

# Mobitel Offers Attractively Priced Mobile Data Packages

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Mobitel unveiled its revamped Mobile Data offering which extends greater value addition to pre-paid data customers with data packages for 49 and 99 rupees, along with an introduction of attractively priced Mobile Data packages. Seylan Bank won two Gold awards at the first SLIM Digis 2019, which was organized by the Sri Lanka Institute of Marketing. The SLIM Digis is aimed at recognising Sri Lanka's best digital marketing work, innovation, talent, and identifying the region's emerging influence on the global digital industry. Seylan Bank's 'How to balance your Baba' was developed by Seylan Bank and wins at SLIM Digis 2019 to promote the Bank's Travel the Island credit cards campaign, which received two Gold awards; Banking, Finance and Insurance Category, as well as best use of Branded Content. The Bank promoted this campaign purely on social media. Commenting on the achievement, Gamika De Silva, Head of Marketing and Sales of Seylan Bank said, "We are privileged and proud as the only bank to have won two gold awards at the very first SLIM Digis this year. Our marketing philosophy is to make great impact with whatever the communications we do, and our team of passionate marketers always strive to look beyond the norms, offering something new."

The introduction of a new package for 499 rupees. In addition, Mobitel is offering a 75 percent 4G Data Bonus that makes it the only network that gives the most data at the best rates. Mobitel's new data packages are 49 rupees for 825 MB; 99 rupees for 1,650 MB; 199 rupees for 3.5GB; and 499 rupees for 11GB. Mobitel remains committed to invest in network expansion. Gamika De Silva, Head of Marketing and Sales, Seylan Bank. Gamika De Silva, Head, Marketing and Sales, Seylan Bank (center) along with Gehan Blok and Dino Corera (second and third from left) and Seylan Bank officials at the SLIM Digis 2019. Mobitel is embarking on the 4.5G/4G-LTE network expansion in Sri Lanka. With this, Mobitel will increase the country's 4.5G/4G-LTE coverage.