



We are 9

Beginning of a new journey

As we step in to new decade in this loyalty space our 9 year journey has been awesome, rewarding and challenging. We thank all our partner merchants, corporate clients, cardholders and everyone else who believed in us and our philosophy - Think Differently and Do Differently.

Thank you all!

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LOLC General Insurance disrupts industry with first ever Lifestyle Motor Insurance Product

'Honours' leads the way towards Digital Insurance transformation

LOLC General Insurance PLC (LOLC GI), one of the fastest-growing General Insurance companies in Sri Lanka is disrupting the general insurance industry by making motor insurance a lifestyle product with its unique loyalty program 'Honours' with rich rewards, in addition to unveiling its first ever Electronic Point-of-Sale (ePOS) - the digital policy issuance network.

LOLC GI's new lifestyle loyalty program 'Honours' is crafted with seamless and delightful experiences that provide consumers with real value. Loyal customers will be grouped into four (04) tiered multi-level memberships such as Classic, Silver, Bronze and Platinum and continuously rewarded with benefits every day.

The rewards scheme is applicable for all LOLC GI Motor Policyholders who will receive valuable discounts and benefits through the loyalty partner network - Channel 17 (CH17). The first ever 'reward-back' program offers customers a cash back scheme



From left: LOLC Life Assurance CEO Nadika Opatha, LOLC General Insurance CEO Kithsiri Gunawardana, LOLC Group Managing Director Kapila Jayawardana and CH17 Pvt Ltd. CEO Jumar Preena

operated by way of merchant discounts/loyalty points, which LOLC GI believes will offset the cost of customer insurance premium and more.

Loyalty points may be accumulated through the partner merchant network and can be redeemed towards a customer's own policy renewal or contribute to a social cause.

The Honours program will unveil the widest insurance loyalty platform in Sri Lanka, with a reach of over 1,000 partner locations. Simple, yet descriptive, 'Hon-

ours' the Loyalty Program reflects an eco-system designed to fuel a sustainable business model during challenging economic times. LOLC GI understands the difficulties faced by customers due to the current situation and that of the merchants who are also constrained due to inflation and current macro-economic factors. Seeking to support both stakeholders recover, LOLC General Insurance strives to protect its customers and to help the Sri Lankan business sector.

Thus, 'Honours' has been designed not as a usual loyalty plat-

form, but a strategic eco-system built to benefit motor policyholders whilst ensuring SME businesses and other business entities in Sri Lanka remain active.

Customers can accumulate 'Honours' loyalty points while transacting with any of the merchants within the network and are free to redeem points through selective partners or during their policy renewal. Going further, 'Honours' enables its policyholders to donate the accumulated points to LOLC's humanitarian program 'Divi Saviya' aimed at protecting families affected by the Sri Lankan economic crisis. Honours is a comprehensive network, designed to self-sustain and protect Motor policy holders, SME's, Shareholders, Employees and citizens of Sri Lanka.

Further, LOLC GI firmly believes that going digital is the way forward to minimise the strain on the economy. Digital products are easy to transact, less costly to distribute and demands less resources unlike traditional channels. LOLC GI's Electronic Point-of-Sale (ePOS) solution offers enhanced convenience and process simplification.

Continued on 2

THE CEYLON CHAMBER INTRODUCES MEMBERSHIP PRIVILEGE CARD



Picture shows Mr. Manjula De Silva exchanging documents with Mr. Jumar Preena after signing of the MOU.



The Ceylon Chamber of Commerce marks a milestone in its 182-year legacy as the premier representative of the private sector, with the introduction of a multi-facility Smart Membership Card for its

members from January 2022 onwards.

The personalized membership card offers Members multiple administrative, business and privilege services through CH17 Loyalty, the company administering and

managing the loyalty platform, including exclusive privileges courtesy of leading telecommunications and insurance brands SLT-MOBILE and Ceylinco Insurance, respectively.

Continued on 7....



