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CORPORATE MAGAZINE



INTRODUCING

For the first time
A dual country privilege card providing
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REVIVAL OF AN INDUSTRY



A Pilot program that aims to transform the travel sector

CH17 Loyalty fully supports this groundbreaking initiative from providing the complete technological infrastructure to implementing customer engagement strategies that incentivize and reward loyalty. This program aims to revive the traditional travel agency model by empowering operators with modern tools and offering travelers tangible value with every booking. Through innovation and partnership, CH17 is proud to lead the charge in reimagining how travel is sold, experienced and remembered.

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LOYALTY

CH17 spearheads program to revive the conventional over the counter air ticket issuance

Introducing 'Ticket Miles' - A loyalty program to once again encourage walk-ins to travel agents

A move to revitalise the traditional travel agent sector amidst the dominance of online booking platforms, CH17 Loyalty, Sri Lanka's leading provider of loyalty and rewards-based SaaS solutions, has announced the launch of 'Ticket Miles', a first-of-its-kind loyalty program designed to benefit both travel agents and their customers while contributing to the sustainable recovery of the travel industry.

The Ticket Miles initiative is a game-changing platform that offers a suite of customer rewards exclusively for those who book air ticket through a registered travel agent, rather than online portals.

It is purposefully designed to increase walk-in traffic, improve agent credibility, and deliver superior travel value to customers. The agent once again becomes part of the journey, taking full responsibility for the service they offer.

A Lifeline for Travel Agents

Facing mounting pressure from digital-only booking platforms, many traditional travel agencies have struggled to stay afloat in recent years. CH17's new program is tailored to reverse this trend. By providing a ready-to-deploy, zero-investment loyalty platform that could be customised to suit the agency.

CH17 is offering agents a tool to retain existing customers, attract new ones, and stand out in a highly competitive market.



CH17 will bear the full cost of platform development, hosting, programming, and management taking the burden off the travel agent, Jumar explained. This is a huge investment and we are determined to venture into this for the greater good of the industry and the large number employed in the ticketing trade, he added

"This is more than a business initiative; it's a mission to protect and empower one of the most trusted professions in the travel ecosystem," said Mr. Jumar Preena, Founder & CEO of CH17.

"Travel agents offer human insight, flexibility, and aftercare that online systems simply can't replicate. Ticket Miles ensures that this value is preserved and rewarded."

A Seamless Travel Experience for Customers

One of the unique features of our program is the launch of "Ticket Miles", something similar to

airline's flymiles program. Customers who book via registered travel agents can earn Ticket Miles points for every journey they book. Earned points can be redeemed at selected partner merchants or even set off against future purchases or usage, he explained

More benefits

In addition, customers could also enjoy a wide array of exclusive benefits on lifestyle brands, hotels, restaurants, clothing, healthcare etc. Lifestyle discounts from CH17's national partner merchant network are offered throughout the year.

Customers save while they travel. These benefits not only promote agent loyalty but also enhance the overall travel experience far beyond what online bookings can offer.

Expanding the Scope Through Port City Colombo

In a landmark collaboration, CH17's partnership with CHEC

Port City Colombo brings an added layer of exclusive privileges to Ticket Miles participants:

- Dollar-based duty-free discounts from One Duty Free (ODF), a major international duty free operator.
- Rupee-based discounts from CH17's existing partner merchants.
- Future access to retail offers at The Mall at Port City Colombo, positioning travelers for unmatched savings and shopping experiences.

Industry Impact and Growth Outlook

Ticket Miles is expected to have a ripple effect across the travel and tourism industry. By encouraging travelers to return to agent-based bookings, the initiative supports job retention, local entrepreneurship, and value-driven travel.

In Phase 1, CH17 aims to enroll a limited number of agents, each with a reasonable target of onboarding customers over a twelve - month period. Each agent will be eligible for a revenue share model if they exceed the threshold — providing an additional incentive to grow their client base.

The program is poised for expansion into the UAE, where agents do ticketing for Sri Lanka bound passengers including expatriate employees and their families, business travelers, holiday seekers etc.

