

DECEMBER 2024

PRESTIGE



CH17 EXPANDS...

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CH17 EXPANDS TO MALÉ



**Jumar Preena, CEO CH17 LOYALTY &
Zuraish Hashim, CEO Dicl**

BRINGING INNOVATIVE LOYALTY SOLUTIONS TO THE MALDIVES

CH17, a trailblazer in the rewards and loyalty space, has officially set up operations in Malé, Maldives, marking a significant step in its mission to expand services beyond Sri Lanka. With a reputation for delivering cutting-edge loyalty solutions, CH17 aims to revolutionize the customer rewards landscape in the Maldives, leveraging its robust technology platform and innovative approaches.

This expansion aligns with CH17's vision to empower businesses of all scales with efficient loyalty management systems, offering unmatched privileges, rewards, and customer engagement strategies. The Malé office will serve as a hub for delivering tailor-made solutions to retailers, SMEs, and corporate clients across the island nation.

CEO Jumar Preena emphasized, **"Our move to Malé is part of our strategy to tap into emerging markets with strong growth potential. We aim to provide businesses in the Maldives with world-class loyalty solutions that drive customer satisfaction and long-term brand loyalty."**

CH17 PARTNERS WITH Dicl TO ESTABLISH A STRONG PRESENCE IN THE MALDIVES

CH17 signs up with Development Interplan Ceylon Limited (Dicl), a longstanding and reputed Sri Lankan business operating between Sri Lanka and the Maldives marking their presence in the archipelago. This partnership combines CH17's expertise in loyalty and rewards management with Dicl's deep-rooted understanding of the Maldivian market.

The collaboration aims to create a robust customer relations foundation for Dicl's Male operation to deliver innovative loyalty solutions while leveraging Dicl's established network and resources. Together, they plan to introduce tailored customer engagement strategies and cutting-edge technologies to benefit businesses and consumers across the Maldives.

Speaking on the partnership, CH17 CEO Jumar Preena stated, "This arrangement with Dicl is a significant milestone in our journey to expand internationally. With Dicl's local knowledge and our technological edge, we are confident in driving transformative loyalty solutions for Maldivian businesses."

This initiative underscores CH17's commitment to forging meaningful partnerships to deliver value and support business growth in new markets.



CH17 EXTENDS PARTNERSHIP WITH CEYLON CHAMBER OF COMMERCE FOR TWO MORE YEARS

At a meeting held on November 25, CH17 Loyalty CEO Jumar Preena reaffirmed the company's commitment to the rewards and loyalty program established with the Ceylon Chamber of Commerce in 2021. The announcement was made in the presence of the Chamber's Secretary General and CEO, Buwanekabahu Perera.

The Ceylon Chamber of Commerce, established in 1838, introduced its first Membership Card to cater to its diverse membership base, including top industry leaders, entrepreneurs, and business professionals. Powered by CH17 Loyalty's robust digital platform, the program remains the only tech-driven software service in Sri Lanka specializing in corporate rewards and loyalty management. CH17 caters to sectors such as insurance, finance, leasing, apparel, IT, and the travel industry, ensuring its clients have cutting-edge loyalty solutions.

Through partnerships with leading brands in clothing, hospitality, wellness, dining, and supermarkets, the loyalty program has gained popularity for its innovative offerings, exclusivity, and ability to elevate membership status.

Jumar Preena highlighted plans to introduce additional features to further enhance the program's appeal and utility for Chamber members, encouraging greater engagement and participation.

Secretary General Buwaneka Perera expressed gratitude to CH17 for its dedication to delivering value through this unique initiative and commended its impact on the Chamber's members.

The extended partnership promises to strengthen benefits and elevate the loyalty experience for all members of the Ceylon Chamber.



Membership Rewards

Empowering Partnerships for Success

The **Ceylon Chamber of Commerce**, extends its collaboration with **CH17 Loyalty & Rewards** offering The Ceylon Chamber Members unparalleled benefits, exclusive privileges, and innovative solutions tailored to elevate your business journey.

