

SLT-MOBITEL partners with 'Roopa Hala'

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Representing SLT-MOBITEL, (from centre to right): Sudharshana Geeganage, Chief Operating Officer, Rohana Ellawala, Deputy Chief Marketing Officer - Product Marketing, Isuru Dissanayaka, Senior General Manager - Product Marketing, Madura Hewage, Senior Manager - value added services, and Isuru Senadeera, Manager - value added services. Representing Evoke Pvt Ltd (from centre to left) - Lahiru Wickramasinghe, CEO, Cheryl Silva, Product Manager - Roopa Hala, Hansali Samarawickrama, Brand Head / Senior Consultant - Content Acquisition, Ashan Eranga - Assistant General Manager - IT & Managed Services, Arshad Nisar, Performance Marketing Manager

SLT-MOBITEL has partnered with 'Roopa Hala', a premium subscription-based Over-The-Top (OTT) platform dedicated to Sinhala content, owned by Evoke Digital Group Australia. This collaboration is set to redefine how audiences enjoy local entertainment, offering unlimited access to a diverse collection of movies, TV series, and exclusive podcasts, all in one place. Moreover, the Roopa Hala platform offers a unique opportunity for Sri Lankan

filmmakers, directors, and producers to showcase their talents and connect with targeted audiences.

With over 1,500 hours of captivating content and more than 400 titles, Roopa Hala is designed to cater to the diverse tastes of Sinhala-speaking audiences. Available via Mobitel Prepaid and Postpaid users for an introductory discounted price of 999 rupees + taxes per month, the service promises to deliver exceptional value and entertainment.

Roopa Hala boasts several unique features that enhance the viewing experience. Users can enjoy seamless streaming across multiple devices, including smartphones, tablets, and smart TVs, ensuring that entertainment seamless and is always at their fingertips. For viewers who prefer enjoying cinema on a larger screen, Roopa Hala now offers a Smart TV application. This enables users to experience superior cinematic quality in the comfort of their homes.

With Digital Rights Management (DRM) protection and geo-blocking for content security, Roopa Hala ensures an ad-free experience for subscribers. Proudly serving the global Sinhala community in over 65 countries, Roopa Hala aims to redefine Sinhala entertainment for users at home and abroad.