Officer of eChannelling, and Dilshad Jiffry, Chief Operating Officer of Bristol Institute.

Through the ePremium membership, Bristol Institute may offer discounts of up to 190,000 rupees on Master's and other advanced educational programs, depending on the student's profile.

The partnership enhances the value of the ePremium membership while supporting the community's educational aspirations. It aligns with eChannelling's commitment to providing comprehensive healthcare and educational services, ensuring quality higher education is more accessible to a broader audience.