

**IMMEDIATE RELEASE****IFLIX SRI LANKA PREMIERES FIRST LOCAL HIT SERIES,  
KOOMBIYO**

**COLOMBO, July 25, 2018** - iflix, the world's leading entertainment service for emerging markets, is thrilled to announce the addition of Sinhalese crime drama *Koombiyo* to its extensive library of regional and international content. Now anyone in Sri Lanka, with or without an active iflix subscription, can stream or download all 57 episodes of the country's most popular crime series, exclusively on iflix.

*Koombiyo* tells the story of bachelor Jehan (Thumindu Dodentenna) and his partner-in-crime Priyantha (Kalana Gunasekara), as they try to maneuver their way through loopholes in the law in order to make a living. On the surface Jehan is a common conman, but when contracted to steal an expensive car, he is exposed as a criminal mastermind with the capacity to plan and execute elaborate heists.

*Koombiyo* is the highest-rated crime television drama on IMDB, ahead of even Hollywood heavyweight *Breaking Bad*. It marks the first time a Sri Lankan tele-drama has topped an international ranking, solidifying the series as a fan favourite amongst Sri Lankan viewers, both locally and abroad. Considered a breath of fresh air amongst other local dramas and praised for being in sync with reality, it captures the authentic lifestyle of the Sri Lankan characters.

iflix Sri Lanka Country Manager, Shadwell Weerasinghe, said: "The premiere of *Koombiyo* on iflix is a testament to our commitment to provide exciting, fresh local content that is in tune with what our audiences want to watch. We can't wait for all of Sri Lanka to press play on this breakout hit – wherever, whenever!"

Now available to over one billion consumers throughout Asia, the Middle East and Africa, iflix has established itself as the clear market leader in video streaming. Offering consumers a vast library of top Hollywood, regional, and local TV shows and movies, including many first run exclusives and award-winning programs, each subscription allows users to access the service on up to five devices, including phones, laptops, tablets, and television sets, for viewing wherever, whenever.

**ABOUT IFLIX**



LET'S PLAY

iflix is the world's leading entertainment service for emerging markets, offering users unlimited access to thousands of TV shows, movies and more. With a vast selection everyone's favourite comedies, drama, K-drama, Turkish drama, Bollywood, Nollywood, cartoons, movies, live sports and more from Hollywood, the UK, Asia, the Middle East and Africa, iflix places the entertainment people want at their fingertips to either stream or download.

For new subscribers, iflix offers a complimentary one-month trial with full access to its service, features and content. Dialog customers exclusively receive 3 months unlimited access plus 2GB data monthly to watch iflix's world-class service. Go to [www.iflix.com](http://www.iflix.com) or download the iflix app from the Google Play or Apple App Store to create your account.

Let's play.

iflix is currently available to consumers in Malaysia, Indonesia, the Philippines, Thailand, Brunei, Sri Lanka, Pakistan, Myanmar, Vietnam, the Maldives, Kuwait, Bahrain, Saudi Arabia, Jordan, Iraq, Lebanon, Egypt, Sudan, Cambodia, Nigeria, Kenya, Ghana, Nepal, Bangladesh, Zimbabwe, Morocco, Tanzania and Uganda.

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