



**TUZIDI  
KUIINUANA  
PROMO**

**SHINDA MAMILIONI  
OVER 30M IN PRIZES**

**5 WINNERS OF 1 MILLION GRAND PRIZE EACH  
500K KWA MSHINDI, 500K KWA COMMUNITY PROJECT**

**MONTHLY, WEEKLY, DAILY & COMMUNITY PRIZES**

**NUNUA MUG MBILI ZA 500ML JENGWA SCRATCH CARD TUMA CODE TO 20770**

BCLB NUMBER: 0000294. SHERIA NA MASHARTI KUTUMIKA

**UNYWAJI WA POMBE KUPINDUKIA UNADHURU AFYA YAKO.  
HAIRUHUSIWI KUUZIWA WALIYO CHINI YA MIAKA 18.**



# TERMS AND CONDITIONS | TUZIDI KUINUANA NATIONAL CONSUMER PROMOTION

The following terms and conditions apply exclusively to the Tuzidi Kuinuana National Consumer Promotion and all participants in the promotion are deemed to have read, understood and accepted the same.

1. ELIGIBILITY
- 1.1

This promotion is restricted to Kenyan residents above the age of eighteen (18) years only. Proof of age shall be required prior to redemption of any prize;
- 1.2

Employees of East African Breweries PLC and its affiliates (KBL, UIDV, EAML, SBL, UBL and East African Breweries Limited Rwanda) its distributors and stockists, bar owners and bar staff, Suppliers including but not limited to Smart Printers, K.K Security, Interactive Management Services Limited, Inter Management Group (IMG), G4S, Ogilvy Africa Limited EY Advisory Services and any other supplier or third party directly involved with providing services during this Promotion and their immediate families are not eligible to participate in the Promotion. Each prize winner may be required to declare or affirm in a Form of Discharge that they do not belong to any of the restricted groups of persons;
- 1.3

Kenya Breweries Limited (KBL) in consultation with the Betting Control and Licensing Board (BCLB) reserves the right to seek verification of eligibility to enter and receive a prize under these Terms and Conditions. If, in KBL’s reasonable opinion, a winner is found to be ineligible, KBL reserves the right to require the return of any prize already awarded, either at its sole discretion or in consultation with EY Advisory Services Limited and BCLB. Such winners shall be disqualified;

2. PROMOTION PERIOD
- 2.1

The Promotion is open to all consumers who purchase two (2) 500ml mugs of Senator Dark Extra and Senator Regular. The promotion shall run from 7th November 2025 to 7th February 2026;
- 2.2

KBL, in conjunction with the Betting Control and Licensing Board (BCLB) reserves the right to change the promotional dates as it deems fit. Decisions made by KBL in consultation with BCLB shall be final and binding;

3. HOW TO PARTICIPATE IN THE PROMOTION
- 3.1

To enter the promotion, consumers shall be required to purchase any two (2) 500ml mugs of Senator Dark Extra or Senator Regular, scratch the panel to find an 7-character alphanumeric code. This code on its own does not guarantee a participant anything in return;
- 3.2

Participants shall be required to submit an outlet code plus the 7-character alphanumeric code found under the scratch panel to the mobile short code number 20770, via SMS, in the format XXXX-XXXXXXXX ;
- 3.3

Each SMS will be charged at normal operator charges for all mobile network subscribers (Safaricom, Airtel & Telkom). Participants shall be solely responsible for the content keyed into each SMS sent in connection with this Promotion and KBL shall not be liable in any manner in relation to any SMS sent in error or by mistake by the participant in connection with this promotion;
- 3.4

On entry into the promotion, a participant will be required to register by confirming that he/she is above the age of 18 years and that he/she consents to the collection, processing and storage of personal data for the purposes of this promotion;
- 3.5

Failure by a participant to submit 'affirmative' responses to the questions in 3.4 above when prompted will result in non-validation of the entry. A participant will be required to complete the registration process to participate in the promotion;
- 3.6

