

PRESTIGE

For Private Circulation Only

Special April Issue 2025



CHEC PORT CITY COLOMBO



When You Are the One and Only, Success Finds You

At CH17 Loyalty, we do not follow paths laid by others - we forge new ones with boldness, foresight, and an unwavering commitment to excellence.



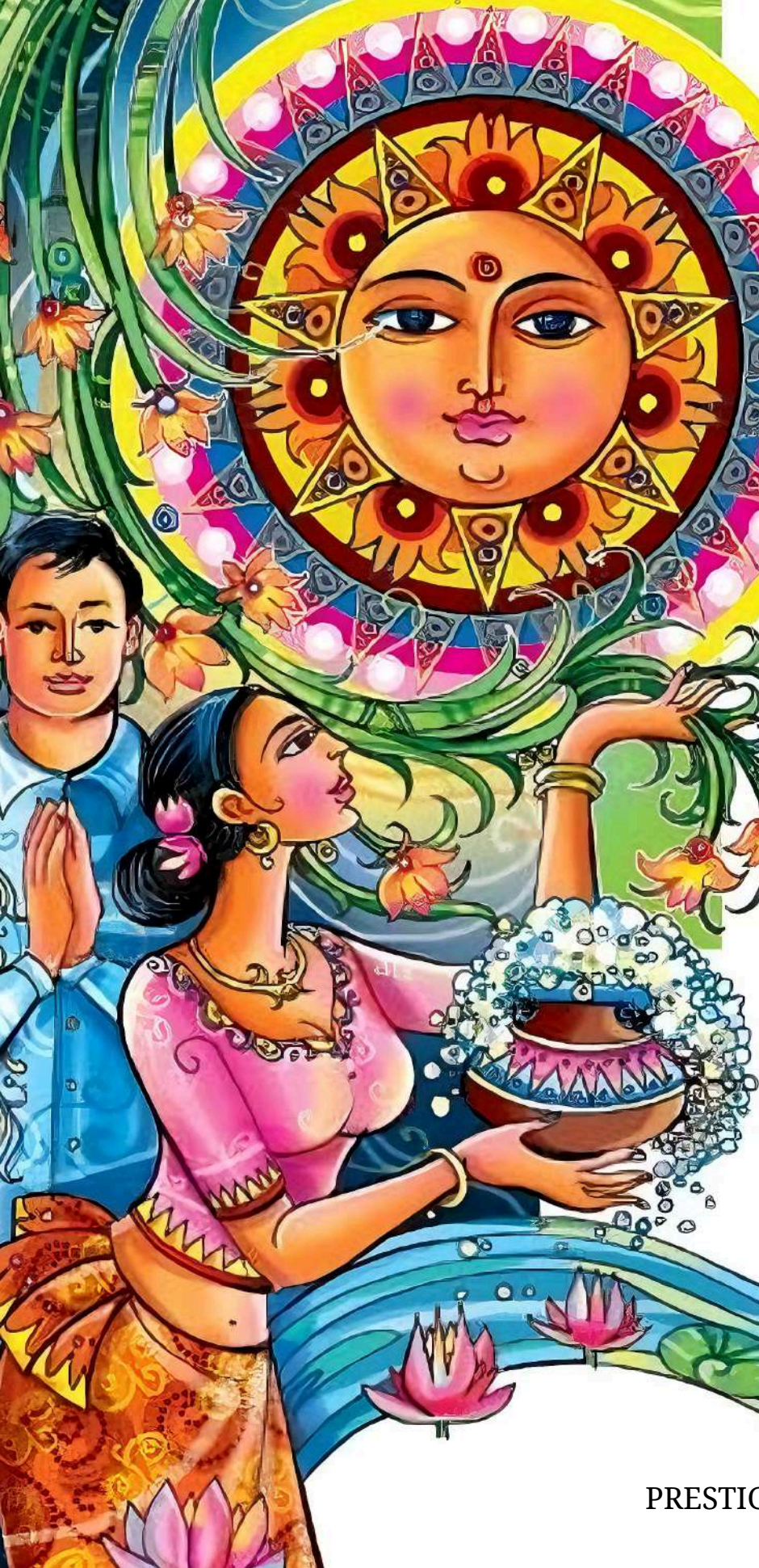
Over the past 13 years, we have pioneered loyalty and rewards management in Sri Lanka, transforming client engagement across dynamic sectors.

