

Etisalat Launched In Sri Lanka



Emirates Telecommunication Corporation, Etisalat launched its operations in the Sri Lankan market by taking over Tigo. The new brand name was unveiled by Dumindra Ratnayaka, CEO of Etisalat Lanka and Essa Al Haddad, Group Chief Marketing Officer of Etisalat.

Etisalat with its wide experiences and capabilities will provide many benefits and services to the local customers, Ratnayaka noted, adding that all the strengths and capabilities of Etisalat will be brought into Sri Lanka, some of which “not even imagined by the local customers.”

He stated, “we are now part of a large international telecommunication company; fulfilling a vision of joining the league of major telecommunication players in the world. The Etisalat Lanka management recognises the importance and responsibility of balancing profitability and growth with long-term sustainability, and now with the backing of a well-resourced international parent, we will take Sri Lanka’s operations to the highest level”.

Ratnayaka also added, “Given Etisalat’s investments in various telecom technologies, its work in the integration of voice, data and video, its telecom training centres and technology transfers and widespread roaming agreements our consumers can be assured of further improvements and value additions to our service in the future. At the end of the day, Etisalat Lanka believes that ‘it’s about you’.”

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In expanding its services, the company aims to double the existing coverage network. Within one year, the company will be rolling out 1,500 2G base stations and 500 3G base stations islandwide. In addition, the company will also launch its coverage in Jaffna thus covering all districts in the Island.

Etisalat Lanka will also promote its international roaming services by making use of the Etisalat group network. Etisalat operates in 18 countries in the Middle East, Asia

and Africa and has around 100 million subscribers, Ratnayaka said, adding that the group presence will help the company provide its customers preferential rates, preferential packages and service.

Also speaking during the occasion, Essa Al Haddad, Group Chief Marketing Officer of Etisalat said that with Etisalat's latest acquisition it hopes to provide the 2.5 million customer base already present under Tigo a different customer service with proper coverage.

Etisalat will help connect communities across the world. "Most importantly, our country is host to many nationalities and communities including many Sri Lankans, I think it's that essence that Etisalat brings – how to connect those communities together, how to make their lives easier and how to improve their lives," he explained.

Even though customers will see many changes in the products and services on offer, the Tigo management and employees will remain the same.

Apart from the basic telecommunication services, Etisalat also offers a range of other services that have served to position its parent country. Mobile users enjoy the benefits of excellent voice and data applications like WAP, GPRS, 3G, MMS, Push to Talk, BlackBerry services and others. Etisalat Lanka will embrace these technologies bring about advancements in the local telephonic area.