Lanka Bell joins Sports 1st Platinum Awards

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Dr Prasad Samarasinghe, Managing Director, Lanka Bell handing over the cheque to Aditya Ray, Group Director, MTV and Shanthi Bhagirathan, Group Director, MBC

Lanka Bell will be the Official Telecommunication Partner of the Sports 1st Platinum Awards 2017, organised by the MTV/MBC media networks of the Capital Maharaja Organisation (CMOL). Sports 1st Platinum Awards will recognise and celebrate the outstanding performances by sportsmen and sportswomen in the country. Awards will be presented to those sports personalities, who showed exceptional performances, both locally and internationally during the period of September 2015 to October 2016.

Commenting on this sponsor-ship, Dr Prasad Samarasinghe, Managing Director, Lanka Bell said, “Sports is known to unify all human beings irrespective of caste, race or creed and is thus encouraged at every level of society – locally, regionally and internationally. We are honoured to partner with MTV/MBC media networks and

celebrate the achievements of our sportsmen and sportswomen”

This is the 2nd successive year the Awards Night is being organised, and it will be held on March 31, 2017 at Stein Studios.