

NBK Mega Day 2019: More prizes and even more engaging activities

Bank announces winners of summer campaign, Al-Jawhara draw, Honda and GAC cars



Huge participation from the audience



NBK team

KUWAIT: The National Bank of Kuwait held its annual NBK Mega Day on Friday (27th September) at the Grand Avenue, The Avenues, during which the bank held Al-Jawhara account's quarterly draw of KD 250,000, the Summer Campaign cashback draw in which ten winners were announced, the draw for the Honda car in the campaign held specifically for Al-Shabab Package, as well as the announcement for the GAC car in the NBK Mobile Banking campaign. All draws were conducted in the presence of a representative from Ministry of Commerce and Industry.

NBK Mega Day received great attendance from customers and visitors, giving them a chance to win valuable prizes in the activities that were planned during the day. The event was attended by officials from NBK, and comprised live competitions and entertaining segments designed for all ages, in addition to a unique performance by singer Alaa Al-Hindi.

The event that was hosted by presenter Salman Al-Nejadi and covered live by Kuwait Pulse FM 88.8 kicked off at noon with activities. At 4 pm, the live performances began with a special show organized in partnership with KidZania, followed by entertainment segments and competitions that enabled the audience to win valuable cash prizes as well as prizes from stores participating in NBK's Rewards Program.

A special day

Speaking of the NBK Mega Day event, Mohammed Al-Othman, General Manager of Consumer Banking Group, National Bank of Kuwait, said: "We strive at NBK to reward our customers through unique and

Al-Othman: We strive to reward our customers through unique campaigns and draws that meet their aspirations

exclusive campaigns and draws, and NBK Mega Day is the most important of them which is awaited each year by customers and comes as part of our continued commitment to interacting and engaging with our customers and providing them with a fun-filled day for the whole family to enjoy."

He added: "We are also focused on introducing our digital services to our customers, and presented the latest updates and enhancements made to our NBK Mobile Banking App and NBK Online Banking, in addition to the latest services and products that were designed for all our customer segments."

Al Othman continued by saying: "We aim at NBK to satisfy our customers' needs by providing them with the most advanced services, and tailoring exclusive campaigns and events to ensure they enjoy a rich and integrated banking experience that meets their aspirations and reaffirms our commitment to providing them with the best of services."

Al-Othman concluded: "We are happy with the great success of the NBK Mega Day this year and the positive responses we've received from the audiences".

Ten winners in Summer Campaign

During Mega Day, NBK held the draw for the Summer Campaign launched in June. The ten winners who won cash back of the value of their purchases for

a year with a limit of up to KD 500 per month were: Laila Murad Hajji Ashkenani, Ahmed Yousri Ahmed Nour Aldin Helmy, Asayel Mohammad Abass Almutawa, Ahmad Reyadh Ahmad Al-Sanea, Faisal Bader Sulaiman Al-Othman, Alain Pierre Clement Hamidou Kere, Kamel Saad Maneer Al-Fadhli, Mariam Abdulredha Ahmad Al-Hendiani, Yaqoub Yousef Yaqoub Al-Mumen and Fahad AbdulMohsen Abdullah Al-Matrouk.

The grand prize of KD 250,000

During the event, the quarterly draw of Al-Jawhara account was held live, announcing Mona Mohammad Akbar Lari as the winner of KD 250,000. Al-Jawhara monthly and quarterly draws are supervised and audited by Deloitte.

NBK allows customers to automatically enter the draws of Al-Jawhara account, giving them a chance to win KD 5,000 weekly, KD 125,000 monthly and a KD 250,000 grand prize quarterly for every KD 50 deposited into their account. The minimum amount that can be deposited in the account is KD 400 and the maximum is KD 500,000.

Honda and GAC cars

Committed to rewarding customers through valuable prizes and draws, NBK held a draw on a GAC car and another on a Honda car. The winner of the new

GAC GA4 car Ahmed Mohamed Hassan ElSaid was announced during the event. The draw concludes NBK's competition held for customers who downloaded and used the NBK Mobile Banking App in an aim to encourage them to make and complete transactions using the app, ensuring they remain up to date of the features and enhancements made continuously to the app.

During the event another draw was held for a Honda Civic LX Sport. Abdullah Jaseem Abdullah Al-Khamees was announced as the winner in the Honda car. This was the first draw of two scheduled as part of NBK's new campaign launched this year exclusively for Al-Shabab customers who downloaded and used the NBK Mobile Banking App. The campaign builds on NBK's aim to reward young customers and offering them campaigns that align with their fast-paced lifestyle.

NBK displays its latest digital services

In its continued commitment to communicating with its customers and ensuring they remain up to date with its latest digital banking products and services, NBK showcased its advanced cash withdrawal and deposit services with a simple tap and without inserting their card when using Tap & Pay feature.

And with NBK's latest update, customers can also enjoy the convenience of cardless cash withdrawals using their Civil ID or mobile phone number. The Bank also introduced the latest updates to NBK's Online and Mobile banking services, in addition to the direct Video Chat service allowing customers to speak face-to-face with NBK Service Officers.



Engagement from the audience



Al-Jawhara Quarterly Draw



Announcing the 10 Winners in the Cashback Campaign



Singer Alaa Al-Hindi



Fun Activities



Activities for all the family



GAC GA4 car winner announced



Honda Civic LX Sport winner announced



KidZania characters on stage



A segment from the event