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Delivering  
Shared Value

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Dialog's sustainability goals go beyond responsible management of social economic and environmental impacts...

## **Dialog and Development**

OUTREACH CORPORATE RESPONSIBILITY

Dialog's sustainability goals go beyond responsible management of social and environmental impacts to transforming Sri Lankan lives through the contribution to sustainable development in the country. As an ICT service provider, the Company possesses the power to bridge the gap between the connected and unconnected through the utilisation of the Company's competency in digital technology. The following narrative illustrates a glimpse of the Company's efforts to achieving sustainable development in Sri Lanka and the transformational landmarks Dialog has crossed. Dialog's community investment activities for 2010 were carried out in collaboration with various entities including the Government of Sri Lanka and relevant Ministries pertaining to Environment, Education, Human Rights, Health and Nutrition. In 2010, the Company continued to contribute to national development across five thematic spheres in addition to its principal philanthropic initiative, The Change Trust Fund.

*(Photo credit: Ravindra Ranasinghe)*



## ICT for Development

ICTs play a pivotal role in the growth and development of a nation. The ICT4D arm of the Group's CR thrust focuses on using technology in a commercially viable manner to meet the development needs of emerging markets. Dialog's goal is to make technology affordable and accessible to all segments of society in Sri Lanka in order to create social equality and inclusion. Dialog's community investments are also in line with the United Nations Millennium Development Goals (UNMDG) and reflects requirements specific to the nation. In 2010, the Company continued to harness the potential of ICTs to leapfrog traditional development barriers.


### Tradenet – Fully Mobile Enabled Buy and Sell Portal in Sri Lanka

Although Sri Lanka has nearly 13.9 Mn. mobile subscribers very few use the mobile for entrepreneurial activity. People continue to expend considerable time, money and effort to access markets and information relating to the buying and selling of personal and commercial products. This seemingly benign issue is exacerbated within the agriculture sector where information asymmetry among farmers results in very high transaction costs. Research findings have shown that small-holder vegetable and fruit farmers in Sri Lanka bear a 15% transaction cost, of which, information search costs amount to 70% of total transaction costs, i.e., 11.0% of the total costs incurred by the farmers [de Silva 2008].

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Strategic outreach initiatives reflect Dialog's unfeigned commitment to enrich and empower Sri Lankan lives

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Dialog set out to build a tool that uses the inherent potential of the mobile phone to bridge this information asymmetry and thereby lower the transaction costs, not only for farmers, but for all Sri Lankans. The solution therefore focuses on empowering people through the enabling effects of mobile phones. Tradenet was also designed to establish equitable linkages between all levels of the economic pyramid and to foster greater opportunities for inclusive trade and efficient trade.

Tradenet's design philosophy is based on the 4A's ethos (i.e., in order for a mobile solution to fully realise its enabling potential it needs to be applicable, available, affordable and create affinity across all segments of society). Tradenet fulfills this vision by creating a powerful tool capable of empowering people with access to information related to goods and services using their mobile phones. Tradenet is therefore a Trade Information Exchange that generates user driven content pertaining to goods and services that are legally traded using the mobile phone. In addition to the trading feature, tradenet also supports a reference price provision mechanism for agriculture produce by collecting, aggregating and disseminating agri commodity prices from three major economic centres in the country. People from across the economic pyramid, constituting buyers and sellers of products and/

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or services are able to post/display their intent to sell or buy goods and services through their mobile phones. Trades can be posted by individuals as well as organisations and trade bodies. Demand or supply-uploads/posts to the Dialog tradenet system can be done using web, WAP, call centre and IVR, SMS and USSD access technologies. The unique feature of the Dialog tradenet system hinges on its ability to dynamically 'match' the buyer (demand) with seller (supply). Once the match is established the system pushes sends a SMS 'matching alert' to both buyer and seller with their respective contact details. Fulfilment of the transactions occur offline after negotiation and due diligence is done by both parties. Dialog tradenet therefore ends its service at this point and allows the buyer and seller to negotiate and proceed with the transaction. The trade information exchange therefore acts as a virtual meeting place and has the power to connect/bridge traditional urban-rural digital divides and to thereby leapfrog information asymmetry challenges particularly among low income group segments, who have limited access to information and markets.

