

## **Telecel re-introduces Mega Juice**

Telecel has announced the long-awaited return of the popular Mega Juice promotion which gives 100% Telecel-to-Telecel call bonus to subscribers whenever they load a \$1 or more worth of airtime on their pre-paid Telecel Go line.

The Mega Juice promotion which was first introduced in early 2010 was a huge commercial success for the mobile network company and was first introduced on the now defunct trademark red \$1 Mega Juice scratch card.

Telecel Zimbabwe Communications and Branding Director, Mr Obert Mandimika, said the reintroduction of the popular Mega Juice promotion has been in response to subscribers who have asked for the return of the promotion together with its original 100% on-net bonus.

“Telecel is well known for giving value to customers and we wish to continue that value creating tradition by reintroducing the Mega Bonus promotion as our way of extending that value to our customers,” he said.

“The Mega Bonus promotion will give 100% on-net bonus to Telecel subscribers on our Telecel Go prepaid platform upon successfully recharging with \$1, \$2, \$5, \$10, \$20 and \$50 denominations. This means that any of our pre-paid subscribers who recharge for \$1 and above using scratch cards or our telecash service will automatically be entitled to a Telecel-to-Telecel call bonus of 100%,” Mr Mandimika added.

The promotion will run from the 16<sup>th</sup> of September this year to the 31<sup>st</sup> of January next year. When pressed for information on whether the promotion could be extended beyond the stipulated dates Mr Mandimika simply said only time would tell.

The on-net bonus airtime comes with a two day validity period meaning subscribers must use the bonus within 48 hours after which it expires.