MOBITEL INITIATIVES FOR WOMEN

Realizing the power of mobile for women

Sri Lanka Telecom

Mobitel

We Care. Always.

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About Mobitel

- Incorporated in 1993, as an off-shore operation of Telstra Australia. Entered the market as the second mobile-telephony provider.
- 2002 – became a wholly owned subsidiary of Sri Lanka Telecom
- Positioned at No. 2, we operate island-wide with GSM & 3.5G HSPA network
- Pledged our support for the mWomen Program from 2010 onwards

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mWomen Team – Mobitel

- Sonuki Ayodya – Project Executive - Education Sector - Information Systems
- Gayangi Karunaratne – Supervisory Engineer - Customer Solutions - Information Systems
- Jean Fernandez – Senior General Manager Customer Care

VIEW WITH A LENS IN HAND

- Sri Lankan women in general face an “Invisible Barrier” that impedes their advancement in Society
- Women as a group hold fewer economic resources than men
- Women targeted content and services are lacking or has no easy access to information and benefits



WE BELIEVE…

Investing in women is investing in families, communities and countries.

Investing in women's progress in order to advance the status of them and empower them is the most direct and effective way to invest in progress economically, socially and globally.



MOBITEL INITIATIVES FOR WOMEN

- Mobitel pledges its support to the GSMA ‘mWomen’ program from the inception

“To accelerate women’s mobile phone ownership in order to widen their reach to life enhancing services in the areas of health, finance, education, and entrepreneurship”





MOBITEL INITIATIVE – PHASE I

Officially launched on 8th October 2010 along with GSMA mWomen program's global initiative launch, offering suite of tailored services for the Sri Lankan woman, aligned with the objectives of the initiative



Improve mobile technology penetration

-Preferential tariff plans for voice and broadband-



Enhance reach to information through value added services

-An interactive voice based lifestyle and information portal dedicated for females-



Enhance serving opportunities for female

-Priority Service counters for female customers at Mobitel main branches-

PHASE I – SUITE OF TAILORED SERVICES



Huawei E156G HSDPA modem with a special designer skin & Mobitel broadband package (BB 240)



Micromax Q 55 Bling
&
Reloaded pre paid voice SIM

222 IVR PORTAL

An exclusive voice portal dedicated to females with content appeals to their lifestyle in a number of different areas.



A special counter available at Mobitel branches to provide an easy and expedited service to female customers visiting those. Counters are clearly visible due to its design which complements femininity.

Bridging the Gender Gap – PHASE 2

- "LIYASARA" is the very first Sri Lankan mobile telephony tariff plan specially designed for women with special features to empower and enhance their lifestyles.
- The package focuses on keeping women informed, motivated and inspired.
- This is not just a package to provide low rates for voice, SMS and data facilities but comes with free life insurance cover for the first time in Sri Lanka and it provides access to a content rich information portal

LIYASARA

LIYASARA– FOR EVERY SRI LANKAN WOMAN

Launched on International Women's Day, 8th March 2012 in the honored presence of Sri Lanka's respected First Lady Shiranthi Wickramasinghe Rajapaksa. The first Liyasara SIM card was presented to the First Lady



LIYASARA – KEY FEATURES

LIYASARA INFORMATION PORTAL

- Mobitel joined hands with like-minded partners to develop a portal rich with credible content on

