

# Batelco by Beyon celebrates iPhone 17 launch

Holds Padel Event and Exclusive In-Store Activities



Batelco team led by General Manager-Consumer Aseel Mattar (third from left) along with the winners



## Manama

Batelco by Beyon celebrated the launch of the iPhone 17 with a blend of sports, lifestyle, and technology.

The company hosted a lively padel tournament.

ment alongside exclusive in-store activities, reflecting the company's commitment to bringing the latest technology closer to its customers in meaningful and memorable ways.

Batelco held the padel tournament at Let's Padel, Ritz Carlton with categories for men, women, and juniors.

The event attracted strong participation and an energetic crowd, creating a lively and competitive atmosphere.

The winners of the tournament were awarded with sought after apple prizes, adding an extra level of excitement to the competition.

Simultaneously, Batelco



brought the iPhone 17 launch experience directly to its customers at its shop in City Centre. Special weekend activities included:

- eSIM Activation Booths: To support customers with the new iPhone 17, which features eSIM-only technology, Batelco set up a dedicated station at its city center store to help with smooth activations.

- Giveaways and Raffles: Customers who made purchases during the launch weekend received exclusive offers and giveaways. Additionally, cus-

tomers who pre-ordered their iPhone 17 enjoyed the convenience of having their devices delivered directly to them during the launch period, ensuring they were among the first to receive it.

Batelco's CEO Maitham Abdulla and General Manager Consumer Aseel Mattar attended the event, underscoring the company's dedication to fostering community connections.

Commenting on the launch, Batelco General Manager Consumer, Aseel Mattar, said: "The way we have celebrated the launch of the iPhone 17 is a reflection of Batelco's ongoing commitment to providing the latest technologies while creating meaningful experiences for our customers. By combining an engaging community event with exclusive in-store experiences, we demonstrate our commitment to building stronger



connections with our customers and ensuring they always receive exceptional service and support."

She added, "With Batelco's state of the art 5G network available across Bahrain, our iPhone 17 customers will enjoy unmatched speed and connectivity, whether streaming, gaming or staying connected on their new devices. This launch event reiterates our role in de-

living world class products, unrivalled connectivity, and engaging experiences that go beyond telecommunications."

Through this unique initiative, Batelco by Beyon once again demonstrated how innovation and lifestyle come together, making the iPhone 17 launch not just about technology, but also about community, connection, and celebration.