



DUBAI GOLD & JEWELLERY GROUP

## **DUBAI DELEGATION ATTRACTS INDIAN SHOPPERS WITH THE BIGGEST EVER GOLD & JEWELLERY PROMOTION**

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**DSF 2015 TO FEATURE RECORD BREAKING 5 KM LONG HANDMADE GOLD CHAIN, 100 KGS OF GOLD, 40 CARAT DIAMOND SOLITAIRES AMONG PRIZES WORTH AED 15 MILLION**

- Gulzar Theatre Fiesta, Indian Republic Day Kavi Sammelan & Mushaira among power packed international performances
  - Chance to own world's longest gold chain - Dubai Celebration Chain, a piece of history
  - DSF has attracted 56 million visitors who spent a total of AED 145 billion from 1996 to 2014
  - DSF 2015 to be the grandest ever and is being promoted with the slogan "20th Anniversary – A Journey of Celebrations"
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**Mumbai, 22 December, 2014:** As Dubai gears up to celebrate the 20th anniversary of Dubai Shopping Festival, key representatives from Dubai Gold and Jewellery Group arrived in Mumbai with the biggest ever gold and jewellery promotions. Packed with amazing offers and raffle prizes, the 32-day celebrations that will begin on January 1, 2015, and for the first time attempts to feature the world's longest gold chain besides offering a chance for shoppers to win up to 100 kgs of gold, 40 carat of diamond solitaires.

"We know the fondness that this country holds for gold. So, we have come here to extend a special invitation to you all," commented **Mr. Tawhid Abdullah Abdullah, Chairman of Dubai Gold & Jewellery Group**. "This is the 20<sup>th</sup> anniversary of DSF and a milestone year for us. To make the experience memorable, we in association with Dubai Festival & Retail Establishment (DFRE), the organizers of Dubai Shopping Festival, have attempted to manufacture the world's longest handmade gold chain, aptly termed as the **Dubai Celebration Chain**, with a minimum length of 5 kilometres. With the advanced booking facility, if the demand goes up the chain will be extended to 8 kilometres. The gold that will be used for manufacturing the chain would weigh about 180 kilos. The chain will be assembled in public, in the presence of media and representatives of Guinness World Records. This will be displayed in Deira Gold Souk in Dubai prior to DSF for public viewing. We hope to finish the manufacturing process and assemble the chain for display on January 2, 2015," added **Mr. Abdullah**.

This 20<sup>th</sup> DSF has also marked another historical first with the organizers of the Dubai Shopping Festival (DSF) and DGJG being joined by the World Diamond Mark Foundation (WDMF), the global diamond industry body that is taking care of generic diamond promotion campaigns worldwide, promoting diamonds in the luxury consumer sector. In its cooperative



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framework with DGJG and DSF, the promotion of diamonds and diamond jewellery in the UAE and the Gulf region will be sponsored by World Diamond mark Foundation. The diamonds will be certified by GSI. "The WDMF is elated to be part of this unique shopping festival and in particular to be part of its 20th anniversary. With the WDMF's establishment about three years ago, the diamond and diamond jewellery industry and trade again has a single entity and organization that advances the generic promotion of polished diamonds, aiming to grow market share and enhance the desirability of diamonds and diamond jewellery among consumers. The DSF is a perfect platform to do so and we are grateful to the Dubai Festivals & Retail Establishment and the Dubai Gold & Jewellery Group for their hospitality and cooperation. I am confident that it is going to be a fantastic event and experience, for the consumers – and the organizers." – said Mr. Alex Popov, Chairman, WDMF

Dubai Shopping Festival is unlike any other event in the world and is an experience made all the more memorable by the presence of 500 retail outlets offering unbelievable prices on celebrated brands, several international and regional events, and the chance to take home prizes worth millions of dirhams. It is expected to showcase one of the largest collections of the trendiest and latest fashion products, jewellery, gadgets and other extravaganza for discerning shoppers.

"India is a key market for us as a large number of people from India visit Dubai during DSF. The popularity of Dubai's gold promotions amongst Indians is evident by the large number of winners from India. Last year, the 32 days mega promotions saw 28 number of DSF daily gold winners from India. We anticipate a greater number of shoppers from India to win at DSF 2015. Dubai is perhaps the only place in the world where one can buy the latest designs in gold jewellery in all the major karatages. In addition, shoppers have the choice of buying the best collections in diamond and pearls. All jewellery in Dubai carries the manufacturer's stamp of quality assurance," said Mr Abdulla.