Calling all reputed retail merchants

Be part of Sri Lanka's first Lifestyle rewards & Loyalty Program

CH17 Loyalty the pioneers in loyalty and rewards management is now opening its doors to all popular retail brands to join the largest single Loyalty

Program for identified customer groups which boasts of more than 100,000 consumers of different demography

Retailers can reach out to consumers according to their preference or pick target groups.

Continued on 7....

LOLC General Insurance disrupts industry with first ever Lifestyle Motor Insurance Product

Continued from page 1

Customers are provided their policy in under five (05) minutes, with the added advantage of real time policy processing and involving zero paperwork.

Delivering an end-to-end solution, the ePOS enables Digital Certificates, Proposals and real time premium settlements. Due to the company's expanded reach, over 250 ePOS Centres are located islandwide and easily accessible to customers.

Firmly believing that insurance should be a product which is easy to comprehend to the end customer, LOLC GI aspires to increase the user-friendliness of its products for its customers throughout the policy life cycle and launches its journey towards an ergonomic policy design platform known as 'Build Your Own' (BYO). BYO offers a unique intuitive quotation design, for easy customer reference across different motor insurance products and concepts including tailor-made insurance solutions to fit each customer's wallet.

Additional features of the platform includes product comparison, the widest range of add-on covers and a free LOLC Credit Card with easy payment plans, (subject to eligibility). Delivering a differentiated experience, the solution ensures that the entire product and features of the motor insurance market is on the palm of the customer.

LOLC GI aspires to be the premier motor insurance brand evolving through these three (03) new innovations to the market. LOLC



Mr. Jumar Preena CEO CH17 Loyalty sharing the Honours presentation card with Mr. Dinusha Thilanka Head of Underwriting - Motor Insurance LOLCGI



Mr. Kithsiri Gunawardena presenting the first Honours Privilege / Motor Policy card to Mr. Kapila Jayawardena Group Managing Director/CEO LOLC Holdings. Mrs. Nadika Opatha CEO LOLC Life and Mr. Jumar Preena CEO CH17 looking on.



CH17 Loyalty Operation Team with Chairman Rozana Preena, L to R Senior Managers Tharaka Samarakoon & Dhanushka Rambukwella, CEO Mr. Jumar Preena, Head of IT Rangika Marambe, Marketing Manager Corporate Susantha Hettiarachchi, Senior Programmer Rajindra Sankalpa. Absent Vijitha Jayasinghe and Madushanka Ranasinghe

General relaunched its motor insurance brand positioning itself as LOLC Motor Insurance 'Benefit Everyday', driven by the Honours Loyalty Program, the EPOS digital solution and the BYO platform.

General, perfected to offer benefits daily to Sri Lankans as the only lifestyle motor insurance brand in the country.

LOLC General Insurance PLC is



L to R Mr. Ushan Goonawardane Chief Strategy Manager, Mr. S. Karthigun Head of Underwriting & Operations and Mr. Dinusha Thilanka Head of Underwriting and Motor Insurance in discussion with comperes Thanuja and Narada

a fully owned subsidiary of the LOLC Group, among Sri Lanka's largest and most diversified conglomerates with operations in 21 countries in Asia, Africa and middle east. At present, LOLC General

Insurance is classified as a large-sized company and the 5th largest General Insurer in Sri Lanka.

The company was recognized as the fastest to achieve the Rs. 7 Billion milestones within the General Insurance industry. During 2021, LOLC General Insurance recorded a premium income growth of 19.2% which was the highest growth recorded by a mid/large sized company in the General Insurance industry and reported paid claims of Rs. 2.5 Billion.

Reaffirming its people-centric approaches demonstrated during the past few years, LOLC General has received multiple awards including for 'Best General Insurance Company of the Year' at the 3rd Emerging Asia Insurance Awards 2021, Asia's Best Employer Brand Awards 2021, and was also ranked amongst the Top Nation's Most Popular Service Providers by LMD.

