



Mastercard Discount and Spend & Win Campaign 2026 with Second Cup

Frequently Asked Questions (FAQs)

1. What are the offers?

- Enjoy discounts of up to **20%** on all purchases at Second Cup throughout the campaign period when paying with a **Mastercard Debit, Credit, or Prepaid Card**.
- **Spend & Win Offer:** The Mastercard cardholder with the **highest total spend** during the campaign period will win an **exclusive helicopter ride for two**.

2. Who is eligible for to participate in the campaign?

- The discounts are open only to cardholders of **Mastercard-branded Debit, Credit, and Prepaid Cards** issued by any bank in Bangladesh. Anyone holding a **locally issued Mastercard** can participate in this campaign.

3. What is the duration of the Campaign?

- The campaign is valid from **14 January to 14 February 2026**.

4. Who is eligible to participate?

- The campaign is open to all **Mastercard-branded Debit, Credit, and Prepaid Cardholders** issued by any bank or NBFI in Bangladesh. Anyone with a locally issued Mastercard is eligible to participate.

5. Eligibility Criteria

To qualify for the campaign, participants must:

- Hold a Mastercard issued by any Mastercard-issuing bank or NBFI in Bangladesh. Participation is **automatic upon making an eligible transaction**.
- Make purchases at any **Second Cup outlet in Bangladesh** using a Mastercard Debit, Credit, or Prepaid Card during the campaign period.

Winning Criteria:

- Spend & Win Winner will be determined based on the **highest total spend volume** made using Mastercard-branded cards during the campaign period.
- In the event that two or more cardholders have the same spend volume, the winner will be determined based on the **total number of transactions**.
- If the number of transactions is also identical, the winner will be the cardholder who **completed the transaction earlier**.

6. Ineligible Transactions

The following transactions will not be considered:

- Repetitive transactions of the same amount at a single outlet conducted for commercial purposes (only one transaction will be counted in such cases).
- Transactions made for commercial purposes.
- Non-retail transactions.
- Cash purchases.



7. Ineligible Participants

The following individuals are not eligible to participate:

- Permanent or contractual employees of Mastercard and Second Cup.
- Employees of Mastercard's advertising, PR, or vendor partners involved in the campaign.
- Employees of the card business or associated teams/departments of participating issuer banks and NBFIs.
- Cardholders who are permanent residents outside Bangladesh.

8. General Terms

- Mastercard & Second Cup reserves the right to disqualify any transaction deemed commercial, fraudulent, or suspicious.
- Mastercard and Second Cup reserve the right to modify, extend, or suspend the campaign at their sole discretion without prior notice.

9. Can customers participate with cash purchases?

- No. Cash purchases do not qualify for the campaign. Customers must use a Mastercard to be eligible to participate.

**Other standard terms and conditions may apply.*