Stay ahead with a membership that works harder for you.



CH17 LOYALTY PARTNERS WITH TAJ SAMUDRA COLOMBO TO OFFER DINING EXPERIENCE



CH17 Loyalty, Sri Lanka's leading loyalty and rewards provider, is thrilled to announce a renewed partnership with Taj Samudra Colombo, one of Colombo's iconic hotels, to bring dining experience to every CH17 cardholders.

This collaboration grants CH17 Loyalty members a year-round exclusive discount on dining at Taj restaurants, including the popular Lattice restaurant, creating an extraordinary opportunity for CH17 cardholders to indulge in different culinary delights of their choice

CH17 Loyalty is the only program in the entire hospitality sector to offer its cardholders special privilege discounts all through the year.

Commenting on the partnership, **Mr. Jumar Preena, CEO of CH17**, said, "We are delighted to join hands with Taj Samudra Colombo to offer our members an exclusive benefit that enriches their lifestyle with memorable dining experiences. This collaboration aligns with our commitment to delivering more privileges and value to our cardholders, adding exceptional dining experiences to our loyalty offering."



For Taj Samudra Colombo, the partnership represents a unique opportunity to engage with Sri Lanka's most loyal customers through the expansive CH17 network. "We are excited to welcome CH17 Loyalty members to our restaurants and extend a special discount that showcases the best of Taj hospitality. This initiative allows us to connect with discerning diners and bring them a taste of Taj's renowned culinary excellence," said **Avishek Mukherjee** Director Food and Beverage of Taj Samudra Colombo.

The new dining benefit for CH17 Loyalty members is part of the program's ongoing effort to enhance customer experiences and provide exclusive privileges in hospitality, lifestyle, and beyond.

For further information on the CH17 Loyalty program or to sign up, please visit CH17's website- www.ch17.lk or contact the CH17 customer service team.





Is your business well-protected?

Stay alert! Someone might be phishing or attempting fraud to misuse your valuable promo codes. Safeguard your assets and stay one step ahead.

Fraudulent use, abuse, and misuse of promo codes, barcodes, and QR codes in retail businesses are serious issues, often carried out by internal staff rather than customers. These acts of theft can result in millions of rupees in losses, draining legitimate income and posing severe financial risks to companies. At CH17, we've developed cutting-edge systems designed to outsmart such unscrupulous activities, ensuring your business stays protected. Talk to us today for a detailed presentation on how we can safeguard your operations from internal and external fraud.



CH17 transformed the general insurance marketing landscape in Sri Lanka by pioneering the concept of integrating lifestyle product benefits with an insurance card. This innovative approach offers dual advantages, combining protection and rewards in a single offering. It provides users with the essential security of insurance while enhancing their lifestyle through exclusive benefits and rewards—a unique combination that redefines the value of insurance for modern consumers.



PARTNERSHIP TO ELEVATE CUSTOMER EXPERIENCE

CH17 Loyalty, Sri Lanka's pioneering loyalty management company, has entered into a partnership with Hameedia, the country's premier menswear brand renowned for its timeless elegance, quality and service. This collaboration marks a significant step in CH17's mission to bring exceptional value to its customers through high profile partnerships keeping its promise to its subscribers to offer the best in rewards and loyalty.

The partnership with Hameedia will enrich the customer rewards experience, offering unique privileges and benefits to CH17 Loyalty cardholders who value style, quality, and loyalty said Jumar Preena CEO of CH17 Loyalty.

Over the years, Hameedia has built a reputation in men's fashion, blending contemporary design with traditional elegance to become Sri Lanka's leading menswear brand. Known for its superior quality and commitment to style, Hameedia has also extended its footprint internationally, bringing Sri Lankan craftsmanship to global fashion hubs.

CH17 Loyalty's cutting-edge digital platform will support retailers in tracking customer engagement, offering insights into shopper preferences, and delivering a rewarding experience that aligns with the brand's commitment to excellence.



