

Win Prizes And Stimulate Your Mind With Dfcc Mindstar



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DFCC Bank announced the launch of a new reality TV show dubbed DFCC ‘MindStar’ in collaboration with ITN (Independent Television Network). The Bank’s new brand ambassador, actor and presenter; Ravindra Randeniya will host the show. MindStar revolves around contestants answering a series of questions and winning

incremental sums of money for their efforts. DFCC Bank implemented this initiative as part of their attempt to build a workforce with a thirst for knowledge and creativity.

Nihal Fonseka, CEO/Director DFCC Bank, Lakshman Silva, CEO DFCC Vardhana Bank, W P A M Wijesinghe General Manager ITN, Rosheeni Wijesekera Head of Corporate Communication DFCC Bank and a host of other invitees were present at the launch.

During the media briefing held to announce the launch of DFCC MindStar, the Bank also revealed information about its latest venture, a customer reward programme. Nihal Fonseka, CEO of DFCC Bank stated that the Bank is also launching a loyalty points scheme to reward customers. "For the very first time in banking history, customers can collect reward points for savings. These points can be redeemed for goods and services through our merchant network. We thought it would be a great method for DFCC to show our commitment and appreciation towards customers and encourage savings," he said.

Commenting on the newly launched reality show Fonseka said, "DFCC MindStar is a unique reality show. Not only will it provide entertainment, but it will also help expand young and old minds alike. It gives me great joy to add MindStar to our many other corporate responsibility initiatives."

MindStar will comprise of participants from around the country including the Bank's customers and national audiences.

The programme will run for a period of 30 weeks featuring 180 contestants in total. Eligibility to appear on the show will depend on the performance of the applicants at the initial aptitude tests. The participants should also have a DFCC Vardhana Bank savings account with a minimum balance of Rs 10,000/=.

The high scorers of the initial aptitude tests will be selected for the TV shows. The series will feature twenty preliminary rounds. The winners of each round will qualify

for the semi- finals and then, the finals.

Each preliminary TV show will include ten questions, with the last question carrying a prize of million rupees at every show.

DFCC MindStar will also feature five special shows featuring local celebrities. Viewers at home will also have an opportunity to participate in an SMS – based quiz competition in MindStar and win valuable prizes.

Readers' Comments:

Bandula Wickramasinghe

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Great Event! Thanks DFCC for the shake of the nation. With their reality programs, almost all the other channels are mis-using our kids for those channel's higher profits. it should be highly appreciate the decision taken by ITN DFCC to build up the nations knowledge. Good luck!