

# Lanka Bell CDMA Links with Singer



*Suren Goonewardene, Managing Director, Lanka Bell (second from left) and Hemaka Amarasuriya, Chairman, Singer Sri Lanka, exchange the agreement. Also in the picture are (L -R) Prasad Samarasinghe, Director, Lanka Bell, and Asitha Abeysekera, Marketing Director, Singer Sri Lanka.*

Lanka Bell announced its tie-up with Singer Sri Lanka to market both its CDMA postpaid and prepaid phones and cards through Singer's island-wide outlets. Under this agreement, all of Singer's branches spread across the country will offer Lanka Bell's CDMA Post-Paid/PrePaid connections for a monthly installment of Rs 975. Suren Goonewardene, Managing Director, Lanka Bell said, "This tieup is primarily in keeping with our underlying philosophy to extend fixed wireless telecommunications to all Sri Lankans and to share the benefits of modern telephony.

This has been our long-term commitment since our trail-blazing CDMA rollout last year. We've since connected thousands of people in remote rural Sri Lanka who have not enjoyed the advantages of a simple telephone connection for years." Hemaka Amarasuriya, Chairman Singer Sri Lanka, said, "The distribution tie-up between Lanka Bell and Singer Sri Lanka will bring CDMA technology closer to the homes of our large and loyal customer base across the nation and further underpin our commitment towards providing all that is durable for the home."