

PRESTIGE

For Private Circulation Only

September Issue 2025
CORPORATE MAGAZINE



ONE SMALL STEP IN COLOMBO, ONE GIANT LEAP FOR THE NATION

PORT CITY COLOMBO - 1 YEAR ANNIVERSARY



CH17
LOYALTY

EXPERIENCE

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CH17
LOYALTY

Halo Holidays introducing the ‘Prestige’ Loyalty Program



Mr. Jumar Preena CEO CH17 Loyalty, Managing Director Mr. Shafran Nawman & Director Mr. Denon Pollocks of Halo Holidays LK at Official Launch of Ticket Miles Program

“We are proud to launch one of the first loyalty programs designed exclusively for holidays. While airlines have long rewarded frequent flyers, holidaymakers have never had a program dedicated to them until now.

With every booking, our customers can now earn points to redeem on future holidays, upgrades, tours, and other special add-ons. This means more value, more memorable experiences, and more reasons to travel again.

For Halo Holidays, this program helps us build lasting relationships, encourage repeat bookings, and continue offering competitive holiday packages while adding genuine value to every journey.

True to our promise “Here for you” this program is another way we ensure your holidays don’t just end when the trip is over. The memories stay with you, and so do the rewards.”

- Managing Director Mr. Shafran Nawman -

Privilege – Holiday Loyalty Points Program

Earn points every time you travel with us!
Redeem for discounts, upgrades, tours, and more. Join today and start unlocking exclusive benefits.

