

***“Axiata - a simple, single sound that unites the region and a sole pronunciation that sometimes makes us forget our differences.”***

*Dato' Sri Mohammed Shazalli Ramly*

Corporate EVP & Regional CEO, ASEAN, Axiata, 2017 - 2018  
CEO, Celcom, 2005 - 2017

I remember sitting in the Cinnamon Coffeehouse in Colombo in 2009 with Tan Sri Jamal, Dr Hans and a few others debating on how to pronounce Axiata, the new name. Is it Acceiata, Arcciata, Essiata, Asksiata, Asiata? And many more were thrown into the mix. With our diversity, there were several ways of pronouncing the name.

We had a very good laugh imagining how it might sound in 10 years, if we were to realise our regional footprint. I recall Tan Sri Jamal stepping in and saying, “We shall pronounce it as AAZZIATA”

From that day on we universally embraced that one sound. The brand name that today is on the tip of the tongues of millions of our customers around the world. Axiata - a simple, single sound that unites the region, and a sole pronunciation that sometimes makes us forget our differences.