Maternal and new born health with Perinatal Society of Sri Lanka

Cancer Awareness with Sri Lanka College of Oncologists

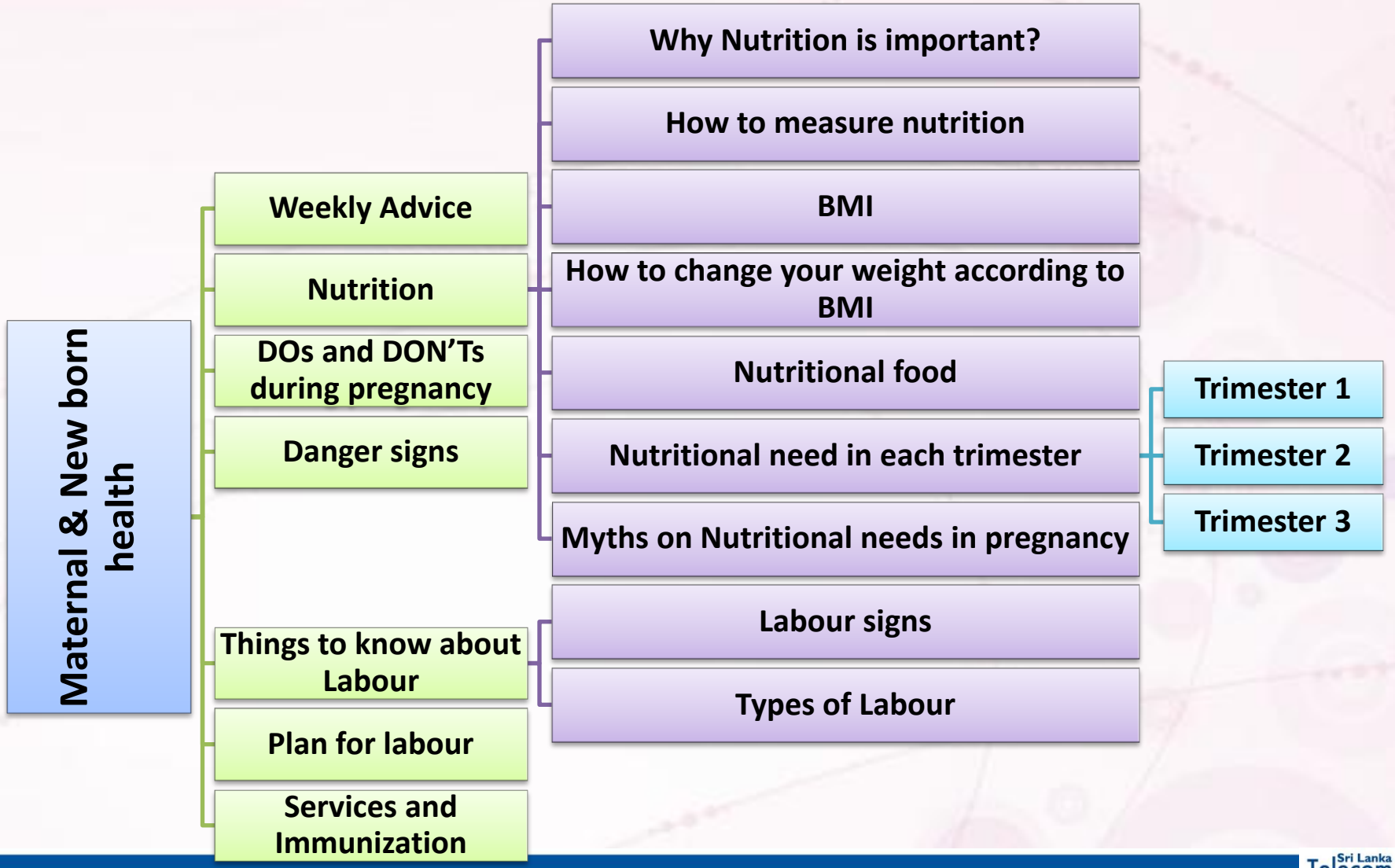
Child Psychology with Sri Lanka Foundation Institute

Cerebral Palsy with Cerebral Palsy Lanka Foundation

Diabetes Awareness & management with Diabetes Association of Sri Lanka

LIYASARA – KEY FEATURES

LIYASARA INFORMATION PORTAL – Eg. Maternal and new born



LIYASARA - OTHER FEATURES

POSTPAID TARIFF PLAN

Package Design		Rates above free bundle	
Monthly Rental	Rs. 99/=		Price Rs.
M2M Free (Minutes)	50	M2M per Minute	1.00
M2M Free (SMS)	50	M2M per SMS	0.10
Free Data	10 MB	M2M per MMS	1.00
Free VAS		M2O per Minute	2.00
Liyasara 20 minutes	Free	M2O per SMS	0.25
mTunes Monthly Subscription	Free	M2O per MMS	5.00
Special IDD Rates	Dial 433	GPRS/EDGE/HSPA	0.01/10KB
Insurance Premium	Free		
Connection Fee	Rs. 100/=		
Refundable Deposit	Rs. 1000/=		

PREPAID TARIFF PLAN

Monthly Subscription Fee	Rs. 99 + Taxes
M2M Free (Minutes)	50
M2M Free (SMS)	50
Free Data	10 MB
Free VAS (Minutes) to Liyasara 222 Portal	20
Free mTunes subscription for 30 days	
FREE Insurance Cover of Rs.500,000 on accidental death or permanent/total disability & Rs.100,000 on death due to natural causes	
Special IDD Rates to select destinations	Dial 433 to find out destinations & rates

Thank You !

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