

MTN Uganda launches festive season promo

MTN Uganda has launched a promotion called 'Y'ello Christmas', to give back to its customers during the festive season.



Each new customer that joins the MTN network will be entered into a draw and will stand a chance to win airtime worth US\$10,000 every month for a year. There will be a total of 250 winners every day with a total of 10,000 winners. A total of a whopping US\$1.2 billion worth of airtime is up for grabs.

To join this promotion, any person who buys a new MTN sim card and registers will be eligible. Customers simply have to dial*188# once to enter.

The airtime shall be valid for calls and SMSs to MTN as well as data transactions. Airtime is valid for 30 days and any unused Airtime will expire if unused after one month.

Winners will receive an sms from 'MTN' notifying them of their success and their initial airtime will be credited instantly, and thereafter every month for the next 11 months.

"At MTN Uganda we continue to look at ways to give back to our customers with relevant offers. As we enter the Christmas festive season, we would like to get Ugandans talking as they join the biggest family in the telecommunications market," said MTN chief marketing officer, Ernst Fonternel.

Mutundwe Switch

MTN Uganda continues to make major investments in infrastructure development to ensure that its customers have the best experience. Recently MTN Uganda launched a new [data and switching centre](#) at Mutundwe to support its growing customer base - this is on top of other regional switching centres in the East, West, North and Central regions of the country.

The Mutundwe Switch currently serves 50% of the western region and will be grown to serve 50% of the entire network and population. Currently the equipment in Mutundwe parents 60 Base Transceiver Stations (BTSs) and will be grown to serve

543 out of a total of 1085 BTSs. In 2013, there are plans to install and commission an earth station at Mutundwe providing additional resilience for international traffic.

"This investment is aimed at providing our customers with the best possible user experience across the Country. To be part of this exciting 'Yello Christmas' promo, all that a customer needs to do is connect, dial *188# and get a chance to win airtime for a year," concluded Fonternel.

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