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CH17 join forces with Halo Holidays to redefine travel privileges



CH17 is proud to introduce a pilot loyalty partnership with Halo Holidays LK, giving travelers a unique opportunity to earn exclusive benefits. This collaboration ensures that customers who travel with Halo Holidays LK enjoy more than just destinations - they gain access to a world of discounts, partner offers, and lifestyle privileges through CH17. From departure to arrival, your journey now comes with added value. This is just the beginning.

Travel smarter, Live better.

Two Iconic Sri Lankan Fashion Brands Join Forces with CH17 Loyalty in Dubai for “WaaW” (ඉ) launch



NOLIMIT

Two of Sri Lanka's iconic brands Hameedia, the hallmark of premium menswear, and NOLIMIT, the leading and popular name in fashion retail are set to join another pioneering loyalty program to be introduced shortly by CH17 Loyalty in Dubai.

Their partnership this time will further strengthen a longstanding decade and three business partnerships whilst looking forward to many more. Both brands will this time partner with CH17 Loyalty at the launch of WaaW Privilege, its first lifestyle privilege brand outside of Sri Lanka.

This landmark collaboration marks a significant milestone in connecting Sri Lanka's vibrant retail heritage with its diverse expat community in the UAE. Designed exclusively for the Sri Lankan diaspora, WaaW will bring together many lifestyle privileges, retail market benefits across several FMCG products, personal items, household goods, recreation facilities, food and hotel offerings and targeted loyalty solutions across CH17's partner merchants in Sri Lanka and in Dubai.

"This is the only program that lets a subscriber enjoy dual country benefits for the price of one" Jumar Preena CEO said.

By aligning with CH17's pioneering platform, both Hameedia and NOLIMIT will gain strategic access to a focused and loyal

customer segment several professional organisations, businessmen and entrepreneurs and community leaders residing in Dubai and the greater MENA region.

A Legacy of Partnership Fueling Innovation and Growth

Both Hameedia and NOLIMIT have played a pivotal role in CH17 Loyalty's meteoric rise from its early beginnings as a modest discount card initiative to its evolution into a state-of-the-art digital platform at the forefront of loyalty and rewards innovation.

These two brands have been cornerstones in CH17's journey, enabling the company to test, refine, and scale solutions that today power a wide range of sectors from insurance, finance, and leasing to banking, travel, and now, international retail. Their enduring partnership stands as a testament to the trust and synergy between homegrown excellence and technological advancement.

As CH17 enters the global retail landscape through the WaaW brand in Dubai, the continued collaboration with Hameedia and NOLIMIT brings with it not only credibility, but also a deep understanding of customer behavior, brand loyalty, and market-specific engagement strategies tailored for Sri Lanka's expatriate community.

Transforming Loyalty Through Longstanding Partnerships

"Our relationship with Hameedia and NOLIMIT goes beyond commerce. These brands stood by us from the very beginning, offering the credibility and collaboration that helped shape our most impactful solutions," said Jumar Preena, CEO of CH17 Loyalty.

Why WaaW? A Letter with Meaning, A Brand with Purpose

The name WaaW isn't just a play on expression it is rooted in cultural depth and linguistic elegance. In the Arabic alphabet, WaaW (و) is the 27th letter, known for its versatility, frequent usage, and connective function in the language. It serves as a powerful conjunction a bridge between words, ideas, and meanings.

Much like its linguistic counterpart, the WaaW Privilege Program is designed to act as a bridge between people and privileges, brands and customers, and most importantly, Sri Lankans in the UAE and their home country.

The name also resonates with spontaneous excitement - 'WaaW!' reflecting the delightful surprises, exclusive benefits, and elevated experiences the brand promises to deliver.

WaaW is where connection, culture, and commerce converge

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Deira City Centre



AL Wahda Mall



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Please Scan The QR Code At The Counter And
Show The Promo Offer To The Cashier

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Why You Should Mind Your Own Business

A reflection on legacy, loyalty, and the CH17 way of leading by focus

In the fast-paced world of commerce, the phrase “mind your own business” is often brushed off as dismissive. But when it comes to family enterprises, legacies, and long-standing institutions—those words are sacred. They speak of responsibility. They speak of continuity. And above all, they speak of purpose.

