

# Airtel Malawi partners with Samsung for promotion

By Gregory Gondwe: @Kalipochi

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Airtel Malawi has partnered with Samsung in a multi-million kwacha promotion where it will award cash prizes, mobile communication gadgets, including handsets and tablets to its subscribers.



At the launch of the promotion called 'Kufewetsa Moyo', meaning 'to make life easier' in the local language Chichewa, managing director of Airtel, Saulos Chilima described the partnership with Samsung as lucrative.

"The promotion is aimed at adding excitement during the festive season as well as reducing financial hardships of January and February," said Chilima, accompanied by Airtel's marketing director, Enwell Kadango and deputy minister of local government and rural development, Chimango Mughogho.

"The grand prize will be K1 million each for winners from all the three regions of Malawi at the end of the promotion," he added.

The competition running from this month until February 2012, will see Airtel Malawi spending over K82 million with prizes being fairly distributed across all 29 districts of the Malawi. During the promotion period, subscribers will win weekly prizes of cash and gadgets, starting with the first draw on Sunday, 11 December 2011.

Mughogho commended Airtel for the promotion which, she said, will economically empower a lot of Malawians and helps in the fight against poverty.

## ABOUT GREGORY GONDWE: @KALIPOCHI

Gregory Gondwe is a Malawian journalist who started writing in 1993. He is also a media consultant assisting several international journalists pursuing assignments in Malawi. He holds a Diploma and an Intermediate Certificate in Journalism among other media-related certificates. He can be contacted on [gregorygondwe@gmail.com](mailto:gregorygondwe@gmail.com). Follow him on Twitter at @Kalipochi.

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