SLT-MOBITEL National Business Directory Presents Enhanced eDirectory and Website



SLT Digital Services (SLT- DIGITAL), a fully owned subsidiary of SLT-MOBITEL, the National ICT Solutions Provider, presented its most updated version of the National Business Directory eDirectory and Website.

The enhanced eDirectory and Website offer existing and prospective customers and vendors greater value-addition as the most updated electronic Business Directory source in Sri Lanka. The new versions unleash the ‘Power of True Local Search’. The vibrant online platform rainbowpages. lk attracts over 10,000 daily online visitors

and hits by potential buyers and is firmly recognized as Sri Lanka’s most optimized search engine.

Boosting the presence of Micro, Small and Medium businesses, the enhanced National Business Directory provides verified contact details, ensuring greater visibility for these organizations and more accessible customer access. Vendors, including Business Business (B2B), also have access to Search Engine Optimization (SEO) and Search Engine Marketing (SEM), resulting in an increased possibility of leads driving sales and acquiring more customers.

Supporting all businesses registered with the eDirectory, a one-stop-shop providing all digital marketing, web development, and advertising solutions are enabled. Listed and registered businesses on the eDirectory are eligible to bid as suppliers for Government Sector Tenders. These businesses are recognized as government treasury-approved registered merchants enhancing their opportunities for centralized state procurement.

eDirectory customers now have improved access to business information as vendors have multiple mediums to showcase their products and services. The organisation’s brand message amplifies through the Printed Directory, Digital Directory, Mobile App, eBook, Call Centres (SLT 1212, Mobile 444), IVR promotions, Digital marketing, Social media advertising, and Web Development, continuously creating value for all stakeholders.

SLT-DIGITAL specializes in Digital Marketing, Business Directory Advertising, Digital Directory Solutions, Web Development Solutions, Event Management, Activation & Branding Services, and ICT & Communications solutions to become the most preferred ICT and Marketing solutions provider for the Micro, Small, and Medium Business (MSMBs) community in the country.