



# Airtel partners Toyota Malawi in promotion

By [Gregory Gondwe](#)

18 Apr 2011

Airtel Malawi has partnered with Toyota Malawi in what has been described as a grand promotion where the mobile company's subscribers are set to win 10 brand new Toyota pick-up vehicles and a grand prize of a Toyota Prado.



Both Airtel Malawi marketing director Enwell Kadango and Toyota Malawi sales manager Newton Kasililika Mlagha told Bizcommunity during the promotion launch, to be called 'Airtel Lololo', on Friday, 15 April 2011, at Toyota Malawi premises in Lilongwe, that they both expect to increase their clientele base. Lololo is the Chichewa word for 'plenty'.

The mechanics of the promotion is that to enter, pre-paid customers will be required to top-up their phones with a minimum of 200 kwacha or more per day.

"As is the case with these promotions where winners are decided based on lucky draws, the more one uses, the higher their chances of winning as they will accumulate more entries," said Kadango.

Draws will be conducted once every week on Tuesday throughout the period of the promotion starting on 3 May while the draw for the grand prize for the Toyota Prado will be on 2 August 2011.

"These will be independently verified by the National Lotteries Board (NLB) and the media," he said.

## 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](mailto:gregorygondwe@gmail.com). Follow him on Twitter at [@Kalipochi](#).

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