Bank Muamalat Malaysia Berhad (BMMB) launched its new and exciting Cash Bonanza 2010 Campaign following the successful 2009 10th Anniversary Bonanza Drive Campaign. The ceremony was officiated by BMMB Deputy Chief Executive Officer, Encik Musa Abdul Malek on 30 September 2010 in Kuala Lumpur.

The Campaign will run for a duration of six months, commencing October 2010.

This Campaign is one of the many ways to reach out and reward BMMB's valued customers. Targeted depositors are individuals, associations, and private limited companies. Automatic entry for the Campaign is assured once customers make a minimum deposit of only RM 200 in Al-Mudharabah Current or Savings individual accounts, or take-up any of BMMB's consumer financing products such as Home Financing, Vehicle Financing or Personal Financing. No entry forms or slogan creation is required.

The Campaign offers cash prizes of more than RM 700,000 including a Monthly Grand Prize of RM 100,000 cash. Customers who sign up for the Campaign will stand a chance to win monthly prizes. There are 22 winners every month and a total of 132 lucky winners will be chosen throughout the Campaign. The winners will be chosen based on a random selection.

The focus on consumer banking products is significant to boost both consumer Deposits comprising Savings and Current Accounts; and Financing encompassing Home, Vehicle and Personal Financing, towards meeting the growth target for financial year ending March 2011.

Cash Bonanza 2010 Campaign is expected to bring in an additional RM 500 million of deposits and RM 1 billion financing. This is equivalent to a projected growth of 20% from both deposit and financing segments.

As for Home Financing, the Campaign financing package, with competitive profit rates and margin of financing, are targeted towards properties under construction, and the secondary market segment; encompassing refinancing, sub-sale and purchases of completed properties from developers.

In addition, for Vehicle Financing, the Campaign also offers attractive fixed profit rates for selected non-national cars. Finally, staff of organizations under salary deduction program taking the various personal financing products such as Gratuity Financing, Pembiayaan Peribadi Pesara (3P), Pembiayaan Pengurusan Kewangan (PPK) and Cash Financing will also be eligible for Cash Bonanza 2010 Campaign.

With this new campaign, Bank Muamalat Malaysia Berhad will be able to establish and maintain relationships with its existing and new customers. It will also act as a catalyst for more business opportunities in the future.