

PRESTIGE



February 2024 (e magazine)

Sri Lanka RUBBER

*The revival of our
147 year old legacy.
A project to rejuvenate
the rubber sector towards
achieving 4 billion USD
foreign exchange
earnings by 2026*

CH17

Rewards & Loyalty

NEWS

CH17 Loyalty extends our support to Rubber Research Institute (RRI) in their great efforts towards rubber development in Sri Lanka

Harvesting latex (an aqueous suspension of small particles, about 0.5 micrometers in diameter, of cis-polyisoprene, a linear rubbery polymer of high molecular weight) from the rubber tree (*Hevea brasiliensis*), is commonly referred to as the rubber tapping, the process by which latex is obtained from the rubber tree.

This operation involves periodic excision of a thin shaving of the bark at a thickness of 0.125 cm (1/20") at the maximum possible depth without harming the cambium layer, by using a specifically-made sharp knife, after cleaning by scraping the bark and removing the dried rubber film formed on the previous day's tapping cut. Other utensils such as the spout and collecting cup used in the tapping process are also cleaned before the tapping is begun. Rubber tapping is, in fact, a highly technical task that requires skill, precision, and a deep understanding of the biological aspect of the tree.

Accuracy, expertise, and extreme attention of the operator (the tapper) are of great importance to maintaining tapping quality and protecting the life span of the tree. After completion of the task, there are a series of post-harvesting activities such as collection of latex at the correct time, addition of preservatives, and safe transport of latex, etc. Therefore, 'Precision Tapping', an operation of simply 'wounding' the tree bark of a living rubber tree perfectly resembles, in all aspects, a surgery carried out on the human body by a qualified medical surgeon. In addition, a rubber harvester, like a surgeon, should have the technical competency in several other related activities, such as marking tapping cuts on the tree, identification of disease symptoms, making accurate decisions during optimum weather conditions for tapping, proper use of rain guards, etc. to deliver the task successfully to maintain a sustainable natural rubber production. Unfortunately, this expertise and technical competency or skill performed by rubber harvesters have not been properly evaluated for more than 100 years of the history of the global rubber industry leading to the denial of their due social recognition and a sufficient income. Furthermore, this situation has prevented the present-day youth from venturing into this profession thus creating multifaceted negative impacts on the rubber industry in Sri Lanka.

Offered NVQ Level -3 Qualification for Rubber Harvesting Assistants

for motivation and social recognition



Dr. Susantha Siriwardena
(Actg.) Director RRISL

“ All private sector agencies led by CH17 loyalty, DSI, and Sampath Food City for their contributions to offering finance incentives through the 'Kiri Abiman' privilege card ”

Challenges to Rubber Plantations

- (i) **Shortage of a sufficient number of Rubber Harvester Assistants to perform the task**

It has been estimated that approximately 10% of the rubber tapping fields have been abandoned in the county, due to one major reason being the shortage of harvesters/tappers.

- (ii) **Damages caused to the trees by unskilled rubber harvester assistants**

As a result of the lack of skilled harvesters, the industry is compelled to employ unskilled or unfit retired harvesters to perform the tapping task. Thus, there is a high potential for damaging trees resulting in high bark deterioration. Any damage caused by the tapping cut will cease the latex flow, leaving more unproductive rubber trees in the plantations causing the investments made on the planting to be an utter waste. The brown bast or Tapping Panel Dryness is a well-known disease caused by improper tapping of healthy trees. In Sri Lanka, many of the rubber plantations have unacceptable levels of brown bast percentage due to this reason, and it is one of the major reasons for low national rubber productivity in the country.

- (iii) **Difficulty in adoption of new technologies**

Adoption of new technology in relation to rubber tapping requires professional skill with functional and behavioral changes of rubber harvesters.

- (iv) **Inability to maintain the proper frequency of tapping**

With unskilled rubber harvesters, the tapping systems and frequencies recommended by the RRISL are not properly followed.

- (v) **Loss of long-term sustainability of rubber plantations**

The principal factors, explained above, have resulted in a loss of long-term sustainability of rubber plantations which, in turn, alarmingly impacts the foreign exchange earned by exporting raw rubber and value-added products made out of untapped latex available in the tree. Consequently, the rubber plantations become more uneconomical thus reducing the contribution to the national sustainable economy.

