

PRESTIGE

AUGUST 2024

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CH17 EXPANDS!

Providing the convenience of doorstep delivery, CH17 now combines with Quickee.com promising an efficient, fast, and loyal (EFL) service for an enhanced customer experience. Get ready to enjoy unparalleled rewards and a seamless shopping journey with CH17's new offering!

Jumar Preena
CEO / Director

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CH17
Rewards & Loyalty
NEWS

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CH17

LOYALTY

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Remember the days when a loaf of bread cost just a rupee?

CH17 Loyalty is bringing back those golden days - at least temporarily only at your favorite supermarket - **Keells**

This weekend, with your CH17 Loyalty card, enjoy a standard **loaf of bread for just Rs.1/-** Don't forget to bring the exact change. Only one loaf per bill.

Click on **www.ch17.live** and tap on the **Keells logo**, show the **promo code at the counter**, and walk away with your "**Paan gediya**". Relive the nostalgia and experience the taste of the past with this unbeatable promotion.

Don't miss out grab your loaf and savor the memories.



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070 316 6211

web: www.ch17.lk e-mail: info@ch17.lk

Keells

*Keells Supermarket Terms & Conditions Apply

Client & Customer Reactions to Rs.1 Bread: A PLEASANT SURPRISE



Rs.1 per loaf of bread is a well-thought and excellently executed campaign. This caught most of us by surprise.

It brought back pleasant memories of the past when, in fact, bread was sold at Re.1 per loaf.

Chaminda Prabath
CEO/MD



Thank you for your enthusiasm in promoting our brand, HNB Finance. This activity is unique and conveys a powerful message.

I must congratulate your team for this novel campaign.

Maduranga Heenkenda
Deputy CEO



At first I couldn't believe that we were giving out bread for Re.1. Decided to find out myself and in excitement did a video clip of my experience.

I never imagined that that my 36 Sec production would receive CH17's attention. Even more excited when I got a letter of appreciation from the Company which was handed over to me in the presence of my MD/CEO and Deputy CEO.

Dishan Saminda



Many thought it was a joke or an attempt to tease customers and get their attention. We were thrilled when we walked into Keells Supermarket and bought a loaf of bread for just Rs.1

Ruwan Indika
Senior Manager Marketing Services

CREATING HAPPY MOMENTS

Our Happiness Campaign team



Tharaka



Dhanushka



Rajindra



Rangika



Romesh



Shahir

CH17 AND
KEELLS SUPERMARKET
PARTNER TO DELIGHT
SHOPPERS

**LOOK OUT FOR
SENSATIONAL
OFFERS!**



A new partnership between CH17 and Keells Supermarket is set to thrill fast-food enthusiasts with exclusive weekly promotions.

This collaboration offers CH17 Prestige and Platinum cardholders unbeatable deals on popular fast-food items like crispy chicken buckets, burgers, subs, and more at participating Keells Supermarkets island-wide.

Whether you're craving a juicy burger, a crispy chicken sandwich, or bakery products, CH17 and Keells Super have special offers designed to satisfy your fast-food cravings. With weekly deals, CH17 cardholders can enjoy incredible savings on their favorite fast-food items at Keells Supermarket.

Don't miss out on these mouth-watering deals—grab your CH17 card and head to Keells Supermarket on designated days to make the most of these fantastic offers. Registered CH17 cardholders can access these privileges by presenting the system-generated

promo barcode from www.ch17.live, www.honours.lk or www.hnbf.lk.



"This partnership is a testament to our commitment to providing exceptional value and convenience to our cardholders," said Jumar Preena CEO of CH17. "We are excited to offer our members exclusive deals on fast-food items they love, making their shopping experience even more rewarding" he said.

Get ready to enjoy incredible savings and satisfy your fast-food cravings with CH17 and Keells Supermarket. With exclusive weekly promotions and fantastic deals, this partnership ensures that CH17 cardholders always receive the best value and convenience.



SHARING HAPPINESS!

THE HEART OF CH17 LOYALTY BUSINESS



At CH17 Loyalty, our mission is to spread happiness through every interaction, every transaction, and every connection we foster.

The essence of our business is not merely about providing rewards and benefits; it is about creating moments of joy and satisfaction that our customers cherish and remember.

CH17 Loyalty has built its foundation on the principle that loyalty is much more than a business strategy; it is a relationship built on trust, appreciation, and mutual growth. Every program and initiative we undertake is designed with our customers' happiness in mind. Our innovative loyalty solutions offer more than just discounts and rewards; they provide experiences that resonate deeply with our members, adding value to their everyday lives.