CH17 Loyalty continues to forge ahead with groundbreaking programs

With over a hundred merchant outlets island-wide offering thousands of fast moving consumer goods of several categories at special discounted rates to more than 245,000 loyalty cardholders, Ch17 Loyalty will step in to its 10th year in style with the launch of Honours - Sri Lanka's first lifestyle based hybrid card, giving LOLC Motor Policy holders exclusive opportunity to enjoy best of both services

This groundbreaking product designed and developed with the customer in mind is embedded with innovative features in terms of rewards, loyalty and service.

Honours will be your partner for

CH17
LOYALTY

life. Extending privileges and benefits with no boundaries or limitations. Ch17 Loyalty's digi-platform is designed to handle any aspect of advance customer loyalty and rewards schemes, through the web portal. Ease of managing even the most complex of scenarios such as rewarding multi-tiered bonus points, points accumulation and redemption, points gifting are some of the salient functionalities. Our platform is able to monitor every aspect of customer engagement in order to aptly reward them.

Ch17 digital account is one of its

kind. It stores your personalised e-card, e-wallet, facility for utility payments, uploading of the National Fuel PASS, Covid-19 Vaccination certificate, Insurance card, Rewards card, Revenue License, Drivers License up to 5 other valuable personal documents. Customer records and data are stored in a secure cloud data centre ensuring maximum protection of individuals records.

"We want to give a common digital space to both sellers and buyers to familiarise themselves in retail networking. This service will save money and time and also convenience of shopping, and we have achieved this to a great extent" Jumar Preena CEO and Founder of Ch17 Loyalty said.

CH17 Loyalty completes 9 years this month. And we will be starting a new journey confident of meeting challenges and demands in the new decade, Jumar added

How to Register for your digital card:

There are two ways from which you can register to CH17's SMART Loyalty program digital platform

1. By Downloading the Divoc APP from Google Playstore
2. By accessing the web www.divoc.lk (Recommended)

Web based program (2)

1. Enter the URL (www.divoc.lk)
2. Click Register and fill all the required fields (Please note You must enter the Secret Key provided 663930) share his Key with all registered staff and the mobile number that has been provided by you to CH17
3. Create your own 8 digit password (alphanumeric)
4. Submit

To Log In:

- 1) Enter the mobile number
- 2) Enter the Password

To submit the Vaccination Card

- 1) Go to Profile
- 2) Fill required fields
- 3) You may leave MOH Div / Vaccine Card No: if not available
- 4) Upload J-PED of the vaccination Card (Front and Centre pages)
- 5) Press Submit

HOME PAGE

Your Digital Card with all details will be generated. Scan the QR code to view the Vaccine Certificate



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CH17
LOYALTY



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LOLC General Insurance PLC
Registered Office: No. 100/1,
Sri Jayewardanepura Mawatha, Rajagiriya,
Business Office: 481 T. B. Jayah Mawatha, Colombo 10.

CH17
LOYALTY

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BENEFIT EVERYDAY

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The 47th AGM of Travel Agents Association of Sri Lanka (TAASL) was held on Oct.7 2022 at Cinnamon Grand Colombo.

Election of Office Bearers and Executive Council of TAASL



Mr. Jumar Preena CEO CH17 Loyalty explained the concept behind the privilege membership program extended to TAASL Members and offered many more benefits from a wider network of partner merchants in the months to come



The President elect for the Year 2022/23 Mr. Romesh Samaranayake addressing the Council



The Outgoing Chairman Mr. Sabry Bahaudeen speaking about the initiatives and plans for the future to the members



The TAASL General Council Members for 2022/23



Mr. Duminda Kuruwitaarachchi congratulating Mr. Samaranayake



Mr. Sabry Bahaudeen extending his wishes to the new President Romesh Samaranayake

EXECUTIVE COUNCIL OF THE TRAVEL AGENTS ASSOCIATION OF SRI LANKA FOR THE YEAR 2022/2023 (TAASL)