Participants are eligible to submit one valid SMS entry per day. Each entry shall entitle a participant to a chance to enter into draws where they have the opportunity to win any of the prizes detailed in section 5 of these terms and conditions;
- 3.7

All participants will be eligible to win daily prizes once within the day in the promotion period;
- 3.8

All participants will be eligible to win weekly prizes once in the week through the promotion period;
- 3.9

In the event that a participant sends a code that is a guessed code or mistypes the 7-character alphanumeric code found on the scratch panel, the participant will receive a regret message to inform them that the 8-digit code on the scratch card is invalid;
- 3.10

In the event that a participant sends a code from the scratch card that was intended for use in the previous promotions, the participant will receive a regret message saying that the 7-character alphanumeric code on the scratch card is invalid as it is from the previous promotion;
- 3.11

In the event that a participant sends an 7-character alphanumeric code on the scratch panel, which has already been sent to the Promotion short code 20770, the participant shall receive a regret message stating that the code on the label has already been used;
- 3.12

Each valid SMS submission grants the participant entry into a daily, weekly, monthly or the grand draw. Participants may submit a maximum of two valid SMS entries per day. A participant’s mobile phone number shall only submit a maximum of fourteen valid entries weekly. Any additional entries beyond the maximum entries will not be eligible;

4. OPTING OUT OF THE PROMOTION
- 4.1

Participants can opt out of the Promotion by sending an SMS stating the word “stop” to 20770. You shall receive a message confirming that you have been de-registered from the promotion. Upon deregistration, you shall not be eligible to win prizes in the Promotion;
- 4.2

If a participant decides to return to the promotion after opting out, they will be required to re-register, provided that the promotion is still running;

5. PRIZES
- 5.1

By gaining entry to the promotion, participants stand a chance to win either of the following prizes during the daily draws:  
a) Instant airtime of KShs 20, KShs 50 and KShs 100 in daily draws;  
**Either of the following prizes during the weekly draws:**  
a) Shopping voucher to purchase either Unga, Rice, Cooking Oil, or Sugar.  
**Either of the following prizes during the monthly draws:**  
a) Home make over vouchers to purchase either a TV, Gas cooker, Bed or Mattress.  
**Grand Draw**  
At the end of the promotion 5 lucky winner will win 1 million Kenya Shillings, out of which KShs 500,000 will go to support a Community-based organization (CBO). Selection will be done by the winner from the list of CBO’s provided by KBL.
- 5.2

All prizes are redeemable in Kenya. All non-cash prizes are not redeemable as cash equivalents and neither can they be exchanged for other prizes or be transferred;
- 5.3

The nature of prizes to be awarded and the number of prizes to be awarded may be varied by KBL in consultation with BCLB;
- 5.4

Daily airtime winners will receive their prizes through airtime vouchers to be sent via SMS from short code 20770;
- 5.5

Shopping vouchers will be redeemable at select nation-wide outlets that will be communicated as part of the award SMS message. Each shopping voucher should be redeemed within 6 months of receipt;
- 5.6

All Shopping vouchers and home make over vouchers will be provided by Naivas supermarkets across the country and will only provide the items stated under section 5.1.
- 5.7

Winners of the Kes 1 million grand prize will receive their monies (KShs 500,000/- through cheque or via electronic transfers (this will be a direct debit to their account)

- and the Community based organization will receive their support items equivalent of KShs 500,000/- through KBL’s public relations (PR) partner Inter Management Group Kenya Limited (IMG).
- 5.8

All prizes are redeemable within 3 months after the end date of the promotion. Prizes are deemed to have been forfeited if uncollected 3 months after the end of the promotion;
- 5.9

KBL gives no warranties on the prizes. Winners agree to accept the prizes on an “as is” basis. Subject to any applicable laws, the participants agree to hold KBL harmless against any damages that anyone may suffer as a result of the prize(s) or this Promotion including consequential and economic loss.

