

# Lanka Bell And Singer Tie-Up



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Prasad Samarasinghe, Managing Director, Lanka Bell (left) exchanging the agreement on the new partnership with Hemaka Amarasuriya, Chairman, Singer Sri Lanka

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The extensive islandwide branch network of Singer Sri Lanka has joined the bill payment network of telecommunications giant Lanka Bell, further strengthening the partnership between the two companies. Singer Sri Lanka already retails Lanka Bell connections and offers easy payment schemes to purchase them.

Cash or credit card payments made to any of 350 Singer outlets will now be credited to Lanka Bell subscribers' accounts. The new arrangement will result in Lanka Bell's bill settlement network growing to more than 2,200 outlets.

Prasad Samarasinghe, Managing Director, Lanka Bell, said, "We are happy to tie up with Singer Sri Lanka, and are confident that this will help many of our customers to save time by providing a bill settlement location close to their homes or offices."