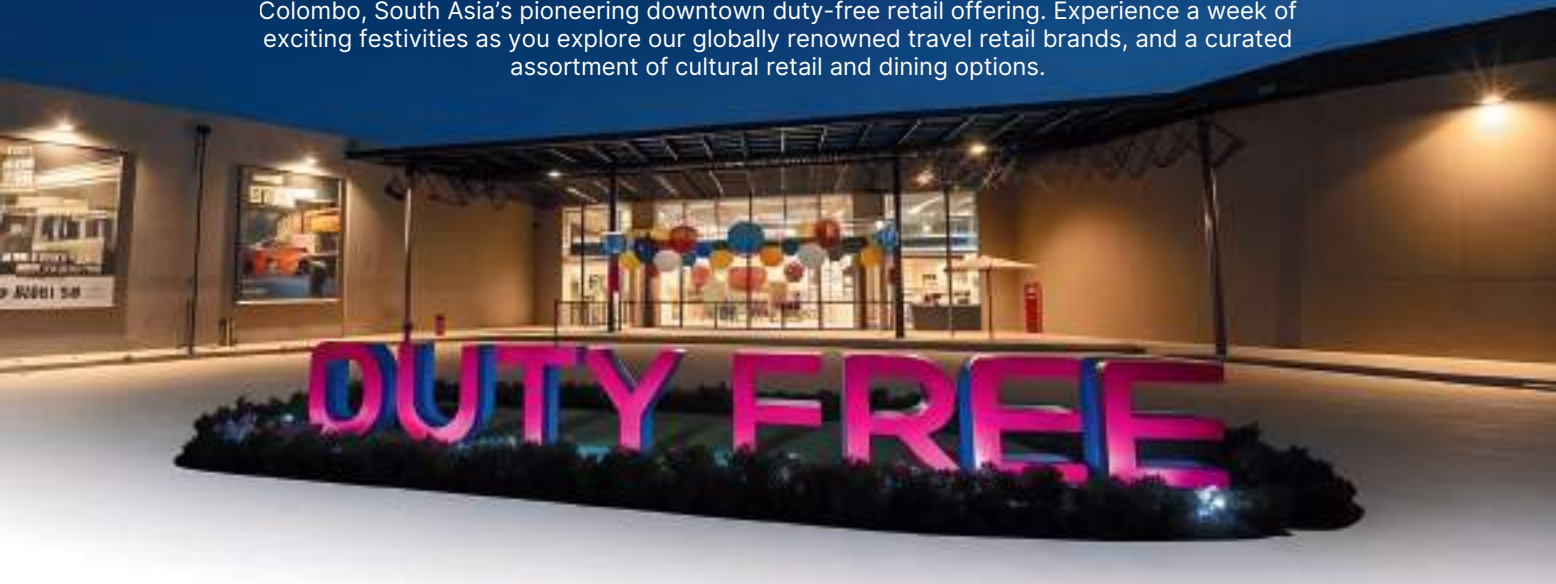




Bringing YOU
THE World

CELEBRATES A YEAR OF MEMORIES

Celebrate with us as we commemorate the 1st year anniversary of the Mall at Port City Colombo, South Asia's pioneering downtown duty-free retail offering. Experience a week of exciting festivities as you explore our globally renowned travel retail brands, and a curated assortment of cultural retail and dining options.



SHOP & WIN RAFFLE DRAW

Shop for over **USD 50** at our duty free offerings operated by our travel retailers or over **LKR 10,000** at the Mall's other stores and dining outlets, and stand the chance to become one of the lucky winners of a serene yacht ride, courtesy of Sail Lanka. Raffle draw available for a minimum spend of **USD 50 or LKR 10,000** on a single transaction at the Mall at Port City Colombo. For duty free shopping, respective terms and conditions apply. Winners to be announced on 8th September Yacht ride date and time to be confirmed in advance

EXCLUSIVE SAVINGS ON PREMIUM BRANDS

Enjoy up to 75%

savings on our diversity of dining and retail offerings, including China Duty Free, One World Duty Free, Nihonbashi, Chill Colombo, Spa Ceylon, Basilur Tea, Lakarcade, Department of Coffee, and Royal Cashews.

1st to 7th September 2025 | For duty free shopping, respective terms and conditions apply



Scan QR code for more information on duty free purchasing terms and conditions detailing permitted customers, allowances and quantity limits.
For further inquiries, please contact us on +94 112 121 670 & +94 112 121 671



ONE SMALL STEP IN COLOMBO, ONE GIANT LEAP FOR THE NATION

CH17 IS HUMBLLED TO WALK ALONGSIDE



The Launch of the Port City Colombo Privilege Card

A prestigious gateway to an unparalleled lifestyle within Sri Lanka's most iconic special economic Zone

Strategic Partnership Ceremony with CHEC Port City Colombo

Formally joining hands as their loyalty partner to elevate the visitor experience at The Mall at Port City Colombo



On-ground collaborations at Duty Free / Retail Touchpoints

Seeing the first privilege card experience at One World Duty-Free after collaborating with ODF to offer exclusive privileges

WaaW Privilege Now Live in Dubai

The WaaW Privilege Program by CH17 Loyalty has officially been launched in Dubai, marking the brand's first international venture. Designed exclusively for the Sri Lankan diaspora, WaaW allows members to enjoy dual-country benefits across partner outlets in both Sri Lanka and the UAE. With lifestyle privileges spanning retail, dining, leisure, and essential goods, cardholders are already experiencing the convenience and excitement of shopping at leading Sri Lankan brands in Dubai.



Hameedia – The Hallmark of Menswear Excellence

For over seven decades, Hameedia has set the standard in premium menswear, offering impeccable tailoring and world-class designs. Now, with its presence in Dubai, WaaW cardholders can experience Hameedia's signature sophistication while enjoying privileged access and special benefits at its outlets. This partnership ensures that Sri Lankan professionals and entrepreneurs in the UAE can stay connected to the quality and craftsmanship they trust.

NOLIMIT – Fashion for Every Lifestyle



As one of Sri Lanka's most popular and trusted fashion retailers, NOLIMIT has brought its wide selection of stylish, affordable clothing to the Sri Lankan community in Dubai. With the WaaW card, members now enjoy exclusive savings and privileges when shopping at NOLIMIT's outlets in Dubai, making everyday fashion more rewarding and accessible.



THE MALL TURNS ONE!

Join the celebration from 1st to 7th Sept with discounts up to 75% at duty-free, retail, and dining outlets.

SHOP AND WIN!

Enter the raffle draw and photo backdrop contest (ongoing from 1st - 7th Sept) with winners announced on 8th Sept.

CELEBRATE WITH US!