Shoppers spending AED 500 at any of the participating retail jewellery outlets will be entitled to a raffle coupon that will give them the chance to win 1 kg of gold and 1 carat diamond jewellery every day during DSF and 5 kg of gold as weekly prizes. On top of this fantastic offer at the end of the festival, there will be a mega prize draw giving a chance to win a whopping 40 kilos of gold, which will be distributed among four lucky winners, in addition to 8 ct. carat diamond (*sponsored by World Diamond Mark Foundation*) jewellery prize. The promotion is also available on the purchase of diamond jewellery, pearls and watches worth AED 500 that will entitle the shoppers with two raffle coupons, thereby increasing the chance to win. One can also win gold coins every hour by sending their raffle coupons numbers through SMS to over 5 radio stations and stand to win a total 8 kilos of gold.

Over the years, Dubai Gold & Jewellery Group has given away over 734 kgs of gold and 41 ct of diamonds during the various editions of Dubai Shopping Festival and Dubai Summer Surprises. Since its inception, DGJG has associated with DSF for 20 years as a key sponsor; today the Dubai Shopping Festival has grown to an international stature and is a key event that people all over the world look forward to.



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Commenting on this special DSF 2015 campaign, **Her Excellency Laila Mohammed Suhail, CEO of Dubai Festivals & Retail Establishment (DFRE)**, an agency of the Department of Tourism and Commerce Marketing (DTCM), concluded, “Over the course of the last two decades, the Dubai Shopping Festival and the Dubai Gold and Jewellery Group, have been very closely linked together and we have seen the growth and the development that we have achieved over these years. Together we have helped to boost Dubai’s reputation as a world-class destination for shopping and entertainment and today, this stunning growth has resulted in calling Dubai the “City of Gold”.

**-ENDS-**

#### **About Dubai Gold & Jewellery Group**

Dubai Gold & Jewellery Group (DGJG) is a non-profit group, formed with the support of the Dubai Department of Economic Development, representing the entire gamut of the gold and jewellery trade in Dubai, including bullion manufacturing, wholesale & retail. The aim of establishing the body was to promote the interests of the fraternity through liaising with various government and non-government organizations and spearheading various member beneficial initiatives. From being a group of Jewellery retailers who came together to support the first edition of the DSF in the year 1996, today the Dubai Gold & Jewellery Group has grown to a prestigious trade body that has more than 600 members committed to develop and sustain Dubai’s vision as the ‘City of Gold’ and the ‘jewellery destination of the world’. The group has been a key sponsor of Dubai Shopping Festival since its inception and for the 20 years has given away 734 kgs of gold and 41 ct diamonds as prizes during mega gold and jewellery promotions.

#### **About Dubai Festivals and Retail Establishment (DFRE)**

As the pioneer organizer of events and festivals, DFRE is responsible for positioning Dubai as a world-class shopping and tourism destination. Each year it works with its retail and leisure partners to organise the internationally renowned Dubai Shopping Festival and Dubai Summer Surprises, as well as oversee annual events such as Ramadan in Dubai, Eid in Dubai and Modhesh World, plus the Dubai Motor Festivals and Dubai Food Festival. DFRE is an agency of Dubai’s Department of Tourism and Commerce Marketing.

#### **About the WDMF**

The World Diamond Mark® Foundation (WDMF) is a non-for-profit organisation established by the World Federation of Diamond Bourses. The global objective of WDM is to ensure the health and future growth of the diamond and diamond jewellery industry in the luxury market sector through the creation of consumer demand. The WDM Authorized Diamond Dealer (ADD) concept is the cornerstone of the WDM programme. WDM ADD’s are diamond jewellery retailers committed to best business practices, who excel in product representation and aim for the highest level of staff education. The WDM promotes its accredited retailers to the consumer by offering and employing a wide range of marketing tools for diamond jewellery marketing. The ADD membership fee is reasonable, as it is calculated based on the number of outlets the retailer has. For further inquiries – [www.worlddiamondmark.org](http://www.worlddiamondmark.org).



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