

Press Release

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Lucky customer drives home with Mercedes Benz courtesy of Maybank

Maybank has garnered over RM0.5 billion in new deposits with more than 60,000 accounts opened during its “CASA Balance Transfer” and “Rewards & Bonus 2” campaigns organised recently.

Winners of the contests were given prizes during a presentation ceremony held in Kuala Lumpur, recently. Representing the Bank at the prize giving ceremony were Maybank Head of Cards & Wealth, B. Ravintharan together with Deputy Head, Group Islamic Banking, Nor Shahrizan Sulaiman.

The contest, which lasted for 5 months beginning August 2014 to December 2014, offered customers the chance to drive home a brand new Mercedes Benz C-200, as well as cash vouchers worth RM100,000 and a new Apple iPhone 6.

It was a lucky day for Tsan Swee Say as he was given the key to his new luxury automobile courtesy of Maybank. “I am so happy to be the lucky grand prize winner and indeed it is a dream come true for me. My entire family is also excited with this reward,” he said.

Other winners included Madam Low Choon Lan, En Mohd Rezzuan Jagjit, Ms Ling Bee Yue who won a RM5,000 AEON shopping voucher, each while Ms Chai Wei Wei won an brand new iPhone 6.

Speaking at the event, B. Ravintharan said, “The CASA Balance Transfer and Rewards & Bonus are 2 campaigns which were conceptualized with our customers in mind. With the objectives instilling good saving habits and spending prudence among Malaysians which are fundamental for good financial planning, we designed a hassle-free, “no forms required” contest-driven campaign.

“The campaign provided both new and existing account holders the opportunity to win fantastic prizes with every RM1,000 as they stand a chance to win every time they’ve deposited into either their Maybank Savings or Current accounts, for both Conventional and Islamic variants,” he added.

Over 1.96 million customers were eligible to be considered for the two contests during the campaign period.