Our unique strength lies in targeting closed and well-defined groups - both demographically and firmographically — ensuring our solutions are precise, impactful, and transformative.

Our proprietary platforms and our innovative brand identity, continue to deliver privileges, savings, and rewards to our customers. Every move we make reflects a clients-first attitude, a spirit of innovation, and a standard of excellence that leaves no footprints for competition to follow.

This is not just a success story. This is the story of leadership that redefines an industry.

CH17
LOYALTY



Happy Sinhala & Tamil New Year!

As we welcome this joyful season of new beginnings, CH17 Loyalty extends heartfelt wishes to you and your loved ones. May the year ahead be filled with happiness, good health, success, and plenty of meaningful moments.

Thank you for being a valued part of the CH17 Loyalty family - we look forward to continuing this journey together in the year ahead!

Our Sinhala & Tamil New Year Deals

CH17 Offers You
Amazing Discounts
This Avurudu
Season



SHOWROOM OFFER	Bill Uploads
5% OFF For Mobile Phones & Laptops	Additional CH17 CASHBACK upto a Maximum of Rs. 5,000/=
7.5% OFF For Other Products Terms & Conditions Apply - Discount not applicable for Tractors/ Solar/ Motor Cycles - Kindly note Existing consumer promotions cannot be coupled with this promotion. - This OFFER will not be applicable for hire sale purchase.	(Minimum bill value should not be less than Rs. 25,000/=) Terms & Conditions Apply - CASHBACK OFFER valid till 19th April 2025 - Redemption process: Cardholder should upload the bill within 24 hours via the www.ch17.lk CH17 shall credit the approved amount to customer's bank account.

HotLine 070 31 66 211

CH17 LOYALTY

Special Avurudu OFFER by

Domino's Pizza / CH17

30% OFF

Maximum Discount value is Rs. 5000/-



Place your order **ONLINE** for
• Dine-In • Take Away • Delivery
(Contact us for the **Promo code**)

This offer is only valid for pizzas and excludes Cheesilicious, Smart Savor, Sides, Pizza Mania, Combos, Rice, Kottu, Desserts, and Beverages

Privilege Partner

5016 0010 9000 1435

CH17

Website: <https://m.dominos.lk/>

CH17 HotLine 070 31 66 211

OFFER valid till 30th April 2025

Terms & Conditions Apply



25% OFF

ON TOTAL BILL

OFFER VALID ON 11TH & 12TH APRIL

Maharagama / Nugegoda /
Havelock City Mall / Kollupitiya /
Panadura / Wattala / Negombo

HotLine 070 31 66 211

Terms & Conditions Apply

Privilege Partner

5016 0010 9000 1435

CH17

Spring & Summer

one fashionable experience

** Maximum bill value is Rs. 20,000/=

** OFFER not applicable for Gift Vouchers & already discounted items

CH17 LOYALTY

Honours motor policy brings loads of lifestyle benefits

o CH17 Smart Move That Redefined Motor Insurance Product



Flashback Oct. 2022 Launch of Honours Privilege Card



A private motor insurance policy is a mandatory requirement enforced by the State, offering essential protection to the motor vehicle, its owner, and passengers (within permissible limits) against losses resulting from accidents or harm to life. Conventionally, the premium is calculated based on the vehicle's market value, age, and condition.

However, this conventional model evolved significantly with the introduction of a unique

rewards and privilege scheme directly embedded into the policy by LOLC General Insurance—a historic first in the Sri Lankan insurance landscape. In partnership with CH17 Loyalty, this groundbreaking initiative transformed the motor insurance policy into something far more valuable than mere protection.

Thanks to CH17's bold vision and innovative thinking, the Honours Privilege Program was launched - a parallel benefit scheme integrated with the

insurance cover. This pioneering approach enables policyholders to recover a portion, or even the full value, of their premium through a curated suite of benefits offered by third-party merchants affiliated with the CH17 Loyalty and Rewards Platform.