Introduction to National Vocational Qualification (NVQ) – Level 3 - to Rubber Harvesters

In an attempt to address the above-mentioned issues, it is very clear that we should take appropriate steps to increase social recognition of rubber tappers by identifying that harvesting is a profession with steady financial benefits. With that, Rubber Research Institute of Sri Lanka (RRISL) has taken an initial step to way forward to offering the Internationally recognized National Vocational Qualification (NVQ) to the Rubber Harvester Assistants as Level 3 in collaboration with the National Apprentice and Industrial Training Authority (NAITA) for the first time in the history of Sri Lanka’s rubber industry, and perhaps, the first time in the entire rubber growing world! Attracting youth to the profession of latex harvesting is an attempt to find a solution for the perennial tapper shortage while assuring enhanced tapping quality in the rubber fields. There, RRISL has chosen 213 harvester assistants currently being employed in the profession in different sectors, i.e. Rubber Plantation Companies and Small and Medium-size rubber holding sectors. The project was carried out jointly with the Rubber Development Department (RDD) under the guidance of NAITA and the selected harvester assistants were given a seven-day comprehensive field-level training. They were assessed in accordance with the criteria stipulated by NVTA for Recognized Prior Learning protocol. It should be mentioned here with great pleasure that 169 candidates were successful in their assessments registering an 80% success rate. This project was funded by the Government of Sri Lanka through the Rubber Master Plan, as a pilot project targeting the Kalutara District.

Empower the NVQ-qualified Rubber Harvester Assistants

Making a novel ‘value addition’ approach to further empowering the NVQ-qualified rubber harvester, RRISL has introduced a ‘Kiri Abiman’ privilege card with multiple benefits, subjected to an annual performance review/audit, which will be offered to all qualified ones. This system accommodates card-based discounts and privileges from third-party merchants and vendors upfront cash discounts to the cardholders throughout the year, at all of their sales outlet promotions. This card also has a QR code, which will be subsequently used as a digital platform for reviewing the

Anticipated Benefits		
To harvest assistants	For rubber industry	For the country
Holding an official professional qualification	Availability of technically competent harvest assistants	Sustainable natural rubber plantation
Increased social recognition	Guaranteed tapping quality	Guaranteed annual income
Internationally recognized technical competency	Increased yield	Increased foreign exchange from raw rubber and raw rubber product exports
Increased demand to train trainers	Increased productivity	Increased supply of latex for the national demand
Financial benefits and life insurance	Increased productive lifetime of rubber tree	Increased domestic rubber product spectrum with high profit
Entrepreneurship development through obtaining contract services	A lead trainer group to train fellow harvester assistants	Quality improved
Gain knowledge in IT-based decision-making	Easy adoption of technologies	More employment opportunities
Empowered profession for future generation	Increased number of tapping days	Decreasing social unrest

tapping quality and status of rubber fields along with the harvester assistant’s details. This has been made possible due to the volunteer leadership offered by the CH 17 Company and prestigious companies such as DSI Industries, Atlas PLC, Sampath Super Center, etc. This is an opportunity to show our heartfelt gratitude to them for their generous contributions to make our attempt to find a solution for a perennial problem of the tapping quality of the sector, a success. Further to that, they will also be entitled to Life Insurance which is newly introduced as ‘Jeewana Shakthi’ from Sri Lanka Insurance Corporation for full coverage of field-level accidents to protect their lives and provide strength for unforeseen incidents, at a special rate.

Way forward

All the qualified harvesters’ details will be registered at the RRISL website and they will be continuously monitored, with frequent performance reviews, and are provided with required training. Frequent reviews of tapping quality of the tapping panel will be carried out through a QR-based online system. They will also be encouraged to work as lead trainers to train the others in the vicinity. A summary of the anticipated benefits to the harvester assistants, the rubber industry, and the country as a whole, is listed below. Simultaneously, two other pilot projects

funded by the Rubber Master Plan, were awarded to, and carried out by, RRISL during the year 2023 with greater success. The RRISL has introduced a novel approach to providing technical competent Agro-Tech services providers to ensure the implementation of Good Agricultural Practices in the rubber plantations and tapping of untapped lands in the Kalutara District for national development.