Join us on 4th September
at 7:30 PM at The Mall for the
cake cutting and cocktail
celebration.

PORT CITY COLOMBO

Bringing YOU
THE World



SEA ADVENTURES LK

PORT CITY COLOMBO

SPECIAL 2-HOUR CRUISE

CORPORATE PACKAGE
EXCLUSIVE FOR PORT CITY / CH17
CARDHOLDERS

ONLY RS. 5,500 per head for a group
of 40pax included: A welcome drink,
finger food, paddle boarding,
swimming & music



port city

SEA ADVENTURES LK

CH17
LUXURY

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.

Leadership Excellence in Action: Dr. Ali Ahlam Nawaz & the Stratton Advantage

Elevating Leaders. Empowering Businesses. Driving Transformation.



Dr. Ali Ahlam

In the ever-changing business landscape, leadership is no longer about authority alone—it's about vision, agility, and the ability to inspire growth in turbulent times. For CH17's corporate clientele and the thriving network of entrepreneurs and family-run enterprises, this reality underscores the importance of continuous leadership development.

At the forefront of this transformation stands Dr. Ali Ahlam Nawaz, Founder & CEO of Stratton College of Business & Management, a trailblazing institution committed to shaping leaders who can deliver immediate impact and sustainable growth. With over 25 years of rich, cross-industry experience spanning banking, manufacturing, and strategy consulting, Dr. Nawaz has mastered the art of aligning business strategy with people power.

A Proven Visionary for the New Era of Business

Dr. Nawaz's career is defined by his ability to identify growth levers in diverse markets, from the fast-moving

financial hubs of the Middle East to the competitive manufacturing corridors of ASEAN. His work with boards, C-suite executives, and emerging leaders has resulted in lasting improvements in strategic clarity, operational efficiency, and talent retention.

His leadership philosophy is clear: "A business can only grow as fast as its leadership allows. Invest in your leaders, and you invest in the very heartbeat of your organization."

The Leadership Excellence Accelerator – A Strategic Capsule for Change

One of Stratton's flagship offerings is the Leadership Excellence Accelerator, an intensive, 4-hour programme meticulously crafted for top and middle management. Designed to equip leaders with practical tools, sharper decision-making skills, and the mindset for change, this programme is not an academic exercise—it's an immediate results-driven intervention.

Key focus areas include:

- 1. Strategic Decision-Making – Making bold yet calculated moves in high-stakes environments.**
- 2. Cross-Functional Alignment – Breaking silos and fostering collaboration across departments.**
- 3. Effective Leadership Communication – Inspiring teams with clarity, authenticity, and conviction.**
- 4. Conflict & Change Management – Turning challenges into opportunities for growth.**
- 5. Building a Performance-Driven Culture – Embedding accountability, recognition, and results into the company DNA.**

For family businesses, where leadership often spans generations, the Accelerator offers strategies to balance tradition with innovation, ensuring long-term relevance and profitability. For corporate leaders, it's about future-

proofing talent pipelines and cultivating executives who can thrive in uncertainty.

The Stratton Promise

Every Stratton program is built on three pillars: customization, practicality, and performance. There are no off-the-shelf solutions—only tailored strategies that address the unique challenges of each client.

"Our mission is to transform leadership potential into organizational performance," says Dr. Nawaz. "When leaders thrive, companies prosper. And when companies prosper, communities benefit."

In a time when leadership is being tested like never before, Dr. Ali Ahlam Nawaz and Stratton College offer more than training—they offer transformation.

Why CH17's Network Should Take Notice



In a business ecosystem where competition is fierce and consumer loyalty is won through innovation and service excellence; leadership capability is the ultimate differentiator.

CH17's corporate partners, many of whom operate across finance, retail, hospitality, and export sectors, stand to gain significantly from the Stratton methodology.

The synergy is clear—CH17 powers loyalty, rewards, and customer engagement, while Stratton equips leaders with the strategic foresight and operational discipline to make those tools deliver maximum impact. For entrepreneurs, it means learning to scale without losing agility. For family-run entities, it means ensuring the next generation of leaders inherits not just a business, but the skills to grow it.

