SLT-MOBITEL Partners with Echo System Digital Ventures to launch ‘Playstreet’ gaming platform

Prabhath Dahanayake, Chief Marketing Officer, SLT-MOBITEL and Thareendra Kalpage, Director, Eco System Digital Ventures with the signed agreement. Representing SLT-MOBITEL were Rohana Ellawala, Deputy Chief Marketing Officer – Product Management, Nishani Weerasinghe, General Manager – Consumer Products Development & Management, Dr. Ruwan Rekogama, Deputy General Manager – Product Development & Management (Digital Products), and Rahul Kavin, Manager – Product Development & Management (Consumer Digital Products). From Eco System Digital Ventures, Shan Dassanayake, Senior Manager (Solutions Delivery), and Nipuna Jayasinghe, Director, were also present on this occasion.

SLT-MOBITEL partnered with Eco System Digital Ventures, to launch Playstreet, an innovative gaming platform. Offering over 200 games to Sri Lankan customers, the initiative will bring unlimited gaming anytime, anywhere to Sri Lankan customers.

The agreement was signed by Prabhath Dahanayake, Chief Marketing Officer, SLT-MOBITEL, and Thareendra Kalpage, Director of Eco System Digital Ventures, with representatives from both companies actively participating in the signing event.

This strategic partnership combines SLT-MOBITEL’s strong network and customer base with Playstreet’s gaming expertise to deliver an exceptional

gaming experience for Sri Lankans aged 18-35. The platform offers a diverse range of games, including action, strategy, puzzles, and sports, all through a user-friendly interface and attractive subscription models.

Playstreet enhances the experience by rewarding players for achieving milestones, allowing them to collect valuable data rewards. This collaboration aligns with SLT-MOBITEL's goal to diversify digital services while providing great value, positioning them to capture Sri Lanka's growing gaming market. This partnership is in perfect alignment with SLT-MOBITEL's vision to diversify its digital services while delivering exceptional value to customers. The launch of Playstreet is a significant addition to SLT-MOBITEL's digital portfolio, designed to engage all Sri Lankans and businesses alike. It opens doors for Micro, SME, and Enterprise businesses to present their products and services through special promotions aimed at players wishing to redeem points from the casual gaming platform.

With unlimited gaming offered at competitive pricing, this service will be available to SLT-MOBITEL customers on a subscription basis, setting a new standard for gaming in Sri Lanka.