

SLT Launches Its Global Brand



(L-R): Prasadini Annakkage, Manager/Brand Marketing, SLT; Chandi Weerasinghe, Engineer/Carrier Business, SLT; P G Kumarasinghe Sirisena, Group Chairman, SLT; and Janaka Abeysinghe, Chief Enterprise and Wholesale Officer at the event.

Sri Lanka Telecom launched the Xyntac brand at the International Telecoms Week (ITW) 2019 held in Atlanta, USA. SLT launched Xyntac to better position itself in the global market as a true global carrier. Accordingly, Xyntac will promote Voice and Data services along with innovative digital services to cater the evolving global

market requirements. Commenting on this development, Kiththi Perera, CEO, SLT said, “The launch of Xyntac brand by our global team is a remarkable milestone in our journey to become a global player. ITW was the ideal occasion to launch Xyntac, since it is an annual meeting and networking platform for the global wholesale telecom industry. This year’s ITW 2019 event was attended by 7,000 delegates from over 2,000 companies and representing more than 130 countries. Thus, Xyntac received the full attention of the global telecom fraternity at the event.” Adding further, “We were fortunate to be able to meet up with SLT’s current international business partners and the general wholesale telco community to communicate Xyntac’s products and services. Xyntac will operate as the Global Business Unit of SLT and expand to cater to the global wholesale community.” Xyntac’s ISP Service (ASN: 45489) has been ranked among the first 100 Global Internet Service Providers and is proud to be the first Sri Lankan Telco to be listed among the global ISP giants. Xyntac aims to be a key regional player by providing Global Services through major investments in multiple international submarine cable systems such as SEA-ME-WE 5, SEA-ME-WE 4, SEA-ME-WE 3, Bharat-Lanka (between India and Sri Lanka) & Dhiraagu-SLT (between the Maldives and Sri Lanka) and Multiple interconnected data centres.