The result? A One Card – Dual Feature solution, merging insurance with lifestyle. What was once simply a policy card now functions as a rewards-enabled lifestyle card allowing policyholders to enjoy savings

on everyday essentials. With discounts, cashbacks, and flash deals on a wide range of consumer goods and household items, customers can now realize tangible monthly savings—often amounting to hundreds or thousands of rupees.

This is more than just insurance. This is smart, value-driven living. This is CH17.



PORT CITY COLOMBO PRIVILEGE CARD LAUNCHED



CH17 Loyalty, Sri Lanka's pioneering loyalty and rewards management company, in collaboration with CHEC Port City Colombo launched a co-branded Port City Colombo privilege card that could elevate the visitor experience at The Mall at Port City Colombo.

With over a decade of expertise in retail engagement and customer loyalty solutions, CH17 Loyalty has offered its knowledge, resources, and technological platform to help create a new dimension of shopping, dining, entertainment, and Duty-Free privileges within this Special Economic Zone.

In a statement The Mr. XIONG HONGFENG Managing Director of CHEC Port City Colombo said "The Port City Colombo Privilege Card" marks a new era for Sri Lanka's retail and lifestyle sectors. By offering duty-free shopping, entertainment, and leisure in an open, world-class setting, Port City Colombo is poised to become a leading destination for tourism, leisure, business, and investments. I would like to sincerely thank CH17 Loyalty for their technical expertise, vision, and innovation in designing and delivering this pioneering program.

Their deep understanding of loyalty management and customer engagement has been instrumental in shaping the Port City Colombo Privilege Card into a distinctive value offering that aligns with our vision of creating a vibrant, international destination for tourists, investors, and offshore business.

We look forward to offering our shoppers at The Mall at Port City Colombo a truly unparalleled loyalty card experience. This launch is a testament to what collaboration and innovation can achieve, and we are excited for the journey ahead."

Mr. Jumar Preena CEO of CH17 Privilege said "On the occasion of the launch of the Port City Colombo Privilege Card, CH17 Loyalty is proud to extend its expertise, knowledge, and resources to support this groundbreaking initiative. With over a decade of pioneering experience in loyalty and rewards management, we are honored to be part of this transformative journey. This collaboration presents a valuable opportunity for us to broaden our services and offer our cardholders an unparalleled experience at The Mall at Port City Colombo from world class shopping and leisure to premium

entertainment and exclusive Duty - Free purchases. We look forward to delivering exceptional value and privileges to our members, elevating the Port City Colombo experience to new heights.

The Port City Colombo Privilege Card offers visitors and CH17's exclusive cardholders access to some of the world-class facilities, combining seamless Duty-Free shopping with luxurious lifestyle experiences. This initiative not only enhances the retail experience but also redefines leisure and entertainment for local and international guests alike.

As Port City Colombo evolves into a dynamic hub of commerce and leisure, CH17 Loyalty's proven experience in crafting customer-centric solutions will be pivotal in building a vibrant community that offers unmatched benefits to all who visit and reside there."

This partnership marks another milestone in CH17 Loyalty's journey of innovation, reinforcing its commitment to delivering superior value to its niche, high-potential customer base while supporting iconic national projects.



Towards a Strategic Privilege Card Partnership

Message from the
CEO of CH17 Loyalty
On the Occasion of the
Launch of the Port City
Colombo Privilege
Card



Jumar Preena
Chief Executive Officer
Channel 17 (Pvt) Ltd

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XIONG HONGFENG
Managing Director
CHEC Port City Colombo (Pvt) Ltd

On the Occasion of the Launch
of the Port City Colombo
Privilege Card

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**A prestigious Gateway To An Unparalleled
Lifestyle Within Sri Lanka's Most Iconic Special
Economic Zone**





envoy
mansion

The mens lifestyle store

20% OFF

FROM THE TOTAL BILL

**Valid for Shirts / Trousers / T Shirts / Denims / Shorts / Footwear
Accessories / Innerwear / Women's Apparel & Kids Apparel**

envoy mansion
18, Bagatale Road, Colombo 3

TERMS & CONDITIONS APPLY | 070 31 66 211

CH17
LOYALTY

How Our SaaS White-Label Loyalty Solution Can Empower Your Business

CH17 Loyalty, the leader and innovator in rewards and loyalty management, brings you a sophisticated white-label SaaS solution designed specifically for your brand. Here's how partnering with us can drive exceptional results:

1. Fully Customizable Platform

- Branded exclusively for your business.
- Seamlessly aligns with your brand identity, logos, and colors.

