

Mobitel Launches



Mobitel launched ‘Mobitel Rewards’ – a loyalty program to reward its loyal customer base. The program was designed to recognize the strength of customers’ engagement with Mobitel and reward them with a host of benefits, along with special offers and discounts, including those from partner merchants. Privileges include redeeming rewards points for bill payments, latest smartphones, IoT devices, accessory purchases and top-ups for prepaid customers. They will vary according to network usage and loyalty towards the Mobitel Network with customers being placed under Blue, Silver, Gold and Platinum tiers accordingly. This is an initiative taken by Mobitel to give back to customers for their continuous loyalty with the network and further strengthen the bond between the customers and the network. Both prepaid, postpaid and broadband individual customers will qualify for the program and they can check their points and redeem them by dialing #071# or through the Mobitel Selfcare Smartphone app. The loyalty program is developed to offer customers all types of smartphones, accessories as well as

Smart-Home devices, where higher the tier, greater the value that customers receive for each point. Customers could redeem up to 15 rupees per point when making purchases. Hence, the longer a customer’s journey is with the Mobitel network, greater are the benefits.