

Moshoeshoe's Day Bicentennial Celebration

Social Media Engagement Campaign

Econet Telecom Lesotho is pleased to celebrate Moshoeshoe's Day, which holds particular significance this year as Lesotho commemorates its bicentennial. To mark this historic occasion, Econet is running a seven day social media engagement campaign, commencing on the 10th of March 2024 (and ending on the 17th of March 2024).

The campaign aims to encourage widespread participation by inviting individuals to share photos of themselves next to any object bearing the number "200" exclusive of M200 Maloti note. As an incentive, Econet will reward the first 200 participants with M200 loaded into their EcoCash wallets at the end of the campaign.

The winners will be officially announced on the 18th of March and the disbursement of funds into their EcoCash wallets will commence on the same day and continue until all 200 winners have received their rewards.

Mechanisms

In order to participate in this campaign, the customer has to do the following:

- Take a selfie or pose with an "object" that has the number 200
- Upload the selfie/photo on the post comment section on ETL Facebook post with a hashtag #BicentennialCelebration

Terms and Conditions

- Participation in this campaign excludes employees, directors, members, partners, consultants and agents of, or any other person who, directly or indirectly controls or is controlled by the implementors of this campaign
- Winners must be registered ETL subscribers and provide an identity document with names matching the SIM Registration database.
- Prizes will be delivered in Ecocash only.
- Self made/Creative "Objects with 200" are acceptable. However, if multiple subscribers post the same idea, the first submission will qualify and the rest will be disqualified.
- M200 notes are not eligible.
- Only the first 200 qualifying subscribers will be eligible for prizes.

Complaints Procedure

Subscriber queries, complaints, and concerns will be addressed in accordance with the approved Consumer Complaint Guidelines of 2022. Subscribers can file complaints with the ETL Call Centre at 100, the WhatsApp line at 66100100, or at ETL retail locations.

Winner Selection

ETL will go to the comments section and evaluate the photos provided by subscribers. A photograph with no "200" will be disqualified. A shot with no visible "200" will also be invalidated. All images that include "200" must clearly display both the participant and the object. ETL will move from one entry to the next until it reaches the 200-limit specified in this campaign.