A Courtesy Call from a Gentleman of the Industry



Former Secretary General of JAAF Mr. Tuli Cooray at CH17 Office

"This photograph with Mr. Tuli Cooray, taken on August 12, 2025, stands in contrast to the one captured around September 2013 (see elsewhere on this page). It speaks volumes about a friendship and bond that has remained unchanged over the years — except, perhaps, for the physical changes in the two of us"

Mr. Cooray was a central and influential figure in Sri Lanka's apparel industry. He was also the architect of CH17's flagship program "Ransalu Pranaama" — an employee welfare initiative which he closely monitored. This unique program was conceived, managed, and implemented by CH17 Loyalty to uplift and recognize the 450,000 workforce that drives the country's largest industrial export sector in terms of forex earnings.

Mr. Cooray's tenure was defined by his unwavering commitment to the welfare of apparel sector employees. While executives often commanded the spotlight, he directed his attention to the seamstresses — historically labelled "juki girls" — determined to transform public perception and afford them the respect they deserved. These women, through their skill and dedication, contributed nearly USD 5 billion annually to Sri Lanka's export earnings under the "Made in Sri Lanka" brand, celebrated worldwide for quality, reliability, and timely delivery.

Known for his sharp wit, tough negotiating skills, and unflinching integrity, Mr. Cooray was a man who would "call a spade a spade" and never yield to pressure — be it from the government, foreign agencies, industry leaders, trade unions, the media, or even his own subordinates.

His prior experience as Deputy Director General at the Board of Investment (BOI) and in the Ministry of Finance honed his ability to execute challenging tasks efficiently, often reminding us with a smile, "Look here, my dear, I don't have the luxury of spending that much. Do your best within the budget given."

I first met him in 2012, as we launched an image-building program for the apparel industry. A concept that was his brainchild. It was his initiative and



drive that led to a nationwide campaign focusing on the dignity, welfare, and recognition of the apparel workforce — the single largest industrial employer.

Despite his towering presence in the industry and his larger-than-life reputation, Mr. Cooray remains a man of humility and simplicity. His recent visit to the CH17 office was not on official business, but simply to check on how I was doing. For a person of his stature to take time for such a gesture speaks volumes of his character.

To those who know him well, he is simply "Tuli" — respected, admired, and remembered as a true champion of the people behind Sri Lanka's apparel success story.

Even after stepping down from JAAF, he remains an indispensable voice in the industry. Stalwarts still seek his counsel on thorny issues, knowing he has the rare knack of navigating complex situations and emerging unscathed. True to his collaborative nature, his victory cry has always been, "We did it. Not I did it."

Beyond his professional stature, Mr. Cooray is a man of refined tastes and disarming simplicity. He has a fondness for writing on subjects he knows well, and counts among his acquaintance statesmen, senior administrators, diplomats, politicians, and foreign agency representatives. Yet, he is just as comfortable — perhaps more so — in the company of "lesser mortals" like myself.

A lover of life's finer pleasures, he is an ardent fan of the "Gold" type, which, he says, keeps his nerves calm and his spirit fresh. He enjoys the timeless Sinhala golden oldies — from the lyrical mastery of the late W.D. Amaradeva and the populist melodies of H.R. Jothipala, to the evergreen songs of Clarence Wijewardena, Milton Mallawarachchi, and Nanda Malini.



Mr. Tuli Cooray handing over the contract to Jumar to implement Ransalu Pranaama at JAAF office in 2013

GROW YOUR BUSINESS WITH CH17 LOYALTY



Run your own loyalty program Zero hassle. Zero cost.



YOUR OWN LOYALTY PROGRAM

Run a complete loyalty program exclusively for your customers under your brand.



MARKETING SUPPORT

Get full promotional support from CH17 to boost visibility.

REACH MORE CUSTOMERS

Tap into CH17's extended customer base across multiple sectors.



EASY & INDEPENDENT

Quick to setup, no development or integration needed.

ZERO COST MODELS

- No Setup Cost
- No Revenue Share
- No Subscription

LOYALTY MADE SIMPLE. REWARDS MADE POWERFUL.

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