Dialog tradenet also provides spot market rates to farmers and other interested parties, as a reference price mainly to aid the farmers using the tradenet trade information exchange to sell their agricultural produce. Current spot market rates are obtained from an organisation by the name of *Govi Gnana Seva* that collects real-time market prices using WAP enabled mobile handsets from the Dambulla, Meegoda and Narahenpita dedicated economic centers/fruit and vegetable wholesale markets. Dambulla is the largest wholesale market for vegetables and fruit in Sri Lanka. The spot market rates are made available for 178 different vegetables and fruits with new categories added frequently. Farmers and agribusinesses can obtain spot market rates for agricultural produce by subscribing to Dialog tradenet alerts (daily, hourly, etc.). Messages can be delivered through SMS using English, Singlish and picture messages for phones that don't support unicode. For phones that do support unicode, short messages can be delivered in their native language preference (i.e., Sinhalese or Tamil).

The product is the first of its kind anywhere in the world, and is thereby a very unique engine, especially due to its ability to match buyers and sellers dynamically based on their profile match preferences.

Initially launched on 22nd December 2009 at the Meegoda dedicated economic centre with the service of providing agricultural commodity prices from three main dedicated economic centres, Dambulla, Meegoda and Narahenpita. Service was introduced to farmers, traders and for other those who are interested through a Below The Line campaign (BTL). Later in mid-2010, tradenet system was re-launched with more advanced features of a buy and sell platform together with automated matching of buyers and sellers. There was an overwhelming response to the tradenet media campaign. Beneficiaries - roughly around 10,000 direct users of tradenet (wonder whether we should mention the numbers). So far Dialog tradenet has been recognised as one of the best product/service of that nature. July 2010 - Dialog tradenet won m-Billionth award under the m-Inclusion category (regional

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SOCIAL RESPONSIBILITY



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recognition). October 2010 - Dialog tradenet won Best Web Bronze Award under the Best Advertising Website category (local recognition). December 2010 - Dialog tradenet won WSA Gold Award under the m-Inclusion and Empowerment category (international recognition).

 [www.tradenet.lk](http://www.tradenet.lk)

### **The Dialog – University of Moratuwa Mobile Communications Research Laboratory**

The Dialog – University of Moratuwa Research Laboratory initiated in 2004, is a tri-party industry academic partnership between Dialog Axiata, University of Moratuwa, the country's pioneer Engineering University, and Uni-Consultancy services. It is one of the Company's key flagship initiatives set up with the aim of advancing the frontiers of mobile communications technologies through Research and Development pertaining to initiatives of national and regional significance. This is the first fully industry-sponsored research laboratory to be established in a University in Sri Lanka, and it is also the country's first laboratory for research and development in mobile communications. As part of the work carried out in 2009, 'eleAlert' an Elephant Intrusion Monitoring System to mitigate the human-elephant conflict was launched in collaboration with the Sri Lanka Wildlife Conservation Society. Another landmark innovation by the Dialog – University of Moratuwa Mobile Communications Research Laboratory is the Disaster Emergency Warning Network (DEWN) Alarm Device which too was officially launched in 2009. More information on the Dialog – University of Moratuwa Mobile Communications Research Laboratory can be found at the website

 <http://www.ent.mrt.ac.lk/dialog/>

### **Sri Lanka's First Mass Alert Emergency Warning Network**

The Disaster Management Centre (DMC) of Sri Lanka, together with Dialog Axiata launched Sri Lanka's first mass alert warning system – the Disaster & Emergency Warning Network (DEWN) in January 2009, under the patronage of the Minister of Disaster Management and Human Rights. DEWN was developed by Dialog Axiata in collaboration with the Dialog-University of Moratuwa Mobile Communications Research Laboratory and Microimage, following research and development undertaken after the tsunami disaster of 2004. DEWN is controlled by the DMC and is a Corporate Responsibility initiative by Dialog Axiata of national significance with potential to transform the mobile phone into a life-saving device during emergency situations. This entirely non-commercial undertaking is a wonderful example of multi-sector entities pooling strengths to develop a high-quality product. DEWN is a system that is being tested by the DMC to alert Dialog Mobile users of potential disasters

