



DUBAI GOLD & JEWELLERY GROUP

## **Winners of 40 kg gold and 8 carat diamond prizes received a spectacular felicitation by Dubai Gold & Jewellery Group**

**Dubai, February, 2015:** Sealing the successful gold and jewellery campaign of the 20<sup>th</sup> edition of Dubai Shopping Festival (DSF) with a grand finish, Dubai Gold and Jewellery Group (DGJG) hosted the prize distribution ceremony of the mega raffle draw at Deira Gold Souq on February 12, 2015. The ceremony honoured the final set of winners, who between them bagged a total of 40 kilos of gold and 8 carat diamond prizes at the mega draw conducted on February 7, 2015, in the presence of representatives from Dubai Festivals and Retail Establishment (DFRE), the organisers of DSF, Dubai Gold and Jewellery Group and members of the Board.

The lucky winners of the mega draw included Ms. Ann, an Indian resident based in Dubai for past two years, who took home the grand prize of 20 kilo gold while Dixit Subodh Kumar won 10 kilo gold. K.N.V Tanuja was the lucky winner of a 5 carat solitaire diamond prize that was given away on the same night.

**H.E. Laila Mohammed Suhail, CEO of Dubai Festivals & Retail Establishment (DFRE)** said: “We would like to congratulate the Dubai Gold and Jewellery Group on the successful completion of their latest DSF promotion, which is a further demonstration of the solid collaboration that exists between the government and private sector establishments with the common aim of positioning Dubai as a year-round family tourism destination. The gold and jewellery campaign is yet another achievement for the retail sector of Dubai and it reaffirms the key role that DSF plays in showcasing Dubai as a city that offers unique shopping experiences including the opportunity to win life-changing prizes.”

Also commenting on the successful completion of the gold and diamond jewellery promotion, **Mr. Tawhid Abdullah, Chairman of Dubai Gold and Jewellery Group** said, “It is a proud moment as the Group generated an overwhelming response for the biggest campaign of the 20<sup>th</sup> year celebration of Dubai Shopping Festival. While we try to do something unique each year, this year we wanted to make the experience extra ordinary for the shoppers. With the support and guidance of the Dubai



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Festivals and Retail Establishment team, the mega jewellery promotion brought joy to many thereby making it a larger than life experience for them. Post the feedback from our member retailers, it gives me immense pleasure to announce that the current year saw an average increase of 25% gold and jewellery sales during the promotion period and yet again was successful to position Dubai as a regional hub for shopping.”

The 32 day long shopping extravaganza rewarded 76 winners of eleven different nationalities a total of 100 kilo gold and 40 carat diamond jewellery worth AED 15 million in the form of daily, weekly and mega raffle prizes. Several winners reaped the benefits of shopping during DSF by purchasing gold and diamond jewellery worth AED 500 or more from participating outlets which included Malabar Gold & Diamonds, Joyalukkas, Kalyan Jewellers, Meena Jewellery, Atlas Jewellery, Sky Jewellery, Al Haseena Jewellery, Pure Gold Jewellers, Al Romaizan Jewellery, Chittilappilly Jewellers, Popley Jewellery and Samra Jewellery.

The shopping festival witnessed a grand mix of nationalities winning in the mega gold campaign, where 69% of the winners were Indians followed by Yemeni shoppers who grabbed the second place. The other nationalities who also won included Australians, British, Canadian, Croatian, Filipinas, Pakistani, Malaysian, Syrian and Emaratis.

Dubai Gold & Jewellery Group (DGJG) in the past 20 editions of Dubai Shopping Festival (DSF) has given away over 834 kilos of gold and 81 carat diamonds.

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**About Dubai Gold & Jewellery Group**

Formed with the support of the Dubai Department of Economic Development in 1996, The Dubai Gold & Jewellery Group (DGJG) is a non- profit trade group for the Dubai jewellery industry with around 600 members representing all sectors of the trade, including bullion, manufacturing, wholesale & retail. The Group has since then evolved into a prestigious trade body committed to



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developing and sustaining Dubai's status as the 'City of Gold' and 'The Jewellery Destination of the World'.

DGJG works closely with Dubai Municipality to ensure that Dubai maintains its standards of providing quality jewellery to its consumers. Internationally, the Group gives its members an opportunity to exhibit their products through the 'Dubai Pavilion' which is hosted in leading international jewellery exhibitions. It also organizes the City of Gold Conference which has brought international attention on Dubai's positioning as the City of Gold. DGJG further represents the interests of the trade through liaising with government organizations. Its Board of Directors includes representations from Dubai Central Labs (Dubai Municipality), Dubai Events and Promotions Establishment which is part of the Department of Economic Development.