Acknowledgement

Sri Lanka Rubber Master Plan, Ministry of Agriculture and Plantation Industries. Director General, Regional Director - Kalutara, Senior Rubber Development Officers, and Rubber Development Officers of Rubber Development Department. All CEOs, Senior/Cluster Managers, Estate Managers, and Field Staff of Regional Plantation Companies in Kalutara District. All private sector agencies led by CH17 Company, DSI, and Sampath Food City for their contributions to offering finance incentives through the ‘Kiri Abiman’ privilege card Sri Lanka Insurance PLC for offering life insurance through ‘Jeewana Shakthi’ Dr. Sashika Nakandala, Dr. Sanjeewa Gunaratne, and Dr. Kelum Silva of the Rubber Research Institute of Sri Lanka for their dedicated commitment to the successful completion of the Rubber Master Plan projects.



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DSI
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Retail offers / Merchants

CH17

NVQ - Qualified Rubber Harvesting Assistant



PLANTATION COMPANY : Agalawatta Plantation
ESTATE : Mohammadi

EMPLOYEE NAME : Kadirawel Dharmakartha

EMPLOYEE No: T34/C - 3335

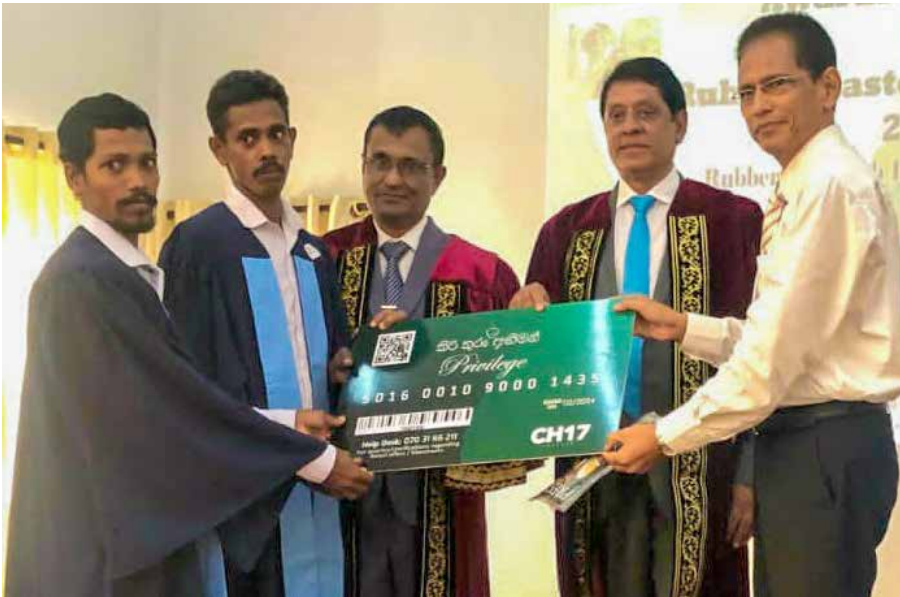
For inquiries on Training contact:
Rubber Research Institute of Sri Lanka,
Diyatalawa, Agalawatta, Sri Lanka
E-mail : rrisri@ch17.lk
Web : www.ch17.lk
Landline : +94 34 2267433

**CH17 Loyalty extends our support to
Rubber Research Institute (RRI) in
their great efforts towards rubber
development in Sri Lanka**

070 31 66 211 | Info@ch17.lk | www.ch17.lk

Recognition & Rewards for NVQ Level 3 qualified Rubber Harvesting Assistants

Rubber Research Institute (RRI) launches program in support of Rubber Masterplan Capital Development Projecta



Presentation of a symbolic card by CEO CH17 Mr. Jumar Preena to representatives of the Rubber Harvesting Assistants in the presence of Mr. Lakshman Abeysekera Chairman RTRI and Acting Director RRI Dr. Susantha Siriwardena



CH17 CEO presenting a copy of the CH17 s Special edition of the Prestige magazine to Chairman RRI and teh Acting Director RRI

The even was held on February 15 2024 at the RRI Dartonfield Agalawatte with the participation of Hon. Minister of Agriculture and Plantation Industries Mr. Mahinda Amaraweera MP. Members of the Rubber Research Board were also present



A large section of the audience present at the ceremony



Hon Minister addressing the gathering



In appreciation of the support extended by CH17 Loyalty towards the program a special Memento was presented by the RRI to Mr. Jumar Preena. Mr. Buddhi Gunasekera Diarector Plantations of Horana Plantations PLC made the presentation



Hon. Mahinda Amaraweera being received by Dr. Sashika Nakandala Senior Research Officer of RRI.



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System will generate a single use digital barcode each time a customer clicks on the promo e-flier on the mobile phone which can be authenticated with barcode series pre-issued by the retailer.

