Mobitel renews ‘Cash Bonanza’ programme for 2018

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Cash Bonanza promo featuring Mobitel’s
Brand Ambassador Mahela Jayawardene

Mobitel has renewed its popular Cash Bonanza programme for 2018. It is being re-launched in the new year with more valuable prizes.

The 2018 Cash Bonanza promotion is giving away Mercedes Benz cars. Additionally, loyal and lucky Mobitel customers are eligible to win cash prizes worth 190 million rupees throughout the year in the daily and quarterly draws.

Throughout the year, Mobitel will select winners on a daily basis. The winners will be entitled to cash prizes of up to 500 rupees.

Mobitel is the first operator in the mobile telecommunication industry to carry out a mega promotion of this kind. It started by giving out 24 Montero Jeeps in the years 2016 and 2017. This year, it has been upgraded to give away Mercedes Benz cars to its valued customers.

Cash Bonanza is a recharge and bill payment promotion for Mobitel customers. Its pre-paid, post-paid and broadband customers are eligible to enter the Mobitel Cash Bonanza draw with a winning chance for every 50 rupees’ cash recharge, reload or post-paid bill value payment. All Mobitel customers are automatically included in the draw and there is no separate registration process.

For the daily cash prizes, pre-paid winning customers will receive the prize by way of talk time and data for the same value. Post-paid winning customers will receive the prize by way of a rebate on their post-paid bill.