6. SELECTION OF WINNERS
- 6.1

Winners shall be selected randomly through an automated draw system. Systems and controls around the selection of the winners have been validated by EY Advisory Services Limited an independent audit firm.
- 6.2

Winners of the Promotion will be selected randomly by the servers of Interactive Media Services Limited in the presence of BCLB, EY and authorised KBL staff whenever possible.
- 6.3

KBL in consultation with BCLB may select additional reserve winners to replace any winners of any of the prizes who may have been disqualified.
- 6.4

After selection of winners is done, the decisions made on the same including reward of prizes by KBL shall be final and binding.
- 6.5

The award of all winning prizes shall be subject to the authentication of the identity of a short-listed candidate or winner through the following proof of identification:-  
a) Original National Identification Card; or  
b) Original Passport
- 6.6

In the event that there are any taxes applicable to the prizes, KBL shall deduct the same from the price and remit to the tax collection agency. The winners shall be presented with holding tax certificates where applicable.

7. NOTIFICATION OF PRIZE WINNERS
- 7.1

Daily winners will be notified and contacted directly through an SMS from the short code 20770;
- 7.2

Weekly, monthly and grand prize winners will be notified through a phone call via the EABL call center telephone number 0721985566;
- 7.3

KBL will make attempts to contact the selected winners. If the selected winners (specific to monthly home-makeover winners and grand-draw winners) do not answer any of the call attempts within the prescribed period (within a month) and identify himself/herself, he/she will be deemed to have forfeited their chance of winning the prize and KBL will thereafter attempt to call a reserve winner’s number as selected pursuant to condition 6.4. above;
- 7.4

For the avoidance of doubt, missed calls and calls diverted to voice mail will not be deemed to have been answered for the purpose of the Promotion;
- 7.5

KBL reserves the right to verify the eligibility of the winner in line with the terms and conditions. If it is found that the winner was ineligible to the promotion, he/she is disqualified and forfeits the prize, and the next runner up will be contacted;
- 7.6

Winners of the various prizes shall be informed in accordance with the guidelines stipulated in these terms and conditions and the decisions made on the same by KBL shall be final and binding;
- 7.7

Winners of instant cash prizes will have payment transmitted to their phone through mobile money transfer services. The winners will receive a notification through their Telco provider and a confirmation message from the short code 2210. In the event that the owner of the phone number and the user of the phone number are distinct and subject to the provision of sufficient proof, the applicable prize shall only be awarded to the owner of the phone number and not the user of the phone number;
- 7.8

The award of prizes for the Tuzidi Kuinuana Promotion shall be subject to the authentication of such information as shall be considered suitable for verification by KBL or by a selected agent including but not limited to any of the following:-  
a) Proof of Identification: original National Identification Card or original Passport within forty-eight (48) hours from the notification of winners. KBL and BCLB shall not entertain claims made after the expiry of said forty-eight (48) hours and any decision made on the same by KBL shall be final and binding; and  
b) Confirmation of winner details provided to KBL against the information submitted by the participant on entry into the Promotion.
- 7.9

Participants in the Promotion must be registered with a recognized mobile money service provider in Kenya. Winners who are not registered with the designated mobile money service providers as selected by KBL for purposes of this Promotion will be required to collect their cash from the respective mobile money agents within seven (7) days as stipulated by the Communications Commission of Kenya regulations. Failure to do so will lead to them forfeiting their prize.
- 7.10

Winners of the Kes. 500,000 Shillings prize will be expected to have a bank account which will allow cash transfer. In the event a winner does not have a bank account, they will be expected to open an account and share proof with KBL before transfers will be carried out.
- 7.11

KBL will not be liable for any delays brought about by failure of mobile telephone networks and mobile money transfer systems, failed, partial or garbled computer transmissions, for any computer, telephone, cable, network, electronic or internet hardware or software malfunctions, failures, connections, availability, for the acts or omissions of any service provider, internet accessibility or availability, or for traffic congestion or unauthorized human acts.
- 7.12

KBL shall not accept liability where a winner for one reason or another cannot access their airtime once it has been sent to them e.g. where the mobile network has suspended the recipient’s account, or if they are not accessible via the mobile service.
- 7.13

If the winner cannot prove they are above 18 years of age, the prize shall be forfeited, and another winner selected.

