



OUR PROFILE

CHANNEL 17 (PVT) LTD

www.ch17.lk

CH17
LOYALTY



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ABOUT US

**DATE OF INCORPORATION: 1ST SEPTEMBER
2013 BUSINESS REGISTRATION: PV 100599**

Incorporated in 2013, Channel 17 (Pvt) Ltd ("CH17") is Sri Lanka's pioneer in closed-group, targeted Rewards & Loyalty Management. We design, operate, and scale enterprise-grade loyalty ecosystems that connect corporates, employees, members, and retail partners. Over the last decade, CH17 has progressed from a privilege service provider to a full-stack software services company dedicated to loyalty, rewards, privilege, and membership management.



VISION

To be Sri Lanka's most trusted loyalty-tech partner—rewarding loyalty, growing retail, and delivering measurable value for enterprises and their customers, locally and across regional markets.



MILESTONES & PROGRAM LEADERSHIP



2013 – Apparel Sector (Flagship): Launched Ransalu Privilege, serving a workforce of ~450,000 in Sri Lanka’s apparel industry; a benchmark closed-user-group model.



2019 – Ceylinco Insurance tie up for Sri Lanka Apparel Program



2022 – Insurance: Appointed to manage LOLC General Insurance’s nationwide loyalty program—one of Sri Lanka’s largest single corporate programs.



2023 – LOLC Life Sector Rewards Scheme





2024 – Financial Services: Implemented HNB Finance Privilege Program for customers island-wide.



Strategic Institutions: Ceylon Chamber of Commerce – CH17 serves as strategic partner for the Chamber's Rewards & Privilege Program.



2025 -SEZ/Retail Tourism: CHEC Port City Colombo – appointed Preferred Loyalty Program Service Provider for Duty Free and Duty Paid merchant ecosystems.



Overseas Linkages: Affiliated with the Sri Lanka Business Association (UAE) to extend enterprise connectivity and loyalty know-how to the diaspora and regional partners.

Scale: An aggregate active base of ~500,000 participants annually, across corporate and sector programs.



ECOSYSTEM & RETAIL NETWORK (DEVELOPMENT OF THE RETAIL INDUSTRY)

CH17 operates a multi-sector retail partner network—Lifestyle, Clothing & Fashion, Supermarkets & Modern Trade, White Goods & Electronics, and Banking/Financial Services—integrated to our loyalty stack to stimulate retail demand and improve partner ROI.



WHAT WE DO FOR RETAIL PARTNERS



Targeted demand generation via closed groups (employees, customers, members), minimizing wastage vs. mass discounts.



Always-on commercial levers: structured discounts, privileges, cashback offers, and flash deals, controllable by cohort, time, and channel.



Data-driven optimization: redemption analytics, cohort performance, and promo-code integrity monitoring to reduce leakages and fraud.



Seamless operations: real-time validation (QR/NFC/e-card), POS/API integrations, and automated settlement/reconciliation.



HOW CUSTOMERS BENEFIT



Year-round savings and privileges across daily needs and lifestyle categories.



Transparent value through digital wallets/e-cards and real-time balances.



Convenience via island-wide redemption partners and omni-channel engagement.



TECHNOLOGY & DIFFERENTIATORS



State-of-the-art Loyalty Platform: multi-tenant, modular, API-first; built for high-volume sectors (insurance, finance, retail).



Unique features: real-time rewards management, configurable accrual/redemption rules, rule-based flash deals, enterprise dashboards, and fraud controls.



Omni-channel rails: SMS, email, digital wallets, QR/NFC cards; POS/e-commerce integrations.



Security & Compliance: auditable, scalable infrastructure; strict access controls and data protection.



Innovation Culture: proven record of customized schemes that have earned client commendations for efficiency, flexibility, and measurable ROI.



MEASURED COMMERCIAL IMPACT

> LKR 1 billion in annual collective sales contribution influenced across diverse market segments in our retail ecosystem—driven by CH17’s targeted promotions, closed-group activations, and structured redemption campaigns.





Elevate your experience with
DUTY FREE SHOPPING

Book your next holiday with *Emirates Holidays* as a **CH17 Loyalty Member** and enjoy up to **Rs. 6000 off** or equivalent in **USD**, at **China Duty Free at Colombo Port City** - completely **FREE** with your booking. No extra costs, just more luxury shopping for you to enjoy.

\$10 Off
 FOR PURCHASED VALUE

OVER
\$100



\$20 Off
 FOR PURCHASED VALUE

OVER
\$150



Applicable to all Emirates Holiday Packages booked from **01st November 2025** till **31st January 2026**.

For reservations, call +94 77 049 9999 or email info@emiratesholidays.lk

T&C Apply

OUR COMPANY PREMIUM SERVICE

EMIRATES HOLIDAYS PREMIUM
 SERVICE HOLIDAY PACKAGES
 FOR OUR PREMIUM
 MEMBERSHIP FOR WORLD
 CLASS DESTINATIONS

PARTNERSHIP WITH CHINA
 DUTY FREE &
 ONE DUTY FREE SINGAPORE
 OFFERING DOLLAR
 DISCOUNTS ON ALL DUTY
 FREE PURCHASES

KEELLS OUR REDEMPTION PARTNER

➤ Meaningful programs that will benefit hundreds of thousands of our cardholders giving real meaning to privileges

➤ Transform your hard earned loyalty points to real savings

➤ CH17 Rewards Points are earned unlike conventional schemes where you literally buy points from merchants

We will expand our redemption centres to cover more merchants for bigger savings

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CORPORATE MAGAZINE

**REDEEM YOUR CH17 REWARDS
& LOYALTY POINTS AT**

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**Turn Your Hard Earned
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BIGGER THAN LIFE PARTNERSHIPS



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OUR COMPANY PROFESSIONAL TEAM





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