

PRESTIGE

For Private Circulation Only

September Issue 2026

AN ICONIC OPENING

CELEBRATING A MILESTONE
IN NOLIMIT'S JOURNEY

**NOLIMIT PREMIUM
SHOWROOM
Gala Opening**

One Galle Face, Colombo
4 September 2026

A special moment with
ALHAJ Mr. N. L. M. Mubarak,
Founder of NOLIMIT

CH17
LOYALTY

GREAT INVENTIONS WERE NOT BORN ON A PRODUCTION FLOOR.

They begin in a
laboratory with
one mind, one idea
and relentless
experimentation.

JUMAR PREENA

Founder / CEO

CH17
LOYALTY



TECHNOLOGY ENABLES. IDEAS DIFFERENTIATE.

SPIN & WIN!

YOUR DAILY
CHANCE TO
WIN!

EXCITING VOUCHERS
AWAIT YOU EVERY DAY!

CH17
LOYALTY



VISIT
www.ch17.lk



SPIN
the wheel



WIN
exciting vouchers!



CALL US
+94 70 31 66 211



WHATSAPP
+94 75 22 72 722



BEYOND THE POLICY.

Insurance is ultimately about people.

Protection may begin with a policy.
Its purpose reaches much further.

Insurance plays a vital role
in shaping a secure, resilient,
and forward-looking Sri Lanka.

Enhancing customer trust, and
expanding access to insurance
across all segments of society.

Insurance empowers
individuals, families, and
businesses to recover, rebuild,
and move forward with
confidence.

**INSURANCE REGULATORY
COMMISSION OF SRI LANKA**

Insurance Awareness Month September 2026

**THE FUTURE OF INSURANCE
IS A RELATIONSHIP THAT
CREATES VALUE FOR ALL.**

For people.

For insurers.

For businesses and communities.

Trust, inclusion and engagement
are not add-ons to insurance.
They are the foundation
of its future.

**A POLICY PROTECTS
AN UNCERTAIN DAY.**

**A MEANINGFUL RELATIONSHIP
CAN CREATE VALUE EVERY DAY.**

CH17
LOYALTY

Call to Action

info@ch17.lk | www.ch17.lk | +94 11 273 4552



YEARS BACK...

CH17 showed the industry what more an insurance policy could do.

An insurance policy has traditionally been associated with protection - something we turn to when the unexpected happens.

We saw another possibility.

What if the relationship with the policyholder could remain meaningful even when nothing went wrong?

What if insurance could deliver everyday value, through savings, privileges and relevant lifestyle benefits?

**Protection when you need it.
Value even when you don't.**

*A more
Confident
Tomorrow*

September
Insurance Awareness Month

CH17
LOYALTY

WE NOTICED YOUR GROWTH. WE VALUE THE RELATIONSHIP.

Celebrating the opening of NOLIMIT's latest outlet at One Galle Face Colombo



CH17 Loyalty was pleased to be part of the opening of NOLIMIT's latest outlet at One Galle Face Colombo on 4 September 2026. The occasion brought together business leaders and members of the NOLIMIT team to mark another milestone in the fashion retailer's journey.

The event also provided an opportunity to celebrate the partnership between NOLIMIT and CH17 Loyalty, reflecting a shared focus on creating stronger customer experiences and meaningful lifestyle engagement. CH17 extends its warmest congratulations to the NOLIMIT team on this latest milestone and wishes the brand every success as it continues to expand its presence in Sri Lanka.

Jumar Preena Founder and CEO CH17





TECHNOLOGY ECOSYSTEM

Powered by intelligent technology. Built for engagement. Designed for growth.



DIGITAL CUSTOMER PLATFORM

Digital Loyalty Card Customer Authentication QR / OTP



CUSTOMER E-WALLET

Rewards Points E-Vouchers Redemption
Transaction History



SMART REWARDS ENGINE

Points Cashback Flash Deals Merchant Offers
Personalised Rewards



TARGETED ENGAGEMENT

Demographic Geographic Behavioural
Customer Segment Campaigns



MERCHANT-ON-DEMAND

Customers request the benefit.
CH17 builds the opportunity.



COMING NEXT

Rewards **PAY**

BUY NOW. PAY SMARTER. GET REWARDED.



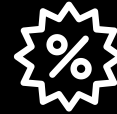
FLEXIBLE
PAYMENTS



EASY
INSTALLMENTS



SMART
APPROVALS



EXCLUSIVE
REWARDS

SAVE MORE. PAY LESS.

A CH17 PAYMENT EXTENSION THAT COMPLEMENTS OUR PHILOSOPHY.



NATIONWIDE REWARDS ECOSYSTEM

Built around trusted national brands. Designed to deliver everyday value.

900+ PARTNER OUTLETS
ACROSS SRI LANKA

POWERED BY LEADING NATIONAL RETAIL AND LIFESTYLE BRANDS.

OUR NATIONAL PARTNER NETWORK

Everyday Merchant Privileges

Digital Reward Voucher
Partners

Merchants-on-Demand

Regional Merchant Network

Online Shopping Partners

Lifestyle & Entertainment
Partners

*One platform. Multiple reward channels. Unlimited
customer engagement opportunities.*

NATIONAL RETAIL PARTNERS



400+
OUTLETS



25+
OUTLETS



60+
OUTLETS



45+
OUTLETS



07+
OUTLETS



10+
OUTLETS



10+
OUTLETS



10+
OUTLETS



83+
OUTLETS



26+
OUTLETS



04+
RESTAURANTS



02+
OUTLETS



08+
OUTLETS



02+
OUTLETS



09+
OUTLETS

ISLANDWIDE SERVICE PARTNERS



Islandwide
home
delivery



Islandwide
healthcare
access



Islandwide
roadside
assistance



Trusted
electrical
accessories



Reliable
battery
solutions

DIGITAL REWARD VOUCHER PARTNERS



130+
OUTLETS



150+
OUTLETS

LIFESTYLE & ENTERTAINMENT PARTNERS



Immersive laser
tag experiences



Marine tours
and adventure

REGIONAL MERCHANT NETWORK

Leading businesses recognised
within their respective regions.

