

Dubai Shopping Festival and Dubai Gold and Jewellery Group unveil mega promotion offering prizes worth AED 7 million

- '100 Winners in 32 Days' promotion to reward shoppers with 56 kg gold
- For first time, three fabulous gold prizes to be given away every day of DSF 2016



Mr. Tawhid Abdullah, Chairman of Dubai Gold & Jewellery Group & Ms. Laila Mohd. Suhail, CEO of Dubai Festival & Retail Establishment at the DSF 2016 press conference on 28th December at Conrad Hotel

DUBAI: Dubai Shopping Festival and the Dubai Gold and Jewellery Group (DGJG) announced their mega promotion titled '**100 Winners in 32 Days**' for the 21st edition of Dubai Shopping Festival, which will run from 1st January to 1st February 2016.

The exciting promotion, which provides an opportunity for residents and visitors to win up to 56 kg of gold, was unveiled today (28 December) by H.E. **Laila Mohammad Suhail, CEO of Dubai Festivals and Retail Establishment (DFRE)**, an agency of the **Department of Tourism and Commerce Marketing (DTCM)** and **Mr. Tawhid Abdullah, Chairman, Dubai Gold & Jewellery Group (DGJG)** at a press conference held at Conrad Dubai hotel. The press conference was also attended by the Board of Directors and Tomy Joseph, General Manager of DGJG.

For the first time, three lucky shoppers will be rewarded at the daily draws that will be held at 9 pm. The first prize winner will receive a prize of 1 kg gold, the second lucky winner will get ½ kg gold prize while the third daily winner will get to take home a ¼ kg gold prize. In all, there will be 100 lucky winners over the 32 days of DSF celebrations receiving gold prizes worth AED 7 million.

Customers who purchase gold jewellery worth AED 500 get one raffle coupon and customers who purchase diamond or pearl jewellery worth AED 500 get two raffle coupons to take part in the daily raffle draws. Raffle coupons will be provided by all the participating outlets of the Group's promotion.

At a press conference following the launch of the gold promotion, **H.E. Laila Mohammad Suhail, CEO of Dubai Festivals and Retail Establishment (DFRE)**, the organisers of the annual DSF, expressed gratitude for the continued support received from Dubai Gold and Jewellery Group, which every year comes up with attractive promotions to further enhance DSF's image as the world's best shopping experience.

"At the heart of the Dubai Shopping Festival is its ability to influence and create an impact on shoppers by providing them a memorable and rewarding shopping experience. Over the past two decades, our mega raffles like this gold promotion have helped changed the lives of thousands of residents and visitors and this in turn has made DSF a magnet for visitors from all over the world, who make the trip to Dubai during this time of the year just to win a prize of their lifetime.

"Key economic sectors in Dubai witness significant growth during DSF and the high volume of sales recorded in the gold and jewellery sector during this period has a notable positive impact on the overall retail sector in Dubai."

"Visitors to Dubai the City of Gold can look forward to unwrapping an exceptional shopping experience, as the DSF excitement will go a notch higher during the 2016 edition, with one of our key initiatives being to encourage our partners and retailers to run their own activations, as evident in the Gold and Jewellery themed events of DSF," **H. E. Laila Suhail** added.

Addressing the press conference **Mr. Tawhid Abdullah** said that the Dubai Gold & Jewellery Group is once again all set to add glitter to one of the most awaited shopping festival – DSF. "Ever since the first edition of DSF, the relationship between the Group and the DSF organizing committee has been growing in strength and in 2016, the relationship will cross two decades of fruitful association. Over the past many years, we have been complementing the DSF initiatives and this DSF also we will add value to the shoppers' experience. Every year during DSF, Dubai becomes the most sought after tourist destination and we are happy to play a pivotal role in this. We are extremely thankful to all Government authorities who have played a crucial role in making all our initiatives a big success. I am happy to state that over the past twenty years of DSF, we have given away over 843 kg of gold. The Group has always been innovative when it comes to DSF promotions and this DSF also we expect consumers to grab the offers that are being provided," he added.

Mr. Chandu Siroya, Vice Chairman DGJG stated that the current gold price will provide the necessary thrust to the growing gold sale. "As a Group, we always strive to provide

consumers offers that are in tandem with what the market needs. Gold is one of the most preferred investment options and attractive prizes add to the glitter.

Mr. Tomy Joseph, General Manager of DGJG was highly optimistic of the success of the promotion and said that this year DSF will result in much enhanced sales compared to the previous years.

Dubai Gold & Jewellery Group is Dubai's well known trade body with more than 600 members committed to develop and sustain Dubai's status as the City of Gold and the jewellery destination of the world. This not-for profit trade body, formed with the support of the Dubai Department of Economic Development; comprises members representing the entire gamut of the gold trade, including bullion, manufacturing, wholesale & retail. DGJG represents the interests of the fraternity through liaising with government organizations and spearheading various member beneficial initiatives. The Dubai Gold & Jewellery Group has been a strong supporter of Dubai Shopping Festival since its inception.

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