8. USE OF PERSONAL DATA
- 8.1

By agreeing to participate in the promotion you are deemed to have granted KBL permission to contact you for further information relating to the Promotion between **7<sup>th</sup> November 2025 and 7<sup>th</sup> February 2026;**
- 8.2

By participating in this promotion, you are deemed to have knowledge of and consent to the following:  
a) The collection, processing, transfer and retention of your personal data for purposes of administering this promotion including but not limited to use of winners’ pictures for promotional purposes.  
b) KBL may use participants personal information for reasonable commercial purposes such as;  
  - To communicate with through SMS about our products, or upcoming marketing activities and those of our subsidiaries, affiliates, and/or any of their related businesses. Participants have the right to opt-out at any time from receipt of further marketing communications by writing to us or by following the opt- out guidelines on any marketing message sent to you;
  - For marketing analysis, for example, to assess trends amongst our consumers and what people are saying about our products, to evaluate the impact and effectiveness of our marketing campaigns and promotions. You have the right to opt-out at any time from receipt of further marketing communications;

- 8.3

KBL has put in place technical and operational measures to protect your information from unauthorised access, accidental loss, or destruction. Any disclosure of information shall be in accordance with applicable laws and regulations;
- 8.4

By participating in the promotion, all winners of the prizes shall be deemed to have granted KBL during the promotion period and within three months after the end of the promotion the right to use their full names, photos, video footage and other details in such media as KBL may choose (including and not limited to the internet) for information, advertising and promotional purposes and that they shall further agree to participate in all public relations and marketing activities of KBL on such terms, as KBL may require without any additional consideration;
- 8.5

All information, content and materials displayed on or used in connection with the promotion including all text, articles, editorials, advertising, images photographs, audio, and video (collectively, the ‘Content’), is the property of KBL and its licensors. Save as permitted under the law and/or with the written consent of KBL, no one shall reproduce, publish, display, adapt, perform, cause to be seen or heard in public, broadcast and communicate to the public and/or otherwise deal in the content by any means and/or in any media;
- 8.6

All the ownership and intellectual property rights in the footage and visuals taken of any participant, his/her family and surrounding on lookers is and shall at all times remain the sole property of KBL; and
- 8.7

Use of the materials stated above shall be at KBL’s discretion and KBL shall be entitled to disclose any of the participant’s details for administering the promotion, marketing and research related activities, fraud prevention and such other purposes as may be provided in the terms and conditions herein and the law.

9. DISQUALIFICATION AND TERMINATION
- 9.1

The Promotion is offered at the sole discretion of KBL and KBL reserves the right, subject to any discretion from BCLB, to amend or vary these terms and conditions or to suspend/ amend/ terminate the promotion at any time. These terms and conditions will be published on the East African Breweries PLC website at [www.eabl.com](http://www.eabl.com) and printed on the local national newspaper;
- 9.2

In case any of these circumstances arises, notice will be given by KBL through media advertisements. The notice will be effective immediately or on such date as shall be set out in such notifications;
- 9.3

On termination of this Promotion for any reason not attributable to the participants, participants will be required to redeem their prizes within three (3) months after the termination date;
- 9.4

KBL reserves the right to terminate any participant’s participation in the promotion or their registration upon:-  
a) Detection of fraud or attempted fraud relating to the participant or their registration; or  
b) Breach of any of these terms and conditions; or  
c) Such circumstance as may be determined by KBL and BCLB acting reasonably;
- 9.5

If participation in the promotion is terminated under any of the circumstances set out above, the participant will lose the right to redeem his/her prize and the same out the prize will be deemed to have been forfeited. In addition, KBL reserves the right to take appropriate legal action, as it deems necessary, and recover damages and other expenses incurred in pursuing such action.