Jumar Preena, CEO of CH17 Loyalty & Mikail Hameed, Creative Director Hameedia

"We are excited to partner with a prestigious brand like Hameedia, which shares our values of quality and customer commitment," said Jumar Preena, CEO of CH17 Loyalty.

This partnership enhances our loyalty offerings locally and reinforces our vision of transforming how brands engage with their customers.

Mr. Mikail Hameed, Creative Director representing Hameedia, remarked, **"Our partnership with CH17 Loyalty aligns with Hameedia's goal to offer added value to our customers, celebrating their loyalty with exclusive rewards. We're excited to work alongside CH17 to bring a new level of engagement to our clientele, as well as theirs"**



ELITE BRANDS



CH17

LOYALTY



UPTO
40%
CASHBACK





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

POPULAR BRANDS



REGIONAL BRANDS



THE LEAP OF FAITH

A STORY OF RESILIENCE

I ventured into the unfamiliar and unknown, clueless if I had made the right move. It wasn't an easy decision. I had sacrificed a job I once thought was stable a job that promised a path to a better and comfortable life for me and my family.

But stability was just an illusion. I was restless. Something deep inside urged me to take a leap a leap into uncertainty. I knew the odds weren't in my favor. After all, at 52, I was like a rolling stone. No moss to gather... but a chance to shine.

My children were my anchor. At 19, 18, and just 5, they were my reason, my driving force. This was my only shot. I couldn't afford to fail not for them, not for myself."

I gazed into the distant sky, my son by my side. The weight of uncertainty pressed on my shoulders. Questions swirled in my mind Will I succeed? Is this the right decision? But deep down, I knew I had no choice. This was it. My one hope.

Sometimes, the biggest leaps happen when you have nowhere else to go but forward. And so, I leapt.

"CH17 Loyalty was born out of nowhere. It was an idea, a vision that existed only in my mind. This is my institution built brick by brick with imagination, grit, and unyielding determination."

Even now, people ask me what CH17 stands for. I'm compelled to respond with a foolish nod, because in truth, its meaning wasn't in the name it was in the journey, the purpose, and the resilience it took to build it."

I created something out of nothing. What once felt insignificant just an idea later became something. And now, it stands for so much more. It's meaningful. It's a testament to the power of perseverance.

This is CH17 Loyalty. Not just a name. It's a legacy.



One of those moments in 2012

CH17
LOYALTY

Congratulations to our clients
LOLC GENERAL LOLC LIFE and
HNB FINANCE & LEASING

Our commitment to exceptional service is deeply ingrained in the LOIC culture where every employee embodies a customer-centric approach.



Heather Spence
Director
Small Business Office
U.S. Customs and Border Protection



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LOLC INSURANCE COMPANIES



K. Pradeep Chakravartty
Chairman
12th Five-Year Committee

Other pressing issues include the impact of climate change on the environment, the impact of the global financial crisis on the economy, and the impact of the global financial crisis on the environment.



TATA AIG MOTOR INSURANCE
നാണിട്ട് Benefits
നാണിട്ട് ചെലവുകൾ

[illegible]

INSURANCE (LIFE)

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HNB FINANCE



rated for holistic community development?

A: A holistic cultural approach means viewing an individual, institution and group as a whole, not just as a collection of parts. It is a way of thinking that recognizes the importance of the individual, the community and the environment. It is a way of thinking that recognizes the importance of the individual, the community and the environment. It is a way of thinking that recognizes the importance of the individual, the community and the environment.



Dr. David A. Clark
 Director, Center for Communications Programs
 University of Maryland System

As the 1990s come to a close, the U.S. has a record of innovative and successful public health efforts, but it also has a record of failure. The following are some of the most significant public health achievements of the decade, as well as some of the most significant failures.

Shawanda Prydzak
 Assistant Professor of English

...and the ...

INSURANCE (GENERAL)

- INSURANCE (GENERAL)**

FINANCE AND LEASING

- ## FINANCE AND LEASING

CH17 *joins you in your celebrations!*
LOYALTY