Our approach to sharing happiness is multifaceted. Through our comprehensive suite of services, we ensure that our customers feel valued and recognized. Whether it's through our [more] solutions, which offer enhanced privileges, rewards, and savings, or our unique loyalty programs tailored for retailers, we strive to bring a smile to every customer's face. By understanding their needs and

preferences, we can deliver personalized experiences that exceed expectations.

Furthermore, our partnerships with leading merchants and service providers of essential consumer goods enable us to offer exclusive deals and flash discounts, adding an element of surprise and delight. Events like the upcoming CH17 Black Saturday are testament to our commitment to providing memorable experiences that create a lasting impact.

At the heart of our operations is a robust digital platform that empowers retailers to manage and monitor customer loyalty programs effectively. This technological backbone not only ensures seamless service delivery but also helps us stay connected with our customers, constantly evolving to meet their changing needs.

In essence, CH17 Loyalty is about building a community where happiness is shared freely and abundantly. We believe that by fostering a culture of gratitude and celebration, we can create a ripple effect of positivity that touches every life we engage with. Sharing happiness is not just our business strategy; it is the heart and soul of CH17 Loyalty.

CH17 LOYALTY AND QUICKEE TEAM UP TO REDEFINE CONVENIENCE AND REWARDS



EFL 3PL CEO Nishan Hewagamage (left) and CH17 Loyalty CEO Jumar Preena exchange the MOU signed between the two organisations

CH17 Loyalty is thrilled to announce a strategic partnership with Quickee, the premier food delivery service, set to revolutionize convenience and customer satisfaction. This collaboration aims to seamlessly blend in-store shopping with speedy and reliable online delivery, nearly doubling our merchant base and enhancing our island-wide coverage.

By joining forces, CH17 Loyalty and Quickee are poised to offer unparalleled rewards and freebies, creating unmatched online shopping experiences. This partnership brings together two robust platforms specializing in rewards, privileges, and the ease of online shopping, ensuring fast, efficient, and friendly service like never before.

Efficient, Fast, and Loyal (EFL) will be the cornerstones of CH17 Loyalty's new identity. With the strategic partnership with Quickee, EFL is set to redefine convenience and customer satisfaction. Our commitment to these principles ensures that customers receive the best in convenience, rewards, and service every time.

Combining in-store shopping with swift delivery, we promise to double our merchant base, offering exceptional rewards, freebies, and a seamless online experience across the island. Embrace the future of loyalty, where efficiency meets speed for a truly seamless shopping journey.

"This partnership reinforces our brand promise to deliver the best to our customers at all times. Through Efficient, Fast, and Loyal (EFL) and our partnership with Quickee, we are committed to providing exceptional service, unmatched rewards, and seamless shopping experiences. We ensure that our customers always receive the highest level of convenience and satisfaction," said Jumar Preena, CEO of CH17 Loyalty.



From Left to Right Sudharshana Muthuthantri, Nishan Hewagamage (Quickee), Jumar Preena, Dhanushka Rambukwella and Tharaka Samarakoon (CH17 Loyalty)

Get ready to experience the ultimate in convenience and rewards with CH17 Loyalty and Quickee, as we continue to innovate and elevate the shopping experience for all our valued customers.





FORMER MINISTRY SECRETARIES HONORED WITH EXCLUSIVE CH17 LOYALTY MEMBERSHIP

Nearly one hundred former Ministry Secretaries of Cabinet Ministers have received their membership cards for the first time in eight years, recognizing their long service to the public in various government institutions. Once chief executives of the ministries they served, many of them in multiple capacities, these esteemed individuals were delighted to receive their dual-purpose membership cards from the Association of Former Secretaries to Cabinet Ministers.

CH17 Loyalty proudly sponsored this membership program, which entitles these ex-government servants to special discounts and privileges from CH17 partner merchants. This initiative aims to honor their dedicated service and ensure they receive the recognition they deserve.

"They deserve everything at this point in their life. We need to recognize them and honor them for their dedicated service to the public," said Jumar Preena, CEO of CH17.

This membership program is a testament to CH17 Loyalty's commitment to acknowledging the contributions of former public servants and providing them with valuable benefits. The partnership between CH17 and the Association of Former Secretaries to Cabinet Ministers reflects a shared dedication to celebrating and rewarding the hard work and dedication of those who have served the nation.





