

Four million enter Airtel Malawi competition

 By [Gregory Gondwe](#)

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Over four million people are said to have entered Airtel Malawi competition where subscribers are expected to win ten Toyota Hilux and a Toyota Prado vehicles as main prizes. This was revealed on Tuesday, 3 May 2011, by Airtel Malawi marketing manager Enwell Kadango at a draw for the first Toyota Hilux vehicle which was won by a business man based in Malawi's northern city of Mzuzu.



"We have seen a lot of excitement amongst Malawians and our system recorded about four million entries into the promotion in less than two weeks," he said, adding that many subscribers have now joined the network since the competition which has been branded as Airtel Lololo promotion started mid last month.

He said many of their customers are also buying more airtime than usual while others are talking longer or using their handsets more for browsing and downloading data. To enter this competition, prepaid customers are required to top-up and use their phones with a minimum of MK200 or more per day. At an average of K200 per entry, Airtel Malawi has made more than K800 million in this first round alone.

ABOUT GREGORY GONDWE

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. Follow him on Twitter at @Kalipochi.

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