

HUTCH unveils Sri Lanka's first sustainability-focused brand retail spaces



HUTCH opened its “Signature+” flagship outlet at Colombo Fort.

HUTCH Sri Lanka is redefining the country’s retail landscape with the launch of its Signature outlets, designed at the core by sustainability thinking to modern retailing and servicing. HUTCH’s landmark initiative marks Sri Lanka’s first retail concept to fully integrate sustainability, delivering measurable environmental and social impact beyond symbolic efforts. HUTCH opened its first two outlets under the flagship themes: Signature+ at Colombo Fort, serving the epicenter of Sri Lanka’s largest business community, and a Signature outlet at the heart of the buzzing town of Negombo, with many more to come. As the country maps out its ambitions for environmental sustainability, HUTCH is converting ambition into action, adopting its Global Fortune 500 parent, CK Hutchison Holding’s commitment to responsible growth, which is aligned to the United Nations Sustainable Development Goals. Designed on the pillar of environmental sustainability, the newly launched outlets are produced from sustainable material sourcing, powered by renewable wind and solar energy, and support a circular economy in their production cycle. Encouraging the public to participate in the circular economy as well, the outlets feature e-waste collection points promoting responsible disposal of retired communication devices. The space is beyond a customer service point, also serving as an education center where one can firsthand experience sustainability in action through curated illustrations and facts. Overall, HUTCH’s approach to outlet expansions through its Signature outlets signifies its commitment to long-term value creation, environmental stewardship, and real-life demonstration that sets a standard for sustainable retail in Sri Lanka. Saumitra Gupta, CEO, HUTCH, stated, “Aligning with the CK Hutchison Group’s sustainability journey, HUTCH is redefining retail infrastructure where innovation meets social responsibility. Sustainability for us is an investment to build long-term value for Sri Lanka, for generations now and to come. This initiative delivers a unique customer experience while setting a new benchmark for a responsible telecom operator by bringing services directly to customers. Eventually, demonstrating how HUTCH continues to think ahead, shaping the future of connectivity.”