



Mastercard Eid-UI-Fitr Lifestyle Spend & Win Campaign 2026

Frequently Asked Questions (FAQ)

1. What is the Mastercard Eid-UI-Fitr Lifestyle Spend & Win Campaign 2026?

Mastercard has launch a 14-day lifestyle campaign to make the Eid shopping season more exciting and rewarding. Cardholders can get a chance to be awarded with exclusive rewards by simply using their Mastercard debit, credit, or prepaid cards for everyday spending.

The top 14 cardholders with the highest total spend during the campaign period will each win a Home Appliance & Gadget Voucher worth BDT 100,000.

2. What are the rewards?

A total of 14 winners will be selected.

Reward	Value (BDT)	Quantity
Home Appliance & Gadget Voucher	100,000	14

3. When will the campaign run?

The campaign will run from **1 March 2026 to 14 March 2026 (both dates inclusive)**.

4. Who is eligible to participate?

To participate, cardholders must:

- Use a Mastercard-branded debit, credit, or prepaid card issued by any Mastercard-issuing bank or NBFi in Bangladesh.

Make purchases at lifestyle and fashion brands in Bangladesh or abroad during the campaign period.

Lifestyle shopping merchant categories:

- **Fashion & Apparel:** Clothing (men, women, kids), designer wear, footwear, bags & leather goods
- **Beauty & Personal Care:** Cosmetics, skincare, perfume, grooming products
- **Accessories & Watches:** Jewelry, fashion accessories, watches
- **Department & Lifestyle Stores:** Multi-brand lifestyle retailers, shopping malls, flagship brand outlets
- **Home & Living (where applicable):** Home décor, furnishings, lifestyle gadgets, kitchenware
- **Sports & Activewear:** Sportswear, fitness apparel, lifestyle sneakers

Any cardholder with a locally issued Mastercard card is eligible, subject to the campaign terms.

5. How will winners be selected?

Winners will be selected based on:

- Highest cumulative transaction volume during the campaign period.
- In case of a tie, the cardholder with the higher number of transactions will rank higher.



- If transaction counts are also identical, the cardholder who achieved the qualifying spend earlier in the campaign period will be selected.
- All winners will be identified and validated by an independent certified chartered accountant firm.

6. Who is not eligible to participate?

The following individuals are not eligible:

- Cardholders who are permanent residents abroad
- Permanent and contractual employees of Mastercard
- Employees of advertising and PR agencies associated with the campaign
- Concerned vendors and lifestyle merchants
- Employees of participating banks and NBFIs directly involved in cards business or campaign operations

Additionally, any transactions identified as artificially structured or manipulated (“gaming”) to influence campaign outcomes will be disqualified at Mastercard’s sole discretion.

7. Which transactions are not eligible?

The following transactions will not be considered:

- Transactions made for commercial purposes
- Transactions outside lifestyle shopping merchant categories. (example, grocery, restaurants, travel etc.)
- Multiple transactions at a single outlet for commercial purposes (only one transaction may be considered at Mastercard’s discretion)
- Cash transactions

Mastercard reserves the right to disqualify any transaction deemed commercial, fraudulent, structured, or otherwise non-genuine.

8. Does Mastercard have the right to modify the campaign?

Yes. Mastercard reserves the right, at its sole discretion, to modify, suspend, cancel, or amend the campaign structure and related terms at any time. Additional terms may apply as per campaign guidelines.