



Media release

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SLT group further diversify in to smart transport industry - “SLT muve” ridesharing service shake up the market place in Sri Lanka

- ***“SLT muve” will be the most trusted, safe and reliable mode of smart transport in Sri Lanka***
- ***Data-free access to 'SLT muve' mobile apps through a Mobitel connection.***

Colombo, Sri Lanka – By revolutionizing the country’s connected mobility services and traditional taxi services industries, Sri Lanka Telecom PLC (SLT), through its Digital services subsidiary company, SLT Digital Info Services (Pvt) Ltd (SLTDS). SLTDS is set to offer ride-sharing services in Sri Lanka under the brand name of “SLT muve”.

SLTDS officially announced its innovative transport service on 11th Tuesday, June 2019 at a special event at the Nelum Pokuna, Colombo. The smart transportation platform “SLT muve” was launched in Sri Lanka after a successful months-long trial around the city of Colombo and western province.

The “SLT muve” app aims to provide its driver partners with a mutually beneficial partnership that is unparalleled to any other similar service existing in the country; while also delivering an experience that is economical, safe and reliable to passengers.

This initiative aims to rectify issues in the industry around fairness, reliability, quality and value for money. “SLT muve” will overcome these challenges by offering a robust app with 24-hour support center for riders and drivers, stronger privacy protocols, driver training, clean and safe vehicles, and the ability for riders to share their transport itinerary with friends or family. “SLT muve” also pledges to put fairness at the heart of its decision-making and continue to adopt and encourage sharing economy initiatives.

For over 160 years, SLT group has been enabling opportunities and fulfilling the dreams and aspirations of all Sri Lankans – from delivering basic connectivity to an ever-evolving range of applications that distinguish the ICT industry today. Today, SLT group is on a transformational journey to transition from a communications service provider into a digital service provider and become the nation’s preferred digital lifestyle provider.



“We are a socially responsible company and believe all who work with us, or use services we provide are stakeholders. We have a responsibility to be fair and to give something back to all involved. I believe Sri Lanka has diversified mobility needs, a business-friendly environment and an inclusive culture,” said by Mr Vajira Jayasooriya, Co-Founder, Director – muve, Australia expressing his views at the launch of Telco giant’s smart transportation platform “SLT muve”.

Despite some existing players in the local rideshare space, the Telco giant powered SLT MUVE will be the first to pioneer a unique range of features & options for both driver partners and riders or passengers. “SLT muve” will have key differentiations of; In-app features, benefits through SLT group synergy including Mobitel & PEO TV products including data-free access to 'SLT muve' through Mobitel, and corporate partner services of; Financial, Insurance and related other services.

“We believe there is a gap in the market for a high quality, safe and cost-effective mode of transport. The focus will be on greater Colombo initially and then expand our services to other high demand areas. Being a trusted company for 160 years, we are truly committed to treating our driver partners with care and aim to raise their living standards. We are confident about our drivers’ job security. We actively follow a zero-tolerance discrimination policy. A unique feature of our app will be a transparent driver commission structure. Also, continuous driver training and driver loyalty programs are unique to our business. For riders, we offer an improved car condition policy, and we consider rider safety one of our fundamental responsibilities. To build loyalty, we must maintain trust in the brand over a long period of time.” Said by Mr. Malraj Balapitiya, CEO of SLT muve and CEO of SLT Digital Info Services (Pvt) Ltd.

About “SLT muve” - www.muve.lk

“SLT muve” is a smart transport service which is fully powered by Sri Lanka Telecom, the pioneer telecommunication leader in Sri Lanka. “SLT muve” is built around the core value ‘always give more’ to give more back to riders, drivers and the community. Our drivers get the highest benefits in the market. With happy drivers, we make sure our riders are always happy. For our riders, we offer more affordable rides and many more value additions. For the community, we will be having scores of corporate social responsibility initiatives throughout our journey to uplift the society.

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