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Celcom expects 2m messages for SMS campaign

CELCOM (Malaysia) Bhd expects to receive two million messages for its "Kempen SMS Kasih Perdana" when the campaign ends on September 18.

The 16-week campaign, which started yesterday, is exclusive to all Celcom and TMTOUCH customers and offers them the opportunity to thank Prime Minister Datuk Seri Dr Mahathir Mohamad for his contribution to the nation during his 22 years of service.

"We are honoured to be able to provide the technology platform that will relay the gratitude of our customers to the Prime Minister," Celcom group chief executive officer Datuk Ramli Abbas said.

He was speaking at the launch of the campaign in Kuala Lumpur yesterday by Deputy Information Minister Datuk Zainuddin Maidin.

Ramli said this is the fastest, cheapest and simplest way for people to thank and show Dr Mahathir their appreciation.

Each SMS sent is charged a flat rate of 15 sen for Celcom customers and 10 sen for TMTOUCH customers, while each SMS received is charged 50 sen for both.

A portion of the proceeds will be donated to the Pertubuhan Anak-Anak Yatim Malaysia.

Ramli said the percentage and amount of the donation will be decided at the end of the campaign.