

# PRESTIGE

APRIL 2024 ( e magazine)



“  
Savor the  
Symphony of  
Flavors:  
Experience  
Expert Chef  
Creations in One  
Culinary Court!  
”

**CH17**

Rewards & Loyalty

**NEWS**

*Nevin*  
(Assistant Cluster Chef)

*Shashvika*  
(Outlet in charge)

*Sesha*  
(Group Executive Chef)



**FOOD STUDIO**  
CORRECT & COLLABORATE



# Garden of glam

• A MELODY OF FASHION AND FLAIR •

SPRING COLLECTION 2024

Dress - Rs.3950/- onwards

## NOLIMIT®

Colombo City Centre | Borella | Dehiwala | Hyde park | Kandy | Kandy City Centre | Kegalle | Kurunegala | Maharagama | Mount Lavinia  
Negombo | Nugegoda | Negombo | One Galle Face - Mall | Panadura | Ratmalana | Ratnapura

# CH17 Cardholders will enjoy weeklong discounts at over 20 selected signature restaurants at Food Studio, One Galle Face and Colombo City Centre



Jumar exchanging documents with Louzanne



Signing of the MoU between Ch17 Loyalty and Food Studio



**FOOD STUDIO**  
CONNECT & COLLABORATE



**We have also developed a unique process for card authentication, which was developed at the request of Food Studio. This is to ensure 100% accuracy, absolutely no room for misuse or abuse of promo codes, which are widespread in other existing formats, he added.**



**C**olombo March 13: CH17 Loyalty inked deal with Food Studio (Pvt) Ltd. for privilege dining experiences for CH17 cardholders at two of the FS managed food courts in the city's most popular malls - One Galle Face & the Colombo City Centre mall.

CH17 Loyalty plans to offer bigger discounts for selected card schemes to reward cardholders who have been loyal members of CH17 for long period of time. "We thank all those who have been with us in our 11 year journey that has made CH17 the most sought after loyalty program provider in the country today," Jumar Preena - CEO/Founder, said.

"We want to be different, by being attractive to the customer, purposeful to the retailer and unique in business. No charges are levied either from the vendor or the customer. We help the retailer's business by promoting them to our large customer base, and in return, they offer attractive discounts which is passed on in full to the customer. We are different to the loyalty or discount schemes most of the customers are used to, we offer privilege facility for 7 days of the week continuously for a period of 12 months (although limited to 3 months with Food

Studio). Where else could you get these kind of benefits?" queried Jumar.

We have also developed a unique process for card authentication, which was developed at the request of Food Studio. This is to ensure 100% accuracy, absolutely no room for misuse or abuse of promo codes, which are widespread in other existing formats, he added.

We are pleased with the tie-up with Food Studio as it gives our cardholders an opportunity to enjoy good food with great ambiance.

**"Engaging with and retaining our customers and giving them highest value has always been a top priority at Food Studio," said Louzanne Perera - Head of Commercial at Food Studio (Pvt) Ltd. "We have found CH17 Loyalty to be a great service which will no doubt help us build greater relationships with our existing customers, whilst motivating a larger base to try out our food and beverage offerings. We are excited to see where this partnership will lead us."**

The MOU was signed on March 11 by Jumar Preena - CEO/Director of CH17 Loyalty and Louzanne Perera - Head of Commercial of Food Studio (Pvt) Ltd.



# GMOA members to get dual interface Membership Cards

**CH17 Loyalty lends support with a digital loyalty platform**



*March 20, 2024*

**G**MOA and Ch17 Loyalty entered in to an agreement March 20, for the implementation of a dual interface membership card which is the Association's first in 98-year history.

The proposed Membership Card can also be used as the members Privilege card which offers benefits from multiple merchants and vendors partnered with CH17 Loyalty. In addition, each cardholder will have access to a digital card and other features customized to the GMOA.

CH17's multi-vendor platform is one

of a kind in the corporate loyalty space developed by our own in-house team of developers, Jumar Preena CEO CH17 Loyalty said

Our multi-functionality platform is designed to accommodate any complex loyalty schemes from the basic rewards point schemes to much more advanced customer authentication processes.



