



DUBAI GOLD & JEWELLERY GROUP

DSF Shopper Strikes Gold On The 3rd Trial At The ‘Bags Of Fortune’ Promotion

- Retail business is expected to grow by 30%
- Shoppers are rewarded with 19kg gold prize
- Gold and jewellery industry experiences major boost

Dubai, January 11, 2012: The ‘Bags of Fortune’ promotion has been received with great enthusiasm by Gold and jewellery shoppers in Dubai. The latest winner of the Promotion, Mr. Mehran, a resident of Al Ain has been trying to win gold for the last 3 years but never met with his luck.

“I often come to Dubai to shop, especially during the Dubai Shopping Festival when there are lots of offers and promotions, but I’ve never have been lucky. This year, when I bought some gold jewellery for my sister, the store attendant told me about the ‘Bags of Fortune’ promotion and I tried my luck and won. If you ever want to win something, just keep on trying, one day you will win.” said the Al Ain based businessman. “I am so excited about this and I plan to save the gold bar and use it wisely during my wedding in June 2012” He added.

Apart from the excited lucky shoppers, the ‘Bags of Fortune’ promotion has seen the gold and jewellery industry experience a major boost. “We have seen more customers visit our store since the beginning of the ‘Bags of Fortune’ promotion. We expect a 30% increase in the year on year sales during the DSF period. We are proud to be a part of the Dubai Gold and Jewellery Group and to be able to appreciate our customers with this promotion. We are geared on making this the most successful DSF yet” Said Mr. Shamlal Ahamed, Managing Director of Malabar Gold.



DUBAI GOLD & JEWELLERY GROUP

Since inception of the DSF in 1996, Dubai Gold & Jewellery Group has given away over 664kgs of gold in prizes. This year's promotion offers Gold and Jewellery shoppers the chance to take home 19 kilograms of gold of an estimated value of 4 million dirhams with ½ kg of gold being won in the daily draws and 3kgs being won on the final day of this spectacular promotion. Gold and jewellery buyers will also be presented with a chance to win up to AED 2 Million worth of instant cash prizes in a 'Scratch and Win' promotion upon the purchase of Pearl, Watches. Shoppers willing to participate in the promotions need only purchase Gold , Diamond , Pearl jewellery or watches worth AED 1000 at any of the participating outlets. Raffle draws are held daily at Burj steps, downtown Burj Dubai between 9.30 and 10pm and televised on Sama Dubai Channel.

Editor's Note:

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 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



DUBAI GOLD & JEWELLERY GROUP

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.

- Ends-

For editorial information, please contact:

Media contact

BUZ PR

P.O. Box 126093, Dubai, UAE.

Tel: +971 4 3589789

Email: sneha@ibuz.ae