10. OTHER TERMS
- 10.1

This Promotion remains subject to the provisions of the Betting Lotteries and Gaming Act (Cap 13) Laws of Kenya) 1991, and all other applicable laws. Any disputes arising hereunder shall in the first instance be resolved in accordance with the aforementioned provisions;
- 10.2

All queries and/or complaints should be directed to the Customer Care Helpline number 0721985566; available in the current business operating hours (8:AM to 5:PM);
- 10.3

KBL upon notification and approval by BCLB, reserves the right to amend and adjust the promotion format and timings as it deems fit;
- 10.4

KBL does not require participants to send money, airtime or mobile money funds or any other consideration in order to participate or claim any prize in this Promotion, and KBL shall not be liable for any losses or other damage incurred by any person who does not heed this caution;
- 10.5

Although KBL has used reasonable efforts to ensure that all information and materials relating to the promotion are accurate, KBL shall not be liable for any inaccuracy or errors in such information and/or material. KBL, its agents and sub-contractors shall also not bear responsibility for any loss or damage to a participant, whether caused by self or any third party, arising from:-  
a) Matters outside the control of KBL, its agents and sub-contractors including but not limited to force majeure events such as acts of God, computer viruses, power outages, etc.  
b) Any acts of negligence by the Employees of KBL, EY Advisory Services Limited, or any other service providers involved in this Promotion or their agents, associates, and contractors;  
c) Any unforeseen defects in promotional materials supplied or manufactured by third parties including but not limited to labels and crowns;  
d) Any award of a prize made to a person whom the participant alleges to be the wrong person; and  
e) Reliance upon any omission, inaccurate information or statement concerning any matter whatsoever relating to the participant or to KBL, or any other matter whatsoever;
- 10.6

All errors and/or omissions related to this promotion and/or promotional products should be reported in writing to KBL within 7 days of discovery of the error or omission. KBL does not warrant that all errors and omissions can be resolved to the satisfaction of the participants, or at all and therefore errors and omissions are exempted;
- 10.7

KBL shall not be liable to a participant for any monetary loss or damage. Without limitation to the foregoing, KBL is not liable to a participant for any direct or indirect loss, damage, or expense regardless of whether the same arose from negligence, breach of contract or otherwise, and regardless of whether KBL has any control over circumstances giving rise to the claim or not;
- 10.8

KBL excludes all liability to a participant for loss of profit, revenue, goodwill or business reputation or special, consequential, punitive, or exemplary loss or damage arising out of or in connection with the promotion;
- 10.9

KBL accepts no responsibility for the failure of any third parties to fulfil their contractual obligations in relation to the promotion;
- 10.10

The participants shall release and hold KBL free and harmless from liability excluded under these terms and conditions;
- 10.11

Any persons attempting to make false claims shall be prosecuted. Prizes shall not be transferable to third parties, and they shall not be exchanged for other prizes;
- 10.12

All updated Terms and Conditions shall be available for inspection on the [www.eabl.com](http://www.eabl.com) website. It is the responsibility of the participants to review these Terms and Conditions. The participant’s continued participation in this promotion shall be deemed to be the participant’s acceptance of any changes to these Terms and Conditions;
- 10.13

In the event of any inconsistency between these Terms and Conditions and any terms and conditions printed or displayed on any marketing materials published or broadcast in any media (such as but not limited to the internet, television, radio, newspaper, magazines etc.) relating to the promotion, the terms contained in these Terms and Conditions shall prevail;
- 10.14

If any term or provision of these Terms and Conditions is held to be illegal or unenforceable, the validity or enforceability of the remainder of the Terms and Conditions shall not be affected; and
- 10.15

These terms and conditions are subject to interpretation by KBL, and any questions or disputes shall be resolved by KBL, and the decisions reached thereafter shall be final.

BCLB NUMBER: 0000294. SHERIA NA MASHARTI KUTUMIKA

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