

# Introducing Smart 5



(L-R) Malin Perera, Chief Marketing Officer, Suren J Amarasekera, Chief Executive Officer, Mobitel, Anil Obeysekere P.C, Chairman, Mobitel, Shuhel Anon, Chief Executive Officer, Amarjeet Singh, Managing Director, Ericsson Telecommunications Lanka, Marketing Officer, Mobitel

Mobitel recently launched Smart 5, a prepaid package offering value while introducing a simplified price plan. Smart 5 is Mobitel's solution to the confusing array of pre-paid services available in the market. Speaking at the launch Anil Obeysekere PC, Chairman of Mobitel, referred to the company's continuing commitment to Sri Lanka, citing the significant investments made in excess of US\$140 mn and stating that there were many more plans to be carried out for continuously improving

Mobitel's mobile communications infrastructure. He stated that Smart 5 is essential in providing people with the affordable means enabling mobile connectivity.

Smart 5 was launched to enable Sri Lankans to better appreciate Mobitel's key focus areas -coverage, connectivity, content and customer care. Mobitel believes this package is ideal because it has simplified pricing and strives to delight subscribers from across Sri Lanka.

Suren J Amarasekera, Chief Executive Officer, who was instrumental in planning, designing and implementing Smart 5, outlined the reasons that this package was important. He said market research indicated that customers were confused by the

multitude of complicated mobile calling plans available, and the high costs of these services, thus restricting the penetration of mobile telephony. Shuhei Anan, Chief Executive Officer, Sri Lanka Telecom, said that Mobitel has the full backing of Sri Lanka Telecom. Both companies together provide the corporates and citizens of Sri Lanka with the most comprehensive ICT solutions available. Comprising strengths such as network, financial, people and technology, the companies provide the only total communications services for the varying needs of the customer. Amarjeet Singh, Ericsson Telecommunication Lanka's Managing Director, spoke of his company's role as Mobitel's longtime sole network partner in successfully building Mobitel's state-of-the-art GSM network. A partner with Mobitel for almost 15 years, Ericsson, said Singh, is proud to be the sole provider of Mobitel's infrastructure and pre-paid platform. His team at Ericsson was exceedingly proud to be a strategic partner in Mobitel's historic and record-breaking GSM deployment, destined to take mobility to all people of Sri Lanka.