- Discounts can be customized for a single or multiple use
- Impose limits(max/min) on discount value or purchase basket value
- Suspend the program instantly
- Block user for unauthorized use

Our solutions include:

- a) A System generated unique barcode series
- b) QR features for cardholder authentication
- c) OTP verification
- d) Visual card presentation

Backend interface include:

- 1) Client portal
- 2) Admin portal
- 3) Customer App (web based) e-wallet, QR lens,
- 4) Data back up with analytics
- 5) Api integration

For further inquiries
Please contact

Tel: 0715 2727 22 or 0786 1717 17
info@ch17.lk
www.ch17.lk



CH17
DIGITAL

Omega Line's 25-Year Journey: A Global Force in Apparel Manufacturing

Exploring Omega's remarkable growth, strategic expansions, and contributions to the intimate apparel industry.

Article published in the February issue of the Echelon Business Magazine and the Economy Next online news portal

Founded in 1999 as a 100% Italian-owned company, Omega Line has evolved from its humble beginnings to become a global force, leaving an indelible mark on the garment apparel manufacturing landscape. In this interview with, Felix A. Fernando, Chief Executive Officer / Managing Director of Omega Line, we delve into the company's strategic expansions, investments, and pivotal moments that have defined its 25-year journey.

Can you give us an overview of Omega Line and its journey thus far?

Omega, a subsidiary of Calzedonia Finanziaria, Italy 100% Italian-owned company with Dott. Sandro Veronesi, an Italian investor at its helm, was founded in 1999. with an initial team of 30 trainees. The company's core mission revolves around the production of bras, briefs, and ladies underwear and lingerie, primarily catering to the fashion sector. At its inception, Omega operated under the umbrella of Calzedonia Italy and featured two produced two key brands: Calzedonia and Intimissimi. In its early years, Omega was a relatively young enterprise. Ten years after its establishment, the company ventured into Sri Lanka. Calzedonia Group, relatively a young enterprise, established in late '80s was sourcing its garments from Eastern European man-

ufacturers until it decided to produce its' own garments by opening its first factory in Sri Lanka. dedicated to the manufacturing of undergarments. This marked a departure from Calzedonia's until then existing facilities, which were focused on the production of was producing only hosiery and socks in Italy. and Croatia. The Sri Lanka was selected by Calzedonia as the first country to produce its' own underwear after evaluating countries such as Phillipines and Africa. Sri Lankan venture adopted a labour-intensive approach in contrast to the capital-intensive nature of the Italian operations. Whilst, Omega is in to its 25th year, the parent company, Calzedonia has benefited evolved significantly due to Sri Lankan success and has expanded from its early stages when it operated fewer than 300 sales outlets in 1999, concentrated in Italy, Spain, Portugal, and select European countries to over 5,500 outlets in over 55 countries. , currently. Omega's growth trajectory has been substantial, establishing a global presence and exerting a noteworthy influence on the evolution of the intimate apparel industry.

Can you elaborate on Omega's strategic expansions and investments?

As part of the Omega Line group, Omega has considerably broadened its international operations. Commencing its manufacturing endeavours in Sri Lanka, the company concentrated on the commercial production of Underwear. Trousers. Demonstrating positive progress, Omega augmented its workforce from 600 to 1,200 machine operators in less than 2 years by expanding its existing factory.



In 2002, Omega established Sirio Limited, employing over 2,000 workers and specialising in Basic underwear and beachwear. exploring internal production of various products. To meet demand, the company engaged in subcontracting before investing in a dedicated plant for men's briefs in 2005 under the Omega line.

Further expansions included Alpha Apparels in Polgahawela in 2007, specialising in ladies Men's briefs and t-shirts, and the inception of Benji in the subsequent year for manufacturing underwear and bra cups locally. Post-war developments led to the establishment of a sizable factory in Vavuniya in 2013, contributing to the region's economic development.

As of today, Omega Group employs approximately 415,200 people in Sri Lanka globally and exported nearly 200 million garments last year, solidifying its position as a key industry player. Despite economic challenges, Omega achieved a turnover of over 600 million US dollars in the previous year, with total investments exceeding \$350 million across four legal entities.

Over its 25-year journey, Omega actively engaged in social responsibility initiatives, supporting local entrepreneurs, developing infrastructure, and investing in vocational training centers. The company received awards for export excellence, promot-

ed sports and cultural activities, and remains committed to fostering positive impacts on both economic and social fronts.