2. Advanced Targeting Capabilities

- Precision-driven campaigns based on demographic and firmographic segmentation.
- Enables personalized offers to specific, high-value customer groups.

3. Robust Technology Infrastructure

- Proven scalability to support your growth ambitions.
- API-driven integrations with your existing CRM, ERP, POS, and other business systems.

4. Comprehensive Analytics Dashboard

- Real-time insights into customer behavior, loyalty program performance, and ROI.
- Track and monitor fraud prevention and security of your loyalty initiatives.

White label software development is becoming a pivotal strategy for software companies and development agencies. If you want to build or launch software program instantly without starting from the ground up and maintaining your brand, this comprehensive guide is for you. Here, you'll explore the fundamental aspects of CH17's white label Rewards & Loyalty software and how it could help your business in many ways such as cost-effectiveness and ease of operation.

5. Flexible Reward Mechanisms

- Implement cashback, flash deals, discounts-over-discounts, and tier-based privileges.
- Designed to ensure continuous engagement and sustained customer loyalty.

6. End-to-End Support & Expertise

- Benefit from our decade-long expertise in pioneering closed-group and targeted loyalty programs.
- Dedicated assistance to swiftly deploy, manage, and optimize your loyalty initiatives.

7. Immediate Impact and ROI

- Rapid deployment to market.
- Proven increase in customer retention, repeat business, and measurable profitability growth.

Leverage CH17 Loyalty's white-label SaaS solution to redefine your customer engagement, foster deeper loyalty, and drive tangible business outcomes. Partner with CH17 Loyalty—where your brand meets our pioneering loyalty excellence.

HNB Finance Introduces a Revolutionary Rewards Platform

○ CH17's lifestyle enrichment solution - a game changing innovation



Exchanging of MOU documents between two respective CEO's

At a time when traditional savings and deposit schemes have remained largely unchanged across the financial sector, CH17 Loyalty emerges as a transformational force. In partnership with HNB FINANCE, we are proud to introduce a revolutionary rewards platform that redefines the value of savings.

Gone are the days when depositors had to rely solely on modest fixed-income returns. With CH17 Loyalty, savings now come with daily earning and spending potential through an exclusive portfolio of privileges and benefits.

This is not just a rewards program—it is a lifestyle enrichment solution. Depositors gain access to real-time financial advantages such as year-round merchant discounts, cashback offers, flash deals, and curated privileges that often surpass traditional returns from conventional deposit schemes.

We invite our valued customers to save smart, earn better, and live more, every day.

CH17 Loyalty is not merely an enhancement—it's the new standard.



CH17 CUTTING EDGE SOLUTIONS

IS YOUR BUSINESS WELL PROTECTED?

STAY ALERT!

SOMEONE MIGHT BE PHISHING OR ATTEMPTING FRAUD TO MISUSE YOUR VALUABLE PROMO CODES.

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.



SAFEGUARD YOUR ASSETS AND STAY ONE STEP AHEAD

CH17 Privilege Black

The Perfect Business Gift



Privilege Black is an exceptional way to express gratitude and build stronger business relationships. Designed as a discreet and thoughtful token of appreciation, it allows you to reward client representatives for their valuable contributions to your business.

The CH17 Privilege Black Card is not just any loyalty card; it represents an elite membership that distinguishes its holders. This card is designed specifically for top-tier executives, entrepreneurs, and professionals who seek high-end services and exclusive benefits. Providing this card to valued clients or employees signifies appreciation and respect while reinforcing a sense of prestige.

With CH17's seamless support, the rewards points associated with Privilege Black can be effortlessly converted into monetary value, ensuring a hassle-free experience for both you and the recipient. This unique gift reflects your professionalism and commitment to fostering meaningful partnerships.