CH17 RINGS IN HAPPINESS WITH TACO BELL PARTNERSHIP

In a groundbreaking partnership set to redefine promotional offers, CH17 Loyalty is thrilled to announce a special tie-up with Taco Bell, bringing an unprecedented 20% discount for an entire year. This remarkable offer is elevated even further for our Platinum cardholders, who will enjoy a 40% discount during weekends.

This collaboration not only promises unbeatable savings but also positions CH17 Loyalty at the forefront of exceptional customer rewards. Get ready to indulge in the ultimate dining experience with Taco Bell, courtesy of CH17 Loyalty an irresistible offer!

Implementing a comprehensive loyalty management program for your business is essential for ensuring sustained engagement and satisfaction. At CH17 Loyalty, we offer an all-encompassing solution tailored to your specific needs. Our extensive experience allows us to craft a program that not only manages customer loyalty but also provides exceptional privileges and rewards for your staff and employees.

Talk to us to discover how our innovative approach can elevate your business. With a proven track record and a deep understanding of diverse business requirements, we're here to help you achieve your loyalty goals

20% OFF
Terms & conditions apply

BIG BELL BOX

CH17 LOYALTY
FOR MEMBERS ONLY

POWERED BY

CH17
LOYALTY

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

A SAFE AND SECURE REWARDS AND LOYALTY MANAGEMENT APPLICATION

Block Unauthorized
use of Discount Codes

Track & Monitor Usage
Prevent Misuse and
Abuse of Promo Codes

Ensure Offers
Reach your Desired
Group

The CH17 Loyalty Software Program Is Designed to Assist Retailers By Introducing a Tamper Proof System, Which Effectively Prevents Any Internal or External Manipulation.

It Guarantees a Secure Environment, Completely Eliminating The Possibility of Misuse or Abuse of The System That Was Intended to Serve The Company's Objectives.

The System Will Generate Single use Digital Code/QR Code/Barcode Each Time a Customer Clicks on The Promo.

E-Flier on The Mobile Phone Which Can Be Authenticated With Code 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 Unauthorized Use

Backend Interface Includes

- Client Portal
- Admin Portal
- Customer (Website) E-Wallet, QR Lens (Mobile App in The Works)
- Data Backup With Analytics
- API Integration

Our Solutions Include

- A System Generated Unique Code Series
- QR Features for Cardholder Authentication
- OTP Verification
- Visual Card Presentation

For Further Inquiries Please Contact:

0715 272 722 OR 0786 171 717

Info@ch17.lk

www.ch17.lk

CH17
DIGITAL



15% OFF

Minimum bill value is Rs.10,000/= (Terms & Conditions Apply)

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CH17
LOYALTY

CH17 Welcomes Flash Health: Expanding Access to Innovative Digital Healthcare Services



CH17 is excited to announce the addition to our suite of services: Flash Health, an innovative digital healthcare platform designed to provide easy and convenient access to essential health services. This new partnership is another extension of CH17's commitment to enhancing the well-being of our community.

Flash Health offers a comprehensive range of features to streamline your healthcare experience:

Online Medicine Purchases with Doorstep Delivery: Easily order your medications online and have them delivered right to your door. Conveniently book lab tests online without the hassle of long waits or travel.

Keep track of your medicine orders and lab test bookings in real-time. You enjoy the convenience of digital healthcare services that save you both time and money. Arshad Ameer Co-founder & Director of Flash Health and Jumar Preena CEO/Director CH17 Loyalty exchanged documents to this effect July 31

By integrating Flash Health into our offerings, CH17 continues to uphold its dedication to providing exceptional services that meet the diverse needs of our customers. This innovative platform not only simplifies healthcare access but also enhances the overall customer experience.

"We are thrilled to welcome Flash Health to the CH17 family," said Jumar Preena, CEO at CH17 Loyalty "This partnership reflects our ongoing commitment to leveraging technology to improve the quality of life for our customers. Flash Health's digital healthcare solutions are a perfect complement to our existing services, providing greater convenience and accessibility."

I must thank Flash Health for providing privilege offers to CH17 cardholders such as No-Start up fees, discount on items purchased through Slash Health on-line Pharmacy, n monthly fees for selected communities.

A Rupee's Worth: CH17 Loyalty Turns a Coin into a Loaf of Bread!

A clever customer shared a real-life scenario through a 20-second video blog: They found a one-rupee coin at the supermarket, and to their surprise, it held value in the CH17 Bread for Rs. 1 Promotion. They used it to buy a loaf of bread, usually priced at Rs. 184, and expressed their gratitude for the incredible offer. The CH17 CEO rewarded the blogger and appreciated their creative work.



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	 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
 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
 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	 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 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
 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
 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			