

Launch Of The Sri Lankan Airlines Platinum American Express Card



Three premium brands got together when Nations Trust Bank in partnership with Sri Lankan Airlines announced the launch of the Sri Lankan Airlines Platinum American Express Card.

This truly versatile card offers a host of exclusive and unique privileges and unsurpassed rewards to serve the lifestyle and travel needs of discerning card members. In addition to enjoying an array of Platinum privileges, card members will

earn up to 3 FlySmiLes for every Rs 100 spent at selected Platinum merchant partners. Card members may also earn two FlySmiLes miles from SriLankan Airlines tickets purchased at Platinum travel partners as well as on all purchases made overseas. For all other purchases, card members will earn one FlySmiLe mile for every Rs 100 spent. The accumulated FlySmiLe miles can be redeemed for flights on SriLankan Airlines.

Speaking at the press conference, Zulfiqar Zavahir, Director/CEO Nations Trust Bank, said that the co-branded Platinum card “delivers exceptional value to customers who deserve recognition and demand the highest levels of servicing standards. The attractive card benefits will appeal to customers ranging from frequent fliers and business executives to vacationers and travel enthusiasts.”

“American Express is a worldwide leader in developing airlines co-brand cards that allow banks to broaden their relationships with their most affluent customers,” said Kula Kulendran, Senior Vice President, Head Global Network Services, American Express Japan, Asia Pacific & Australia. Today’s launch marks a new milestone in American Express’ strong track record of success in developing best-in-class airline co-brand cards as well as reaffirms our commitment to increasing our brand presence and bringing more innovative global programs to customers in Sri Lanka.” He also added that Nations Trust Bank has been an excellent partner for American Express since 2003.

Manoj Gunawardene, CEO of Sri Lankan Airlines, also addressed the gathering. “We welcome the SriLankan Airlines Platinum American Express card members by offering up to 10,000 BONUS FlySmiLes miles with the first SriLankan ticket purchased on the card – enough to redeem for a flight with Sri Lankan.” Card members will earn double FlySmiLes miles for in-flight purchases and when they book their travel online through the Sri Lankan website. In addition, they will enjoy exclusive benefits, such as Lounge Access and Priority Check-in in Colombo, whether they fly economy or business class.

Consumers can apply for the card online at www.americanexpress.lk and www.srilankan.aero or by calling (011) 4315315. Applications are also available at any NTB branch, SriLankan/ FlySmiLes offices or from selected travel agents.

Photo Caption – Priyantha Talwatta, DGM Sales & Marketing – NTB, Renuka Fernando DGM Consumer Banking – NTB, Zulfiqar Zavahir Director Chief Executive Officer NTB, Manoj Gunawardene Chairman – SriLankan Airlines,

Ajit Gunewardene Chairman – NTB, Kula Kulendran Senior Vice President – American Express, Niranjan Sundararaj Vice President – American Express, Mohamed Fazeel Head of Worldwide Sales – SriLankan Airlines, Desiree Premachandra FlySmiLes Manager – Sri Lankan Airlines.