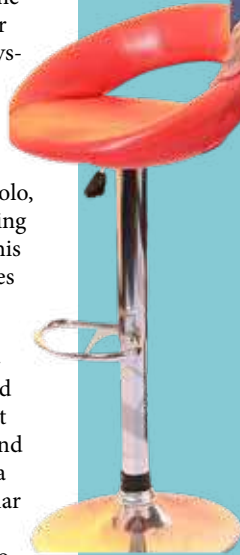
How is Omega Line adapting to industry trends like fast fashion and sustainability, while also navigating challenges in the supply chain ?

In response to a notable shift in consumer behavior towards a demand for immediacy in fashion, Omega Line, acknowledging the influence of fast fashion and smaller order quantities, adopted a standard modular system in 2004. This innovative approach, initially unique to the industry in Sri Lanka, was implemented mainly with support from Japanese Engineers and our former Chairman Mr. Vincenzo Joppolo, suppliers and machinery experts, enhancing efficiency and flexibility in production. This resulted in reducing production lead-times from 30-45 days to 7-25 days.

Demonstrating a commitment to sustainability, Omega Line Calzedonia has aligned with the "Fashion Pact," pledging to meet specific targets related to carbon output and environmental considerations and Omega group. The company actively explores solar power options, with the main factory already utilizing solar energy. Initiatives to incorporate recycled fabric and thread into production are underway. Addressing supply chain challenges, Omega Line focuses on enhancing local fabric manufacturing capabilities through collaborations with Sri Lankan suppliers, such as MMS and Ocean. Despite facing disruptions and geopolitical issues, the company strengthens local partnerships for a reliable and agile supply chain.

In light of Omega Line's technological advancements, vertical integration, and commitment to quality, how does the company plan to further leverage these strengths to stay at the forefront of the industry?

Omega Line is widely recognized among Sri Lankan manufacturers for its technologically advanced factories, a strategic focus that has significantly enhanced operational efficiencies. Through rigorous research and development, the company has modernized processes, leveraging cutting-edge machinery to replace labour-intensive tasks and achieve notable reductions in production costs. The commitment to improvement is evident in streamlined production cycles, proactive collaborations with machinery suppliers, and the encouragement of innovative solutions.



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The skilled labour force, trained both locally and internationally, contributes to the company's efficiency. Omega Line's strengths include dedicated employees, some with nearly over 25 years of experience, and ownership of brands like Calzedonia, Intimissimi, Tezenis and Falconeri, and Tessanis, investments made to manufacture many components & accessories, viz., bra-cups, underwire, hook & eyes, a dye house etc.

within the Omega group providing control over the majority of the garment production. The adoption of a robust ERP platform and technology integration across various processes further maximizes efficiency. In summary, Omega Line's leadership in the industry is rooted in technological innovation, a skilled workforce, vertical integration, and an unwavering commitment to quality. It will continue to explore the use of technology including IOT and AI as well as up-grading the skills of the employees across Omega..

How important are people to the company's success and future growth? tell us about your people strategy. How do you align, motivate and reward people?

People play a vital role at Omega, and nearly 90% of workforce is comprised of females. Training & development not only on technical matters, but on areas like personal finances, personal grooming, communication skills etc. were welcomed by the staff. Omega practices the policy of internal promotions rather than hiring from outside, since it started with very young and inexperienced workforce, both blue collar and white collar. A strong communication channel from bottom to top as well as top to bottom makes easier for implementing policies, executing targets, and obtaining innovative ideas from employees. Apart from competitive salaries, many other benefits such as free food, transportation, medical, cash advances, housing loans etc., including the Ransalu Privilege Card are provided to them.

Can you briefly outline the evolution and impact of the Ransalu Privilege Programme on people and the company?

Ransalu, a comprehensive employee welfare program, was collaboratively conceived by key stakeholders, including the involvement of six associations in the apparel industry. The program prioritises providing each employee with a no-cost Ransalu card. "The Ransalu Privilege Programme concept emerged as a highly positive and equitable idea, ensuring equal treatment for everyone involved, without favouring specific roles such as managers or executives. The benefits extended to all, fostering a sense of fairness across the board," Fernando said. Notably, during occasions like Christmas and special promotions, employees enjoy substantial benefits when shopping at establishments beyond traditional retail outlets, enhancing the program's impact on overall employee well-being.



