

## Mobile phone company unveils a billion shilling campaign

Celtel Uganda, the nation's inaugural mobile telecommunication company, has set off a record one billion Ugandan shilling promotion that is expected to recompense five lucky Ugandans with lavish houses each. In dollar terms the prize is worth just short of US\$600,000.

By [Walter Wafula](#) 18 Jul 2007

Kampala - *Karibu...Enter. A New Life*, which is now Uganda's richest service promotion, was unveiled to the press at the opulent Akright Kakungulu housing estate, in Wakiso district on July 16.

Cesear Mloka, the company's marketing director, said the promotion was unveiled to meet the desires of the company's loyal customers who have dreamed of owning houses, and to reward them for their loyalty. "We are dedicated to making life better for our customers," Mloka said.

The prize format means that every entrant has five chances of winning a home – not just one.

Dan Kaboyo, marketing manager, Consumer & Payphone, Celtel Uganda, said four of the three-bedroom houses cost over Ushs.80 million (US\$47,904) while the grand prize home is worth Ugshs.135 million (US\$80,838). Other prizes will cost the company over Ushs.500 million. The houses are situated at the Akright Housing Estate overlooking the country's international airport.

Although the company operates in several other countries it decided to restrict participation only to customers who reside in Uganda. "To win a house, you must be a resident of Uganda," Kaboyo said.

He also revealed that each of the five houses will be given away in fortnight during the six weeks' promotion which ends in September. "The campaign will also reward some of its subscribers with daily prizes including phones, airtime, and sim packs," he said.

To participate in the draw, a subscriber buys a Celtel connected phone or a Celtel sim pack, and dials \*101 to send a text message which costs less than 50 pence (Ugshs110).

"Every entry made through an airtime card worth Ugshs. 1000 (less than a dollar), will enter you once in the draw, while that of the Ugshs.5000 (US\$3) 7 times. The phone gives you 200 entries while the sim pack gives you 100 entries," Kaboyo revealed.