OFFICE BEARERS

President

Mr. Romesh Samaranayake of BOC Travels (Pvt) Ltd

Senior Vice President

Mr. Duminda Kuruwitaarachchi of Travel Outlook (Pvt) Ltd

Junior Vice President

Mr. Shanaka Fernando of Yenesha Travels (Pvt) Ltd

EXECUTIVE COUNCIL

- | | |
|---------------------------------------|-----------------------------|
| 1. 2nd Chance Travels (Pvt) Ltd | - Mr. Riza Ahamat |
| 2. Acorn Travels (Pvt) Ltd | - Ms. Chamila Wijethunge |
| 3. Aitken Spence Travels (Pvt) Ltd | - Mr. Nishantha Senaveratne |
| 4. Alpha Travels & Holidays (Pvt) Ltd | - Mr. Wilhelm E. Brown |
| 5. George Steuarts Travels Ltd | - Mr. Channe Wijemanne |
| 6. Kara Travels & Tours (Pvt) Ltd | - Mr. Firaz Fazi |
| 7. Scenic Ventures (Pvt) Ltd | - Mr. Rizwan Ramieze |
| 8. Skyways Travel Solutions (Pvt) Ltd | - Mr. Tillak Wickremasinghe |
| 9. The Traveller Global (Pvt) Ltd | - Mr. Rizmi Royal |



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Sri Lanka Gem and Jewellery Association Highlights the importance of strengthening the industry at their Annual General Meeting



Sri Lanka Gem and Jewellery Association hosted its 20th Annual General Meeting on the 11th of October 2022 at the Movenpick Hotel, Colombo. The event was followed by the launch of FACETS Sri Lanka- the premier international Gem and Jewellery show, the launch of the SLGJA membership card, SLGJA Young Entrepreneurs Forum and the launch of the much anticipated SLGJA official website.



Launch of the SLGJA membership Card. Mock up card being handed over to the President SLGJA, Mr. Ajaward Deen (right) by the Chairman Membership Committee, Mr. Nawrooz Azmi (left)



Launch of the Young Entrepreneurs Forum. Mock up card being handed over to the Chairperson of the Young Entrepreneur Forum, Ms. Amanda Wijemanne by the Chairman SLGJA, Mr. Ajaward Deen.



Re-appointed as President for another year, Mr. Ajaward Deen has worked tirelessly along with his committee to strengthen and push the Gem and Jewellery industry to great heights over the past year. Looking back at the past year, the industry as a whole has faced numerous challenges from the tail end of the Covid-19 Pandemic to the Country's ongoing economic and political crisis, the industry has had to strengthen and push through a number of barriers to survive.



Despite these challenges, Mr. Ajaward Deen says "I continue to be inspired by the resilience shown by our members to overcome these

challenges". Sri Lanka Gem and Jewellery Association has had a

momentous year, breaking ground in making significant changes and bringing awareness to a number of issues the industry has been

facing. As a committee, they have effectively lobbied their concerns to respective government officials encouraging them to support and address these issues ensuring a change is in force. Apart from the significant achievements SLGJA have made over the past year, the association has focused to set in place other solutions that will uplift and enhance the industry further. By adhering to ethical and mining standards, they hope miners can increase their gem production and explore new mines in a more sustainable manner. The long-term effects of this will ensure the industry continues to grow and meet the continuous global demand for precious stones.

The ease of export procedures and relaxed regulations on gem exports will ensure the industry revives its status as one of the largest revenue sources for the local economy.

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OUR MILESTONE



2014

Launch of first ever Privilege Card for Apparel Sector employees



2015

Launch of cobranded hybrid bank card for apparel sector with Commercial Bank



2016

Introduction of Cobranded Nuwara Eliya Golf Club Membership MasterCard Commercial Bank Card

2017



Launch of cobranded SME card with Commercial Bank and Fed of Chamber of Commerce and Industry of Sri Lanka



Launch of Bank of Ceylon Multi-currency Travel card

2018

2019



Launch of Privilege program for IT/BPM Sector with SLASSCOM



2020

Introduction of Ransalu Insurance for Apparel Sector with Ceylinco Insurance

2021



Launch of CARE Privilege - a memento in honor of all healthcare workers engaged in Covid-19 emergency care services



