

Telecel launches Transact & Win promo for its telecash service

Telecel Zimbabwe has launched a new promotion for their telecash mobile money service called Transact & Win. The promotion rewards subscribers for using telecash. On offer are prizes including cash, handsets, modems with airtime, DStv decoders and DStv subscriptions.

Twenty lucky subscribers will receive \$500 cash each, while two subscribers will each get a DStv decoder. The other prizes will include three months DStv subscriptions for two lucky winners, smart phones, modems loaded with airtime and several other cash prizes.

The promotion will start on the 1st of August and end on the 29th of October and only Telecel customers registered on the telecash platform who have transacted a minimum of \$10 for any telecash transaction are transacting stand a chance to win in the promotion. Any Telecel subscriber can register for telecash by visiting their nearest Telecel shop or registered agent with their ID after which they just need to dial *888# to activate the telecash account.

According to Obert Mandimika, Telecel’s Communications and Branding Director, the promotion is aimed at rewarding customers who have been actively using telecash services while at the same time encouraging unregistered and inactive customers to try out the mobile money service, which has shaken the local market due to its user-friendly functionality.

“We believe the Transact & Win promotion will help encourage our subscribers to use our telecash services which are very affordable and convenient. The recent launch of the telecash Gold Card on the ZimSwitch platform adds even more convenience to telecash and we would like to use this promotion to encourage even more people to experience our affordable mobile money services” said Mr Mandimika.

Earlier this year Telecel announced the launch of telecash, their mobile money service, and was the first mobile operator in Zimbabwe to introduce a debit card which telecash users can use to swipe on any ZimSwitch cashpoints and ATMs to access funds in their telecash wallet.

Promo Duration	3 Months	PRIZES				
Qualifying Transaction	Qualifying Amount	\$10 Cash	Modems (With 300mb + 30 SMS)	Galaxy S2 Handsets	Nokia Asha Handsets	Airtime
Cash In	\$10	350/week	10/week	10/month	10/week	40/week winning \$5 each
Cash out	\$10					
Send Money	\$10					
Pay Bill	\$10					
Pay Merchant	\$10					
Bulk Pay Recipient	\$10					
Grand Prizes		\$500 x 20 winners				
		2 x Dstv Explorer Decoders				
		2 x 3 months DStv subscriptions				