*Seated from left to right: Jumar Preena CEO CH17 LOYALTY, Dr. Haritha Aluthge Secretary GMOA, Dr. Prabath Sugathadasa Asst. Secretary GMOA and Dr. Chamil Wijesingha Asst. Secretary GMOA*

“ Ch17 Loyalty plans to accommodate nearly 16,000 registered medical practitioners both in the government health services as well as those in private practice ”

We can provide solutions using QR, Barcode and card digit process without having an integration with merchant's POS system, he added. This is an advanced process which could eliminate misuse or abuse or coupon codes by external as well as internal customers, he emphasized.

GMOA membership can avail themselves of special discounts at CH17 partner merchants such as year-round cash discounts, and special seasonal



offers, Jumar further explained.

We are indeed privileged to be associated with the GMOA, which is one of the oldest professional body of the medical professionals, which is nearly 98 years old to this date, he said

I thank GMOA Secretary Dr. Haritha Aluthge for accepting our proposal to introduce our loyalty system linked to the GMOA Membership system which will add value in many ways to its members, Jumar added

Ch17 Loyalty plans to accommodate nearly 16,000 registered medical practitioners both in the government health services as well as those in private practice.

This is our second project aimed at

recognizing the medical practitioners for their relentless services rendered to the public, the first program CARE where Ch17 Loyalty offered a similar welfare program to appreciate all levels of first responders in the state health sector during the covid19 outbreak which lasted for nearly two years and the entire health services were overwhelmed from 2020 to 2021. CARE was a program that recognized all grades of medical staff from attendants to drivers, minor staff to nurses and doctors.

Also present at the event were Dr. Prabath Sugathadasa Assistant Secretary and Dr. Chamil Wijesinghe Assistant Secretary of the GMOA, Tharaka Samarakoon AGM Ch17 Loyalty



# HNB Finance Launches Innovative Loyalty Program to Reward Customers



“

Our focus will be on customer engagement, their welfare and wellbeing. We got to appreciate their trust on our institution, what better way to fulfill this objective than by giving them rewards and privileges the whole year round

”

**Chaminda Prabath**  
CEO/MD HNB Finance

**T**o deliver a truly rewarding experience, Sri Lanka’s leading integrated financial services provider HNB Finance PLC has partnered with CH17 Loyalty, the pioneer in Sri Lankan loyalty management space, to put in place an interactive system where customer experiences are offered in real time. As a subsidiary of HNB PLC, the nation’s foremost private bank, this initiative underscores HNB FINANCE’s commitment to enhancing customer experience and satisfaction, marking a significant milestone in the country’s finance and leasing industry.

Our digital solutions developed by the in-house team, has been customized for HNB Finance, offering a multi-functional loyalty scheme for existing as well as potential customers across leasing, finance,

gold loans, savings & fixed deposits portfolio

This innovative program promises to be a valuable addition, unmatched in the industry. “ We are proud and honored to be associated with this ground-breaking program, a first for the industry” Jumar Preena CEO CH17 Loyalty said.

Commenting on the initiative, HNB FINANCE PLC Managing Director and CEO Chaminda Prabhath said: “Here at HNB FINANCE, we are not just redefining loyalty, we are pioneering it. The introduction of ‘HNB FINANCE Privilege’ sets a new benchmark in the leasing/finance industry, offering unparalleled benefits and experiences to our customers and staff. This is not just an initiative; it is a commitment to enhancing lives, and empowering dreams.”



Exchanging service agreement between HNB Finance and CH17 Loyalty held on August 4 2024 at HNB Finance Head Office in Nawala. Several senior Managers of the different portfolios witnessed the signing.

Maduranga Heenkenda  
Deputy CEO  
HNB Finance

# More reason to carry a CH17 PRIVILEGE CARD

(For corporate Membership Only)

Enjoy  
EVERYDAY DISCOUNT  
@ Selected Food Studio outlets at  
COLOMBO CITY CENTRE



**CH17**  
LOYALTY



info@ch17.lk | www.ch17.lk



# More reason to carry a CH17 PRIVILEGE CARD

(For corporate Membership Only)

Enjoy  
EVERYDAY DISCOUNT  
@ Selected Food Studio outlets at  
ONE GALLE FACE



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ඕනේ නෑ.



# No Leaving Home Without It

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