ECHELON

FROM DISCOUNT CARD TO SAAS PLATFORM: CH17'S REMARKABLE JOURNEY

Article published in the December issue of the Echelon Business Magazine and the Economy Next online news portal

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While the concept was successful, it didn't generate immediate revenue. However, I remained dedicated to its success because it benefitted more than a million people indirectly, the employees and their families.

”

Can you share the story behind the inception of CH17 in 2013, from being a small start-up to where it is today, providing innovative loyalty solutions?

CH17 has evolved from a basic discount card scheme to a software-as-a-service (SaaS) solution, emphasizing rewards, loyalty, and privileges across various sectors.

My earlier career was in broadcast media, where the apparel industry approached me to develop a campaign to enhance the image of Sri Lanka's apparel sector. To achieve this, I organized various activities like road shows, CSR programmes, and talent showcases to spotlight the accomplishments of apparel sector workers and integrate them into society. These efforts improved the sector's image, but I realized we needed to create tangible benefits.

I proposed a programme that united consumer goods and service merchants to provide discounts to apparel sector

employees. Despite the challenge of serving a vast workforce, I gained the support of 25 factories and 450,000 employees, leading to my first entrepreneurial venture, the “Ransalu” programme. Ransalu offered workers and their families discounts that were previously exclusive to top corporate credit cardholders. While the concept was successful, it didn't generate immediate revenue. However, I remained dedicated to its success because it benefitted more than a million people indirectly, the employees and their families.

Another pivotal moment was when I partnered with a bank in 2015 to introduce the first co-branded bank card. Soon after, private companies approached me to create similar programmes for their employees, expanding my market reach. I collaborated with technology experts to develop a digital platform that extended our services into the insurance sector, and we introduced Asia's first insurance card directly tied to lifestyle benefits. My aim is to expand into the Micro SME segment by offering a free multi-functional digital platform for entrepreneurs to run on an e-commerce platform. I hope to reach a million micro and SME entrepreneurs through collaborations with various state agencies supervising this sector, financial institutions, insurance companies and telecommunications service providers. Empowering the nation's entrepreneurs is my next big goal.

You describe CH17 as a medium between brands and communities. Can you explain how this approach works and the unique value it brings to businesses aiming to boost customer loyalty and brand success?

We don't possess any physical assets or capital. Our core mission is connecting brands with communities,

and this approach has been quite successful. My programme benefits both customers and retailers alike. Retailers naturally want customers to visit their showrooms, while customers seek discounts, a delicate balance we manage meticulously by devising a system that shares costs and earnings with merchant partners. For instance, besides cash discounts, CH17 also provides flash offers, sometimes as generous as a 40% discount, to please the retailer. While I'm not the one spending on these discounts, I still contribute to share the costs. Furthermore, we offer cashback as an additional benefit.

If, for any reason, a merchant fails to apply the agreed-upon discount despite the customer presenting their card, we've got it covered. Whether it's due to a technological glitch or a new employee's lack of knowledge, customers can forward the discounted component of their bill to us. We take care of everything, ensuring that customers are not left feeling frustrated or cheated.

What sets CH17 apart from traditional loyalty programmes, and how does the company envision its role in connecting brands with communities evolving in the future?

Traditionally, retail businesses have relied on point-based loyalty programmes where customers must redeem points within a specified timeframe. However, more often than not, they go unused, and people tend to forget about them. I believe in offering tangible and immediate benefits, and here's how my approach differs: I provide cash benefits, which are clear and straightforward. On top of that, if a particular retailer has their own points system, that's fine too, and customers can accumulate points with them if they wish.

The traditional points scheme lures customers to return to the same business to redeem their points. It limits their choices and can be somewhat

restrictive. In contrast, I prioritize the consumer's freedom to choose. I want them to have the flexibility to go to any of my partner businesses and enjoy discounts without being tied down by accumulating points.

What's unique about my platform is its adaptability. It can cater to various industries. For instance, even the construction industry has approached us, seeking a solution. The key here

is flexibility and adaptability. Loyalty isn't limited to a specific industry; it's a universal concept, and CH17 is bespoke, multifunctional and scalable by design.

What are your goals, plans and vision for CH17?

CH17 operates as a sole proprietorship with private equity liability, meaning it's just me managing everything. However, I recognize the need to plan for succession because I can't simply hand it over to my two adult children because they live abroad and sadly this is not their forte. Ideally, I'd like to partner with someone who shares my vision and possesses entrepreneurial skills. This way, the concept can continue to thrive and benefit both the retail industry and consumers.





