

Mobitel Further Strengthens Relationship With Singer Plus

Sri Lanka Telecom Mobitel, the national mobile service provider, marked a key milestone in its relationship with Singer Sri Lanka, the number one retailer of consumer durables, making available Mobitel services at all Singer Plus outlets, Modern Homes, and Sisil showrooms.

Services available initially at Singer Plus are Mobitel bill payment options and SMART Reload options. SMART connections and broadband solutions will follow in the near future. This will help to expand the wide reach of Mobitel's presence through the distribution network of Singer. The agreement also highlights the convenience offered to its subscribers by a company that cares.

Speaking at the event, Suren J Amarasekera, CEO, Sri Lanka Telecom Mobitel said, "We are privileged to join hands with Singer to provide Mobitel services, strengthening our relationship with them further. Singer has developed their network to be one of the largest retail networks in Sri Lanka. Combined with the new and improved fully computerised ERP system, they are now in a position to provide the utmost value and convenience to consumers. Singer has certainly lived up to its promise of 'Trusted Brand Excellence,' and we pride ourselves to be in partnership with them."

Adding further, Hemaka Amarasuriya, Chairman, Singer Sri Lanka said, "We have 355 stores today, of which 140 are on the peripheral parts of Sri Lanka. These are what we call Approved Dealers. This is a win-win agreement, in which both companies are leveraging on each other's strengths. As a company, their success is in building strong relationships with other corporates in Sri Lanka and abroad. I firmly believe that in time, as we go forward, that this relationship will go from strength to strength."