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SOCIAL RESPONSIBILITY



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via a method called 'Cell broadcast'. Users only need to configure area information reception settings on their Dialog Mobiles to receive the alerts issued. The Emergency Operations Centre of the DMC has been given access to the secure DEWN alerting interface. When information is received by the DMC, the information is verified and alerts can be issued. The DMC takes responsibility to adequately verify any emergency situation and issue alerts. In a potential disaster scenario, the DMC will first use DEWN to alert emergency personnel on their individual phones, and public alerts will be issued only when a threat is adequately verified. In addition to alerts received on mobile phones, specially designed DEWN remote alarms will also be used to alert nominated emergency personnel. DEWN has received a number of accolades, both international as well as local, for the concept and design. These include Commendation at GSM Global Awards - 2007, National Best Quality Software Awards - 2006, The National Awards for Science and Technology - 2006 and the Vodafone 'World Around Us' Work-shop in Cairo - 2006. With the mobile phone becoming increasingly affordable, mobile networks will link more and more people across all sectors of society. Generally, the marginalised segments of society suffer most as a result of high-magnitude natural disasters. However, an affordable and accessible mobile network has the potential of transcending existing boundaries. The ability to receive early warnings of potential disaster situations through the mobile phone can be an additional benefit that can help save many lives at a time of disaster. More information on DEWN can be found at the website:

 [www.dialog.lk/dewn](http://www.dialog.lk/dewn)

### **'Nenasa TV' – The National Distance Educational Bridge in Sri Lanka**

In an effort to bridge the rural-urban digital divide in the education system, Dialog Axiata continued to work with Ministry of Education and added another 230 schools and another 20 teacher training institutes to the 'Nenasa', National Distance Educational Bridge in Sri Lanka making the total of 350 access points. As a holistic educational programme, new 250 access points were equally distributed among nine provinces in the country and had nine regional events to mark the handing over of the necessary infrastructure to the pre-selected schools. Eventually it will have 1,000 rural schools in Sri Lanka connected to the *Nenasa* network delivering high quality educational content, developed by the National Institute of Education.

### **SME Toolkit – Empowering SMEs in Sri Lanka**

A project of Dialog Axiata PLC and the International Finance Corporation, a member of the World Bank Group continued to train another set of Small and Medium Entrepreneurs (SMEs) in Sri Lanka, conducting over 180 workshops and successfully training over 3,000

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SOCIAL RESPONSIBILITY



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SMEs throughout Sri Lanka. Being the only telecom partner of IFC's SME Toolkit project, Dialog could pilot the feature of mobile content sharing in local languages together with the SME Toolkit team in USA.

 [www.srilanka.smetoolkit.org](http://www.srilanka.smetoolkit.org)

## **m-Woman – Analysing Gender Dimensions of Mobile Telephony in Sri Lanka**

Parallel to the introduction of new mobile phone based products and services for the benefit of women in Sri Lanka, Dialog Axiata initiated a pilot project together with GSM Association to study the gender dimensions of mobile telephony in Sri Lanka. In line with the third Millennium Development Goal (MDG), promoting gender equality and empowering women, two partners to understand the gender gap in the domain of mobile telephony and how that can be used to empower women in Sri Lanka, enabling them to play a productive role towards sustainable development.

## **Education**

### **Dialog Technology Scholarships**

In pursuing the cause of improving education for Sri Lankan youth, and in addressing the broader objective of enriching the knowledge capital of Sri Lanka's future generations towards a knowledge based economy, Dialog launched the Technology Scholarship programme in 2003. The programme aims at empowering outstanding students from across the country to accomplish their future aspirations by way of providing support to pursue their education at secondary and tertiary levels. Dialog places special focus on enabling access to parity education irrespective of differences in geographical location, gender, class, ethnicity, age, religion and physical disabilities.