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CH17
DIGITAL

Empowering Micro and Small Business

Free digital infrastructure for micro, small and medium enterprise CH17 revolutionizes the digital landscape for micro, small and medium businesses by providing a robust digital infrastructure. This, an open on-line platform is tailored for start-ups entrepreneurs seeking a hassle-free and cost-effective way to promote and manage their businesses.

Check out our key functionalities:

1: Zero- start up fees

- experience the freedom to join CH17 loyalty community without any initial costs.
- start promoting your and managing your business instantly, without financial barriers

2. Commission-Free Sales

- enjoy the benefits of a commission-free platform
- every sale made contributes directly to the business growth

3. Promotion and Branding

- showcase your business name prominently and market your products effectively
- utilize CH17 brand as a powerful tool to elevate your business presence

4. E-Commerce Management

- take control of your e-commerce platform effortlessly
- manage and organize your products with ease to enhance the on-line shopping experience for customers

5. Unlimited product Range

- Showcase an unlimited number of products for an unlimited period
- present the diversity of your offerings to attract to a wider audience

6. Eligible Sectors

- CH17 welcomes entrepreneurs currently running retail businesses in the following sectors
 - (a) Clothing and fashionable goods
 - (b) Footwear
 - (c) locally manufactured items of any category (foods / non-foods)
 - (d) bottled food or drinks (locally produced)
 - (e) handicrafts (f) locally manufactures beauty products etc

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DISCOUNT **25%**



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DISCOUNT UPTO **20%**



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OUR MILESTONE

2023



Introduced the first dual use motor insurance policy card program for our client LOLC INSURANCE

2021



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

2019



Launch of Privilege program for IT/BPM Sector with SLASSCOM

2017



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

2015




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

2024




Issuance of Privilege card for NVQ 3 qualified rubber technicians initiated by Rubber Research Institute of Sri Lanka (RRI)

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

2020



Introduction of Ransalu Insurance for Apparel Sector with Ceylinco Insurance

2018




Launch of Bank of Ceylon Multi-currency Travel card

2016



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

2014



Launch of first ever Privilege Card for Apparel Sector employees

CH17
CHANNEL 17 (PVT) LTD

2013 Set up of **CH17** Loyalty

CH17

LOYALTY



CH17 MERCHANTS OFFERS

 EXIDE & LUCAS 15% Off From The Total Bill	 30% for Graphene	 Up to 10% off the total bill	 Special Discount for Battery & Tyres	 Special Discount for Tyres	 10% Off From The Total Bill	 10% Off From The Total Bill	 10% off from the total bill	 Up to 10% Discount
 10% Off from the total bill	 8% off total bill	 8% Off from the total bill	 8% off total bill	 10% off from the total bill	 15% Off from the total bill	 15% Off from the total bill	 Up to 40% Off the total bill	 Up to 10% Off the total bill
 SMS Gateway Special Offer	 20% Off for Selected Courses	 10% Off for Selected Courses	 Special Offers For Events	 Up to 30% Discount	 10% Off for Selected Classes	 15% Off from off total bill	 15% Off from the total bill	 5% Off from the total bill
 Up to 15% Off for Selected Ser.	 Up to 10% Off for Selected Ser.	 Up to 20% Off for Selected Ser.	 10% Off from the Selected Ser.	 12.5% Off From The Total Bill	 35% off from The total bill	 Up to 12.5% off From the bill	 10% off from The total bill	 20% off from The cottage
 Up to 25% off From the villa	 Up to 20% off From the villa	 Up to 20% off From the villa	 Up to 20% off from the Villa	 10% off for Parties & events	 10% off from The total bill	 Up to 12.5% off From the bill	 10% off for The burgers	 10% off from The estimate
 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 35% off for Selected Items	 10% off from The total bill	 10% Off from the total bill	 10% off for Canopies	 Up to 25% off The total bill
 15% Off for Security Systems	 10% off for Selected items	 Up to 10% Off from total bill	 10% off for Repairs	 Up to 25% Off for Selected Items	 10% off for Selected items	 15% Off for Spectacles & Sunglasses	 11% Off for Specs & Sunglasses	 15% off for Selected items
 Up to 25% Off on the total bill	 15% Off for Bridal & 10% Others	 5% off from The total bill	 10% off from The total bill	 8% off total bill				