



KURKURE MATCH ATTAX FOOTBALL CHAMPIONS



OBJECTIVE

1. New Product Promotion.
2. Engage & Motivate End User to taste new flavour of KurKure.



REQUIREMENT

1. 10 Digit Mobile Number to receive SMS.
2. Verification of Unique Code.
3. Push SMS
4. Online Randomizer to fetch Daily, Weekly & Overall Winner.
5. Two way Conference Solutions to their Team to communicate with winners with recording & Miss Called Facility.
6. Push Recorded Voice.
7. Daily Reporting.



CHALLENGE

There were a total number of 500 (Five hundred) different Codes under this Programme and total 50 different Match Attax Football Champions cards. (Thus each Attax card can have any one of possible 10 codes).

When a person send code AAA first time, then it valid but he send same code AAA second or more time, it invalid. Person has to send 10 different codes. Person who max different codes will be the winner.

Thus verifying code from Valid Code and receive entry was big challenge as for each code dual check was to be made.



RESULT

1. System and database was optimize, so that each entry can be processed within 1 Sec.
2. 5.6 lac + request were processed.
3. Max execution time for any entry was 1.2 Sec.



Thank you !!!