Under this initiative, scholarships are annually awarded to students who excel at the Ordinary Level and Advanced Level Examinations and elect to pursue their higher education in the Mathematics Stream. The scholarships assist students to pursue advanced studies in Information Technology, Electronics and Telecommunications Engineering. By the end of the 2010 reporting period, over 400 students who excelled at Ordinary Level and Advanced Level Examinations had been supported by the scholarship programme. Selection of students is by the Ministry of Education of Sri Lanka and the University Grants Commission and is based on the best results in each of the 25 Administrative Districts. Additionally, in the previous years, scholarships have also been extended to approximately four differently able scholars each year.

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SOCIAL RESPONSIBILITY



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Dialog Axiata has also awarded fully sponsored scholarships to Sri Lankan scholars, to pursue a B.Sc. Telecommunication Engineering Degree, at Multimedia University (MMU) Malaysia, acclaimed as one of the most technologically advanced universities in the World. Some of these graduates are currently employed at Dialog Axiata PLC.

The following table indicates the total number of scholarships awarded to students at different levels from 2003 to 2010:

| Year | Total | O/L | A/L | MMU |
|------|-------|-----|-----|-----|
| 2003 | 59    | 30  | 27  | 2   |
| 2004 | 118   | 30  | 27  | 2   |
| 2005 | 175   | 30  | 27  | 0   |
| 2006 | 234   | 30  | 27  | 2   |
| 2007 | 292   | 30  | 27  | 1   |
| 2008 | 349   | 30  | 27  | 0   |
| 2009 | 406   | 30  | 27  | 0   |
| 2010 | 463   | 30  | 27  | 0   |

Table 04: Total number of scholarships awarded each year

### **‘Nenasa’- Distance Education Initiative Connecting Students across the Island**

‘Nenasa’, a state-of-the-art Digital Satellite Television based Distance Education Bridge which was launched in 2009, is another milestone achievement in Dialog’s efforts to providing parity access to education and interactive learning using its technology and resources. This initiative which is a collaborative effort by Dialog, the Ministry of Education and the National Institute of Education (NIE), was launched in July 2009 by His Excellency the President, Mahinda Rajapaksa together with former Minister of Education, Susil Premajayantha, from the Ranjan Wijerathne Maha Vidyalaya in Pelwatte in the Moneragala district. Simultaneously the launch was broadcast to an estimated 500,000 other students accessing ‘Nenasa’ from across Sri Lanka, including the Northern and Eastern Provinces of the country.

Whilst being managed by the MoE and the NIE, the channel is completely dedicated to broadcasting educational programmes and caters primarily to the students in the Ordinary Level and Advance Level Grades, in all three languages.

The prime focus of this project is to provide rural marginalised students the opportunity to engage in interactive learning from experienced teachers to make up for the shortage of teachers in areas where schools lack sufficient teachers for the G.C.E Ordinary Level and Advanced Level classes, as these Examinations are two vital determinants of a student’s future.

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SOCIAL RESPONSIBILITY



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'Nenasa' aims to connect 1,000 rural schools in Sri Lanka to high-quality rendition of the national curriculum, developed by the NIE over a digital satellite television broadcast medium. The content developed by the NIE, will be broadcast by Dialog to the 1,000 identified schools that are connected to the network.

Dialog TV offers free satellite technology to the 'Nenasa' educational channel while, the programmes disseminated via *Nenasa* are produced by in-house technicians at the NIE, with experienced teachers conducting the lessons. The lessons are supplemented by a Learning Management System (LMS) which was developed by the Dialog-University of Moratuwa Mobile Communication Research Laboratory through which the interactive element is facilitated. The LMS and 'Nenasa' are part of the Digital Learning Bridge initiative which seeks to minimise disparity in education for rural students.

The LMS also enables children who have access to the internet to download educational material on 'Nenas' from the internet via [www.nenasa.lk](http://www.nenasa.lk), which will effectively be the first time the Sri Lankan educational curriculum would become available on the internet. As part of this initiative, Dialog also facilitates the reception equipment and audio visual devices for connection to the 'Nenasa' network, by donating 1,000 Dialog TV setup boxes, 900 Television units, and 100 projectors to the rural schools identified by the Ministry of Education, dispersed equitably across the country.

