

# THE GAMEPLAN

RETAILER NEWSLETTER OF THE SOUTH CAROLINA EDUCATION LOTTERY • OCTOBER 2025 EDITION

COVER STORY

## CHA-CHING: Upstate Lottery Retailer Sees the Benefit of Accepting Debit

Great things can happen when you accept debit cards for lottery purchases. Just ask the owners of the Kash convenience store in Simpsonville.

On a visit to the store in July, lottery sales representative Jasmine Castillo walked in to find a smiling customer and owner Rilav Vora bent over a calculator.

As Jasmine approached, the customer held up his \$20 scratch-off. And Rilav, he held up his calculator.

The number on the display read 50,000.

Jasmine looked closer at the 200X ticket, and saw it was indeed a \$50,000 winner.

Before Jasmine arrived at the store on Fairview Rd., Rilav sold the customer \$40 in scratch-offs. The player wanted to buy another \$100 worth, but he was out of cash. So he asked Rilav if he could use his debit card to buy the rest.

“Yeah, we’ve started that,” Rilav said.

Would you believe the first ticket the player bought with his debit card won him the \$50,000 prize.

“I figured I wouldn’t win anything else on the rest,” he said. “But I won my \$40 in cash back.”

The winner, a regular customer, just happened to drop by the store that day on his way to an appointment. Before driving



off, the winner admitted he had to take some deep breaths to try to lower his blood pressure.

After cashing in the ticket, the Lottery learned the winner is going to take a vacation and pay off his oldest kid’s car.

What if the store hadn’t accepted debit?

“I would have lost the sale,” said Rilav. “And the customer wouldn’t have won big.”

Kash, run by husband and wife Rilav and Sweta Vora, had only been accepting debit cards for a couple of weeks before they sold the \$50,000 winning ticket.

Rilav says he’s excited to accept debit cards for lottery purchases. He feels it will help him gain customers that don’t usually carry cash.

Kash averages \$2 million a year in lottery sales now, and Ravi is optimistic that number is going to go up.

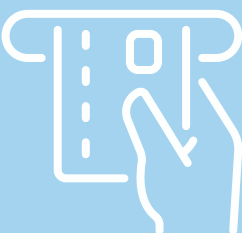
**HOT TICKET.** Sweta Vora in Simpsonville is selling more 200X since a regular customer won big on it.



**WINNER ALERT!** Sweta and Rilav Vora proudly show off their winner’s poster announcing a \$50K win on a ticket bought using a debit card.

### GROW YOUR LOTTERY SALES.

Accepting debit cards for lottery purchases will expand your player base. Not everyone carries cash.



# 1,600+

The number of lottery retailers accepting debit cards in South Carolina is **GROWING** every day.

# 2/3

**TWO OUT OF THREE** corporate stores take debit.

Stores accepting debit for lottery tickets have seen a **SALES INCREASE** of...



# 7%.



The Game Plan is published monthly by the South Carolina Education Lottery. Every effort is made to ensure the information presented is accurate. Due to print lead times, certain information may not be the finalized product or version. For questions about this publication, call 803-737-4419.

REMINDERS

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the piece called “Odds of Our Games.”

Display the Top Prizes Remaining Report: Every morning when you sign in the terminal will generate a “Top Prizes Remaining” report. Post this updated report in the clear sleeve or change mat on your counter. The clear sleeve must be on your dispenser or near the point of purchase.

Prizes remaining, end-of-game and odds information for scratch-off games is available by scanning a QR Code posted at the play station. Make sure you display this QR Code in your play station.

CONTACT INFORMATION

Ticket Orders: Contact Your MSR  
Stolen/Missing Tickets: 1-866-269-5668  
IGT Help Desk: 1-844-458-8535  
Customer Information: 1-866-736-9819  
Licensing: 1-866-737-7235 (Option 4)  
Gambling Hotline: 1-877-452-5155

South Carolina Education Lottery  
P.O. Box 11949  
Columbia, SC 29211-1949  
www.sceducationlottery.com

Launch dates and tickets are subject to change. Artwork shown is not necessarily representative of final product.