2022

In consultation with the Ceylon Chamber of Commerce, Ch17 Loyalty launched a smart Membership program for the first time in its 180+ year history

CH17
 CHANNEL 17 (PVT) LTD

2013
 Set up of **CH17** Loyalty

THE CEYLON CHAMBER INTRODUCES MEMBERSHIP PRIVILEGE CARD

Continued from page 1

A special feature of the membership program is to facilitate Chamber Members to upload a scanned image of their Covid-19 vaccination card or their International Vaccination Certificate to the system which will thereafter generate a unique QR code and printed on the member's card. These QR code can be scanned and read on any type of universal reader without restriction.

The loyalty membership card is yet another value addition to the range of privileges and benefits available to members of the Ceylon Chamber of Commerce, stated CEO Manjula De Silva.

He joined Mr. Jumar Preena – CEO, CH17 in thanking partners SLT-MOBITEL and Ceylinco Insurance for contributing to the benefits offered by the loyalty card.



The
Ceylon
Chamber of
Commerce



'In keeping with the Ceylon Chamber's established reputation of delivering significant value to its members, CH17 looks forward to

delivering the maximum value addition beneficial to the Chamber's members' Mr. Preena added.

Calling all reputed retail merchants

Continued from page 1

Key features of our platform are

- (1) Personalised supplementary digital card
- (2) Profiling
- (3) e-wallet
- (4) Bill payment
- (5) Rewards and Points Schemes
- (6) Important document uploads

(up to 5) example Nat. Fuel PASS / Covid Vaccination Certificate / Insurance card

Honours Privilege - is our latest entry to the retail market. Built on a hybrid model putting together a combination of two services such as insurance and lifestyle loyalty privilege on a single card, A hybrid cardholder can enjoy upfront cash discounts from our partner merchants, earn points from the network and redeem them at pre-determined merchant outlets.

Complementary movie tickets or dine-in at popular restaurants are also on the cards.

Points can be earned based on the number of years one has been in the CH17 loyalty network, purchases made at recommended partner vendors etc.

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Up to 10% CH17 cash back	Up to 10% off from the total bill	Up to 10% off from the total bill	Up to 15% off from the total bill	10% off from the total bill	Up to 10% CH17 cash back	SMS platform
10% off from the total bill	5% off from the total bill	10% off from the total bill	15% off from the total bill	10% off from the total bill	Up to 10% CH17 cash back	One Galle Face L3-L13 Colombo City Center L1 for mens casual 10% off from the total bill
Up to 35% off from the total bill	10% off from the total bill	Up to 10% off from the total bill	10% off from the total bill	10% off from the total bill	10% off from the total bill	Up to 10% off from the total bill
10% off from the total bill	10% off from the total bill	10% off from the total bill	Up to 40% off from the total bill	Up to 15% off from the total bill	5% off from the total bill	Up to 15% off from the total bill
Up to 10% off from the total bill	10% off from the total bill	10% off from the total bill	10% off from the total bill	10% off from the total bill	5% off for selected services	Up to 25% off from the total bill
8% off from the total bill	10% off for selected hearing aids	Up to 10% off from the total bill	Special Offers for Tyres & Wheel Alignment	10% off from the total bill	7.5% off from the total bill	10% off from the total bill
Up to 10% off from the total bill	Up to 20% off from the selected cinemas	Enjoy 10% off on total bill FOR ORDERS ABOVE RS.2500/- ISLANDWIDE FREE DELIVERY	Up to 10% off from the total bill	Up to 12.5% off from the total bill	Special offers for selected services	

IMPORTANT : Merchants Offers & Privileges mentioned are as per the Agreement signed between the vendor & CH17 Loyalty and are active up to the time this brochure is printed. Vendor offers are subject to change without prior notice to the cardholder. Please check www.ch17.lk >download> Merchants offers for the latest promotional updates.