### Key Achievements of 'Nenasa' in 2010

At the end of the 2010 reporting period, 247 schools were connected to the 'Nenasa' network and 247 television sets and set top boxes were provided by Dialog to these schools. Trainings were conducted for newly recruited school officials and equipment donation ceremonies were held at 8 provinces during the year. More information on 'Nenasa' can be found at the website.

 <http://www.dialog.lk/about/responsibility/outreach-cr/digital-bridge/>

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SOCIAL RESPONSIBILITY



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## Change Trust Fund

The Change Trust Fund established in 1999 by Dialog, is the Company's longest running altruistic CR initiative and one of the first formal CR volunteerism efforts of a corporate entity in the country. Under the programme, post-paid subscribers are invited to donate half a percent (0.5%) of their Dialog mobile bill to the fund up to a maximum of Rs. 25/-, with Dialog matching this donation equally. The fund is disbursed to disadvantaged communities of society upon evaluation on a case by case basis. Initiatives under the fund range from a spectrum of need-based community projects focusing on requirements of the underprivileged, consistent with Dialog's CR objective to empower and enrich Sri Lankan lives. The Trust is a powerful reminder of how corporate entities can empower and usher parity dividends to all Sri Lankans and improve the quality and equality of life. Hence, every call from a Dialog mobile can make a positive change in transforming the future, today.

Change also provides an opportunity for customers and Dialog employees to actively participate in contributing their resources to make these initiatives meaningful and sustainable.

In 2010, the Change Trust undertook 8 projects; whilst 6 projects were completed in 2010, 2 projects were carried forward to be completed in 2011.

|   |   |   |
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| <p>Dasamahabodhi Viharaya, Sri Vanarathana Sunday School - Akuressa</p> | <p>Sri Vanarathana Sunday School, situated in a rural village in the Akuressa area was established in 2004. The Sunday School consists of 527 students from various age groups, a majority of coming from very low income families. Besides, preaching the doctrine of Buddhism, the temple pays special attention to providing opportunities for basic education to the children of low income families in the village of Henagama. The objective of this project was to offer parity computer education to children across the country.</p> | <p><b>Direct Impact/Output</b><br/>Computers and peripherals for village students attending the Sunday School.</p> <p><b>Reach</b><br/>Approximately 530 students in the village of Henagama.</p> <p><b>Outcomes</b><br/>Giving children an opportunity to be computer literate and opportunities arising out of these interventions.</p> |
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| <p>Sri Giriwansharama Viharaya,<br/>Sri Sugatha Daham Pasala - Dehiowita</p> | <p>Approximately 350 students attend this Sunday School, which is situated in the Kegalle District. Whilst providing Dhamma education to children in the area, the monks at the Sri Giriwansharama Temple also have shown great interest in assisting children from low income families in the temple surroundings to obtain access to better educational facilities.</p>  | <p><b>Direct Impact/Output</b><br/>Computers and peripherals for village students attending the Sunday School</p> <p><b>Reach</b><br/>Approximately 350 students in the temple vicinity.</p>  |
|  | <p>The objective of this project was to provide dividends arising out of IT literacy to rural village children and to build a good rapport between villagers and the temple, thereby enabling rural children access to equal opportunities in current social settings.</p>   | <p><b>Outcomes</b><br/>Offering children from disadvantaged families an opportunity to acquire computer literacy.</p>   |
| <p>Sri Sadaham Daham Pasala - Delgoda</p>                                    | <p>Situated in the outskirts of Delgoda and built in a very small piece of land, Sri Sadaham Daham Pasala functions amid many hardships. As a result of the growing student population, certain Damma classes are held under trees. The Sunday School currently has a student population of 300 students and most of them come from underprivileged homesteads.</p>  | <p><b>Direct Impact/Output</b><br/>Computers and peripherals for students attending the Sunday School.</p> <p><b>Reach</b><br/>Approximately 300 students attending the Sunday school.</p>  |
|  | <p>The purpose of this project was to provide equal opportunity for IT education to children coming from less privileged backgrounds.</p>  | <p><b>Outcomes</b><br/>Providing access to computer literacy for children who come from low income families.</p>  |
| <p>Baragedara M.M.V. - Ethungahakotuwa</p>                                   | <p>This school which is situated in the Kurunegala District has a student population of 950 children and comprises of 40 teachers. The school is highly under-resourced and hence daily school activities are carried out under difficult circumstances. Most students attending this school come from low income families. Since IT education is now a compulsory subject in the school curricular, the school is required to provide IT education to students starting Grade 08 to 11.</p> | <p><b>Direct Impact/Output</b><br/>Additional computers and peripherals to the school computer lab.</p> <p><b>Reach</b><br/>Approximately 1,000 students in the school.</p> <p><b>Outcomes</b><br/>Giving children an opportunity to be computer literate and opportunities arising out of these interventions.</p> |





