



THE EASIEST WAY TO PAY ZAKAT WITH CELCOM M-FITRAH SERVICE

Celcom offers hassle-free method for Muslims to pay their zakat fitrah

KUALA LUMPUR, 17 July 2014 –Celcom Axiata Berhad, the first and foremost mobile telecommunications provider in the country, is providing greater accessibility and convenience to its Muslim customers to pay for their zakat fitrah, anytime and anywhere through the telco's M-Fitrah service.

The M-Fitrah service is now available in three (3) payment options; SMS, USSD, WEB and WAP. As unauthorized collection agent for zakat fitrah, Celcom is offering the M-Fitrah service to its Muslim customers in Selangor, Melaka, Kedah, Perlis, Terengganu, Pahang, Sabah and Kelantan.

Commenting on the Celcom M-Fitrah service, **Zalman Aefendy Zainal Abidin, Chief Marketing Officer** said, "Celcom is always finding innovative ways and solutions to help its customers to perform their daily routines with ease and in the most convenient way. We understand the needs of our Muslim customers who lead a busy lifestyle and this service not only offers them a convenient and efficient way to pay their zakat fitrah but also helps them to avoid the last minute rush as they fulfill their religious obligation of helping the unfortunate during the holy month of Ramadan the."

Customers are required to enter "FITRAH<space><STATE>" and send it to 21999 or dial *888*33# for the payment of zakat fitrah via SMS. Next, they will receive a reply from 21999 and are required to send their "<NAME>, <IC Number>, <number of dependents>" to the same number. A verification message will ensue and if the reply is YES, a thank you message and receipt number for each payment made to self and dependents will be sent back to the customers.

For zakat fitrah payment via WEB Page, customers can visit www.thecube.my/mfitrah. Customers will be requested to fill in their details and upon completing the online form, they will

receive an SMS from 21999 with a pin code; which has to be keyed in to the page in order to complete the submission.

For zakat fitrah payment via WAP Page, customers may visit m.thecube.my/mfitrah and enter their mobile number before clicking the submit button. An SMS will be sent from 12028 providing them with an URL link. Upon selecting the link they will be automatically redirected to the M-Fitrah page or they may select M-Fitrah link from the display page. Customers are required to insert their information and will be redirected to the Lifecube page.

Through either one of the Web Page or Wap Page, customers will then receive an SMS to confirm their submitted information and will be required to respond via SMS accordingly. For those who need to modify their details, they will be required to respond *SALAH* and resubmit their application. Upon confirmation of details, another SMS will be delivered to the customer to confirm on the payment and a receipt of payment will be sent via SMS.

Additionally, for the month of *Ramadan* and *Hari Raya Aidilfitri*, Celcom is providing two special content offerings, namely *PetunjukHarian* and *KenaliNabi*. Both services are meant to be a source of reference for Muslim customers.

PetunjukHarian is a reminder service that will help Muslims to keep track on important dates and recommended daily activities as well as to act as a friendly reminder of good deeds that can be performed for the day. *PetunjukHarian* can be subscribed by dialing the USSD code (*888#) followed by selecting the *PetunjukHarian* option or by sending an SMS with key message of ON REM to 23737. Customers will receive four (4) MT's daily combination of 3 SMS and 1 MMS with RM3.00 charged per week.

KenaliNabi features a collection of 400 hadiths from *Kitab Syamail Muhammadiyyah*; which was recorded by *Imam al-Tirmizi* that covers five aspects of *Rasulullahs.a.w* - it covers physical appearance, behavior, worship (*ibadah*), relationship and character, as well as his life events. *KenaliNabi* can be subscribed by dialing the USSD code (*888#) followed by selecting the *KenaliNabi* option or by sending an SMS with the key message of ON MYM to 23737. Customers will receive two (2) MT's daily combination of SMS and MMS with RM 2.00 charged per week.

Both *PetunjukHarian* and *KenaliNabi* offerings can also be attained via Celcom WEB Page <http://www.thecube.my> and from the WAP Page <http://m.thecube.my>

About Celcom

Celcom is the country's first and foremost mobile telecommunications provider with almost 14 million customers. Established in 1988, it boasts the widest national 2G, 3G and 4G LTE networks, covering over 98% of the population. Currently the largest mobile broadband and corporate services provider, Celcom is now moving towards integrated multi-access and multimedia services, in line with evolving technologies and consumer behavior in Malaysia. A culture that places the customer first is reflected in our award-winning customer service, products, and other corporate accolades at a regional level. Celcom is part of the Axiata Group of Companies, one of the world's largest telecommunications companies, with close to 230 million customers across 9 Asian markets. For more information on Celcom, log on to <http://www.celcom.com.my>.

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