For CH17, the past 13 years have been an exercise in precisely that: minding our business with precision, care, and vision. From pioneering loyalty solutions in Sri Lanka to commanding an unmatched presence across finance, retail, and lifestyle sectors, CH17 has never lost sight of its founding intent—to build systems of trust, value, and reward.

Loyalty Is a Legacy

At CH17, loyalty is more than a program—it is the foundation of our brand identity. Much like the best family-run businesses, we’ve built our strength not through volume, but through deep relationships. We understand our partners’ needs, just as a founder understands every moving part of their enterprise.

That’s why our loyalty systems are built for continuity. They don’t just offer discounts—they preserve customer relationships, create repeat engagement, and instill value that lasts well beyond a single transaction.

Minding the Mission

CH17’s journey wasn’t about chasing industry hype. It was about building a mission-led ecosystem—starting from a niche concept, scaling it with tech, and applying it to demographics and firmographics that matter. We focused on closed and targeted groups, and became experts in loyalty solutions tailored to the human side of business.

In a world of distractions, our decision to “mind our own business”—literally—was what made us the dominant player.

The Family Business Analogy

Like a third-generation family business that chooses to stick to quality, CH17 stood firm on its principles even as markets evolved. We never diluted our value with shortcuts. Instead, we enhanced our offering, built sustainable loyalty architecture, and formed partnerships that respected our values.

And in that approach lies the lesson: Your business is your legacy—mind it well.



"A business loses its soul the moment it forgets why it was started. We never let that happen."

Jumar Preena
Founder & CEO, CH17

CH17 in Numbers

- 13 Years of Continuous Growth
- Over 1 Million Cards in Circulation
- Partnerships Across 6 Key Sectors
- Loyalty Systems Powering Banks, Insurers, Retailers & Education Institutions
- Sri Lanka's Only Loyalty Platform Operating Across Port City Colombo and Overseas Markets

At CH17, we believe every enterprise—especially a family business—deserves the tools to stay focused, protect its founding values, and grow on purpose. That’s what loyalty truly means. That’s what we do best.

Changing Dynamics of Family Business Creating Value Across Generations

The Importance of Multi-Generational Transitions in Family Business

Family businesses are often characterized by their deeply ingrained values, strong sense of identity, and long-term vision. However, they face a unique set of challenges when it comes to ensuring their survival, growth, and success across generations. The process of multi-generational transition — the transfer of leadership, wealth, and values from one generation to the next — is critical to the ongoing vitality and success of family-owned businesses. Effective multi-generational transitions not only preserve the family legacy but also create new value for future generations, ensuring that the family business thrives over the long term.

The Challenge of Multi-Generational Transitions

A key challenge that family businesses face is the transition of leadership from one generation to the next. As a business moves through generations, it is inevitable that the values, skills, and vision of the family will evolve. However, this evolution needs to be managed carefully to maintain continuity and avoid potential conflicts that can arise from differing visions, expectations, and generational priorities. One of the most common reasons for family business failure in the transition process is a lack of preparation. Studies show that only about 30% of family businesses successfully make it to the second generation, 12% to the third, and only 3% survive to the fourth generation. Without a well-planned transition, family businesses risk losing not just their wealth but also the family's sense of unity, purpose, and shared legacy. Ultimately, the key to creating lasting value across generations is to view the business as a living legacy — one that evolves, adapts, and continues to create positive impact while remaining rooted in the family's traditions and vision.



Workshop on "Family Business Dynamics – Creating Value Across Generations" was held in January 2025



Zowfir Zaheed

Independent Turnaround Advocate

About ZZ Turnaround Solutions

At ZZ Turnaround Solutions, we specialize in guiding businesses and families through critical transitions with precision, expertise and care.

Led by Zowfir Zaheed, our Lead Turnaround Advocate, we bring together a handpicked team of subject matter experts across Tax, Legal, and Shariah advisory disciplines. Our integrated approach ensures that clients receive comprehensive solutions tailored to their unique challenges and goals.

We offer a range of Advisory Services, including:

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