

# Retailer launches Christmas consumer promotions

By [Carole Kimutai](#)

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Despite the global crunch that has seen a drastic reduction in consumer spending, retail supermarket chain Nakumatt has launched a R3m (KSh30m) Christmas season rewards program that will run for two months.

The Christmas Rewards Program *Nakumatt Jumbo Rewards This Christmas* was launched early this week with raffle prizes and instant rewards up for grabs.

Thiagarajan Ramamurthy, Nakumatt Holdings Operations Director said the supermarket had enhanced its prize offering to ensure maximum winning chances for all shoppers..

“With this Jumbo rewards program this Christmas we are proud to extend our gratitude to our loyal shoppers for their patronage which has made us the number one retail store in Kenya,” Ramamurthy said.

To stand a chance to win, shoppers will receive an entry raffle for every R100 (KSh1000) spent. There will be four draws every fortnight within the promotion duration with shoppers winning holiday packages, electronic devices and furniture.

The supermarket has partnered with other suppliers like Samsutech, Proctor & Gamble, Slumberland, Nairobi Bottlers, Nestle Foods, East African Breweries Ltd, Radbone Clarke, New KCC, Kenya Wine Agencies, Unilever, Buyline Industries, House of Manji, Pwani Oil and Bata.

## ABOUT CAROLE KIMUTAI

Carole Kimutai is a writer and editor based in Nairobi, Kenya. She is currently an MA student in New Media at the University of Leicester, UK. Follow her on Twitter at [@CaroleKimutai](#).

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