MERCHANTS-ON-DEMAND

Premium brands activated according to
client campaigns and customer requirements

LAUGFS

44TH → 46TH FIVE WEEKS OF GROWTH

Celebrating LAUGFS Supermarkets' remarkable expansion with the opening of its 44th outlet at Mt. Lavinia and 46th outlet at Kotahena.

Congratulations!

LAUGFS

LAUGFS Supermarkets opens 44th outlet in Mount Lavinia

LAUGFS SUPERMARKETS
ON JULY 27 2020
MT. LAVINIA

CH17

44TH OUTLET

MT. LAVINIA

LAUGFS

45th OUTLET @EKALA, JA-ELA

Congratulations!

to LAUGFS Supermarkets on reaching 45 outlets with the opening of their latest outlet in Ekala. A remarkable milestone in their continued expansion. Wishing you growth and success in the journey ahead.

LAUGFS

CH17

45TH OUTLET

EKALA

LAUGFS

46th OUTLET @KOTAHENA

From 25th August Onwards

Congratulations!

to LAUGFS Supermarkets on achieving 46 outlets with the launch of their newest branch in Kotahena. This is an impressive milestone in their ongoing expansion. Wishing you continued success and growth in the journey ahead.

CH17

46TH OUTLET

KOTAHENA

CH17 Loyalty congratulates the LAUGFS team on these significant milestones and wishes the brand continued success in its journey of expansion.

CH17
LOYALTY

MORE STORES | MORE COMMUNITIES | A BRIGHTER TOMORROW

MADE-TO-MEASURE LOYALTY

NO NOISE. JUST NUMBERS.

1.5 MILLION+ CUSTOMERS TOUCHED.

RS. 5 BILLION+ IN CUSTOMER
PURCHASE VALUE.

RS. 50 BILLION+ IN RETAIL
PURCHASE VALUE INFLUENCED.

No two rewards and loyalty
solutions are the same.

CH17
LOYALTY

CH17
LOYALTY

TECHNOLOGY ENABLES. IDEAS DIFFERENTIATE.



DIGITALISE TODAY. DELIVER LOYALTY TOMORROW.



ONE ECOSYSTEM
Connecting customers,
merchants and brands.



DIGITAL BY DESIGN
Smarter platforms.
Seamless experience.



LOYALTY THAT LASTS
Stronger engagement.
Greater value.



DATA THAT DRIVES
Insights that inspire.
Decisions that deliver.

DHANUSHKA

Dhanushka handles the digitalisation ecosystem so you can focus on what you do best.

With CH17: 8 Years
Functional Ownership: Retail Digital
Engagement & Backend Operations

CH17
LOYALTY

THE BRAND THAT DELIVERS SILENTLY.

THE ARCHITECT. THE ENGINE.



PROGRAM DEVELOPMENT
Turning ideas into
working systems.



SYSTEM ARCHITECTURE
Building the structure behind
every experience



DIGITAL ENGINE
Powering performance,
integration and delivery

RAJINDRA

The key technical figure behind CH17 - the program developer and architect who helps transform ideas into platforms, workflows and scalable digital capability.

With CH17: 4 Years
Functional Ownership: Chief
Technology Architect / Lead
Systems Developer

CH17
LOYALTY

TECHNOLOGY ENABLES. IDEAS DIFFERENTIATE.

CONNECTING CLIENTS. MANAGING COMMITMENTS.

KEEPING PROGRAMMES ON TRACK.

THARAKA

Plays a key role in managing client relationships, accounts and administration ensuring every commitment is documented, every detail is accurate and every programme runs smoothly from start to finish.

KEY RESPONSIBILITIES



CLIENT RELATIONS
Coordinating with
clients and internal
teams to ensure
seamless
engagement
and service.



**ACCOUNT
ADMINISTRATION**
Managing accounts,
invoices, payments
and financial
documentation
with accuracy.



**PROGRAMME
COORDINATION**
Supporting programme
implementation,
renewals and day-to-
day operational
activities.



**VOUCHER & OFFER
RECONCILIATION**
Validating offers,
reconciliations and
partner
submissions
with precision.



**DOCUMENTATION
& RECORDS**
Maintaining
contracts,
reports and all
programme-
related records.



Attention to detail. Ownership of commitments.
The strength behind every successful programme.

With CH17: 8 Years
Functional Ownership: Finance
Administration & Client Coordination AGM

DATA GIVES IDEAS DIRECTION.



MARKETING COORDINATION
Turning ideas into clear execution



DATA ANALYTICS
Turning information into insight.



SHARPER ENGAGEMENT
Better decisions. Measurable value.

ROMESH

Romesh handles Marketing Coordination and Data Analytics helping CH17 connect ideas, insight and execution.

With CH17: 3 Years
Functional Ownership: Marketing Coordinator

CALL TO ACTION - REACH OUT ANYTIME.

CHANNEL17 PRIVATE LIMITED

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