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|   | Through this project, Dialog endeavoured to upgrade the minimal computer facilities available in the school to facilitate uninterrupted computer lessons to the students.  |   |
| Sri Vimalodaya Maha Pirivena – Kadawalagedara | Sri Vimalodaya Maha Pirivena provides Damma education to 35 student monks and 23 children in the Kadawalagedara village. Having recognised the need for quality education, monks-in-charge have included Information Technology as an extra subject in the Sunday School curriculum.   | <p><b>Direct Impact/Output</b><br/>Computers and peripherals for village students attending the Sunday School.</p> <p><b>Reach</b><br/>Approximately 60 students from the village of Kadawalagedara.</p>  |
|   | Dialog offered support to accomplish the setting up a computer laboratory in the temple premises by providing the required computers and equipment.  | <p><b>Outcomes</b><br/>Offering students from disadvantaged settings an opportunity to acquire computer literacy.</p>   |
| Sri Vijayasundara Pirivena                    | Sri Vijayasundara Pirivena is situated in Kuliypitiya with approximately 300 students attending the Sunday school. The Sunday School possesses only one computer unit and is unable to cater to the resource needs of the growing number of students.  | <p><b>Direct Impact/Output</b><br/>Additional computers and peripherals to the school computer lab.</p> <p><b>Reach</b><br/>Approximately 300 students from the temple vicinity.</p>  |
|   | With the objective of enabling children from rural settings with access to computer education, Dialog donated computers and peripherals to the Damma school.   | <p><b>Outcomes</b><br/>Offering students from disadvantaged settings an opportunity to acquire computer literacy.</p>   |
| Kanadara Ratmale Vidyalaya – Upuldeniya       | This school comprises of 125 children hailing from underprivileged settings, with disproportionate educational facilities. Gaining access to a computer seemed a far fetched dream to these children. Owing to lack of basic computer facilities, the school has not been able to carry out computer classes for grade 10 to grade 11, according to the new General IT syllabus. | <p><b>Direct Impact/Output</b><br/>Computers and peripherals for students attending the school.</p> <p><b>Reach</b><br/>Approximately 125 students in the school.</p> <p><b>Outcomes</b><br/>Giving children an opportunity to be computer literate and opportunities arising out of these interventions.</p> |

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|  | Dialog supported with the provision of required computers and peripherals.   |  |
| Book Donation Ceremony in collaboration with the Asia Foundation | Dialog Axiata in collaboration with the Asia Foundation donated useful book backs to schools in the North and East. The pack included a wide array of books ranging in the categories of children's story books, English Language, History, World Atlas, Fine Arts, Science, Children's Science Encyclopedia, Computer Studies, Wildlife, Environment, Mathematics, Space Science, Physical Science, Teacher training material as well as colourful activity boxes, etc. | <p><b>Direct Impact/Output</b><br/>Attractive Book packs for the benefit of the students in disadvantaged areas.</p> <p><b>Reach</b><br/>Approximately 300 students in the North and East Districts.</p> |
|  | The books were donated to 14 schools in Jaffna, 06 schools in Mannar and 02 schools in Batticaloa, reaching a student population of approximately 300 students in each school in all the 3 Districts. This project underscores Dialog's efforts to providing equitable support to youth across the country.  | <p><b>Outcomes</b><br/>Promoting English Language skills amongst students</p>  |

Table 05: Change Trust Fund projects completed in 2010



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