DATES TO KNOW

LAST DAY TO SELL

Wed., October 1: Money Money Money (#1608)  
Wed., October 8: Junior Jumbo Bucks (#1612),  
Wed., October 15: Money Madness Extra Play (#1615) & 200X (#1604)  
Wed., October 22: Jumbo Bucks (#1577)

LAST DAY TO RETURN

Fri., October 3: The Big \$pin Series (#1588, #1589, #1590 & #1591)  
Fri., October 10: \$2,000,000 Millionaire (#1570)  
Fri., October 17: Giant Jumbo Bucks (#1434) & \$500,000 Jackpot (#1609)  
Mon, October 20: Jumbo Bucks (#1577)  
Fri., October 31: Money Money Money (#1608)

LAST DAY TO CLAIM

Tues., October 7: Hit \$250 (#1527)  
Tues., October 8: 100X (#1603)  
Tues., October 28: 20X (#1601)

“SCEL COIN” DRAWINGS

\$1,000 Cash (50 win) – Draw Date 10/22/25  
\$500 Cash (20 winners) – Draw Date 10/22/25

“SCEL COIN” ACHIEVEMENTS

October 1-31

- Enter \$50 worth of any tickets
- Enter \$10 worth of Pick 3
- Enter \$15 worth of Cash Pop
- Enter 4 \$5 scratch-offs
- Enter 5 \$10 scratch-offs
- Enter 2 \$2 scratch-offs & \$10 in Pick 4
- Sept. 29 - Oct. 5, 6-12, 13-19, 20-26 & 27-Nov. 2
- Enter \$15 worth of Powerball
- Enter \$10 of \$1 scratch-offs



PRODUCT NEWS

WIN INSTANTLY WITH CASH POP BONUS

For a limited time only, CASH POP players have an opportunity to win prizes instantly!

With CASH POP BONUS, select CASH POP purchases will print an additional ticket with an instant win worth double the wager. Those prizes are worth \$2, \$4, \$10 or \$20.

Share this exciting news with your CASH POP players and keep an eye

RETAILER SPOTLIGHT

Investment in Service & Tech Pays Off

Gurdeep Singh took over the Lyman Convenience Store, located at 241 Pine Ridge Rd. in Lyman, in 2023. Singh is a competitive person and used that to drive him to improve every aspect of his location. Since taking over, he has made significant investment in the brick and mortar, technology and customer service.

He completely remodeled the inside of the store in the summer of 2024. Singh purchased a video monitor system to display lottery tickets. He utilizes Facebook and Instagram to show pictures/videos of winners at his location. He and his staff have built great relationships with customers by providing outstanding customer service. They receive excellent online reviews from players.

Singh has begun to see results from all of his efforts. The store has shown significant sales increases (up to approx. 18,000 per week a 23% increase) as he and his staff work towards his goal of reaching the million dollar sales club.

- Mike Leonard, Upstate RSM

out for their BONUS tickets to be printed with CASH POP purchases. CASH POP BONUS prizes can be cashed instantly, which means more prize money to spend in stores.

The CASH POP BONUS promotion starts with the September 28 drawing & runs until January 3.

What makes CASH POP such a great game?

YOU CAN PLAY FOR \$1.  
Starting at \$1, it’s an affordable entertainment option. Ask customers if they’d like to try it.

IT’S SO EASY.  
Pick a number from 1 to 15. If the number you pick matches the one number drawn by the Lottery, then you win the prize shown.

CASH POP HAS GREAT ODDS.  
CASH POP’s overall odds of winning are 1 in 15. Play all 15 numbers to guarantee a win.

IT DRAWS DAILY  
CASH POP is drawn twice a day at 12:59 p.m. and 6:59 p.m. That’s more chances to win and more opportunities to grow commissions.



NEW GAMES

Tuesday, October 7:



Tuesday, November 4:

