

Mobitel Dominates ‘Online Category’ At SLIM Brand Excellence Awards 2019



Nalin Perera, CEO, Mobitel.

Sri Lanka’s National Mobile Service Provider, Mobitel and its subsidiaries, mCash and eChannelling, walked away with honors at the 2019 SLIM Brand Excellence Awards, winning the Gold and Silver runner up awards respectively in the ‘Online Brand of the Year’ category, in tandem with a Bronze in the ‘B2B Brand of the Year’ category for eChannelling.

Commenting on the achievements, Nalin Perera, CEO, Mobitel, said, “As the proud parent of mCash and eChannelling, this is indeed a moment of reckoning for us as both these entities have made a clean sweep of the ‘Online Brand of the Year’ category at the SLIM Brand Excellence awards. We are overwhelmed by the fact that Mobitel, through both mCash and eChannelling, are fulfilling its duties of serving over 21 million Sri Lankans residing in the country, thousands living abroad and tourists visiting Sri Lanka across various sectors. More importantly, our products and services are touching lives and transforming them for the better and these

awards are a testament to Mobitel's vision to digitally empower all Sri Lankans through our services, strongly supported by mCash's mobile money platform and eChannelling's unique healthcare quotient."

mCash, Mobitel's mobile money platform, secured the Gold award for 'Online Brand of the Year' for providing online digital services to infuse greater convenience for its customers, while transforming the way financial transactions are conducted. mCash B2B solutions are transforming business and empowering sectors such as Banking, Insurance, Finance and Travel to name a few. mCash was crowned Gold winner based on its online brand value and how the brand has reached customers in different parts of the island through multiple touch points.

eChannelling, Sri Lanka's largest doctor channeling network too was bestowed the Silver runner-up winner for the 'Online Brand of the Year' title. The local and global reach of eChannelling helped the brand to secure the award along with a Bronze award for 'B2B Brand of the Year'. eChannelling with its network of 500+ hospitals, 250 agent and pharmacy networks deliver convenience to customers and has played a significant role in creating a digital health ecosystem in Sri Lanka.

Having both mCash and eChannelling win honors at the SLIM Brand Excellence Awards 2019 reflects Mobitel's pioneering vision as well as commitment to empower all stakeholders digitally.