LankaBangla Mastercard Spend & Win Campaign 2025: "Sail Beyond"

Frequently Asked Questions (FAQs)

1. **What is the campaign about?**

   Mastercard launched the campaign, titled "Sail Beyond," to provide cardholders with priceless moments. The flagship campaign aims to make New Year 2025 more exciting and rewarding by encouraging everyday spending via LankaBangla Mastercard credit cards. Participating in the campaign, LankaBangla Mastercard Credit Cardholders will get an opportunity to win the Grand Prize—an Exclusive Couple's Trip Cruise Trip on 'Dream Cruise' along with other exciting prizes.

2. **What is the campaign duration?**

   The Campaign starts with effect from January 1, 2025, and will continue till February 9, 2025. (40 days)

3. **What are the awards offered in the campaign?**

   - Grand Prize: LankaBangla Mastercard Credit cardholders have the opportunity to win an incredible Grand Prize—a couple's trip on the luxurious 'Dream Cruise' for 4 nights and 5 days! This package includes round-trip airfare from Dhaka to Singapore, along with an unforgettable cruise experience with food & accommodation. The 3-night, 4-day cruise will start from Singapore, visiting the vibrant Penang Port and Port Klang in Malaysia before returning to Singapore.
   - The next winners will have the opportunity to win exciting prizes including travel vouchers for other travel destinations, electronic & gadgets, dinner & shopping coupons, and more.

4. **What are the minimum eligibility criteria to participate in the campaign?**
   - The customers have to conduct the transactions using a LankaBangla Mastercard Credit Card in order to participate in the campaign.
   - During the campaign period, the LankaBangla Mastercard Credit Cardholder is required to use their LankaBangla Mastercard Credit Card at least 4 (four) times either at the Point of Sale (POS) or through an E-commerce portal.
   - Each transaction made using the LankaBangla Mastercard Credit Card must have a minimum value of BDT 1,000 for Domestic Transactions

5. **How are the points calculated?**

   - Each retail transaction will qualify for points under this campaign as follow:
     - 2 Points for Domestic POS & E-commerce transaction of BDT 1,000 or above.

6. Are split or multiple transactions eligible for the campaign?

   No, split or multiple transactions made at the same merchant location within the same day/repetitive transaction of same amount at a specific merchant for commercial purpose will not be eligible for the campaign. In such instances, only 1 transaction will be counted.

7. Are transactions involving Mobile Financial Services (MFS) accounts or wallet loading eligible for the campaign?

   No, any transaction related to the MFS accounts or wallet loading will not be eligible for this campaign.

8. What are the winning criteria for the campaign?

   The winner will be determined based on the maximum points earned through the frequency of transactions made with the Mastercard-branded cards. The participants with the highest number of points will be announced as the winners.

   *In cases where 2 or more Mastercard Cardholders score the same number of points, the winner will be decided on the basis of the transaction value. In case the transaction value is also identical for 2 or more Mastercard cardholders, the winner will be decided on the basis of who made the transaction earlier.

9. Who is eligible for the campaign?

   - Participation in the campaign is only open to Bangladeshi citizens residing in the country, holding a Mastercard, issued by a Bangladeshi issuer bank/ NBFI.

10. Who is not eligible for participating in the campaign?

    - Any permanent or contractual employee of Mastercard, its Advertising Agency, PR Agency or any concerned vendors; and the departments concerning Cards Business or the campaign of the participating Issuer Bank and NBFI will not be eligible to participate in the campaign.

11. What type of transactions are not eligible for participating in the campaign?

    - Only retail transactions will be eligible for this campaign and Mastercard reserves the right to disallow any transaction performed for commercial purposes.

12. Will customers participate with cash purchases?

    No, cash purchases will not be eligible to participate under this campaign.

*Mastercard reserves the right to modify, extend or suspend this campaign.

Ends