



DUBAI GOLD & JEWELLERY GROUP

Indian Driver Strikes Gold in 'Bag Of Fortune' Promotion

- *Dubai based driver wins ½ kg gold in city-wide Dubai Gold and Jewellery Group promotion*
- *DGJG promotion results in increased footfall in participating outlets*
- *Gold and jewellery sales expected to experience 30% rise*

Dubai, January 22, 2012: What had probably begun as a busy day for Mr. Anthony, ferrying passengers from one part of the city to the next, ended in a rather glorious note for the Dubai based driver when he received news that he had won ½ kg gold in the 'Bag of Fortune' promotion.

"I couldn't believe!" Exclaimed an excited Anthony. "I have been working as a driver in Dubai for the last 21 years. Whenever I could, I would buy gold during the Dubai Shopping Festival hoping to win some special promotion but I never met my lucky stars. This year when I was expecting it the least, it just happened". He Added. "My good fortune in this promotion will hopefully be a stepping stone in getting rid of the bad times that I have faced in the recent past. I take it as God's provision for me to walk past the troublesome times that I have faced in my life and move on to better days".

Mr. Anthony's words echo the sentiments of 17 other winners who have been lucky to take home the coveted prize. Organized by the Dubai Gold and Jewellery Group, the 'Bag of Fortune' has been presenting gold and jewellery shoppers across Dubai with the opportunity to take home 19 kilograms of gold of an estimated value of 4 million* dirhams.

*Prize of Gold and Jewellery estimated on 4th January, 2012



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The promotion will continue through the entire length of DSF 2012 with ½ kg of gold being won in daily draws and 3kgs being won on the final day of this spectacular 32 day promotion. Gold and jewellery buyers also stand a chance to take home up to AED 2 Million worth of instant cash prizes in a 'Scratch and Win' promotion upon the purchase of Pearl, Watches and Diamond Jewellery.

7 key retail groups have come together to support the campaign by offering sponsorship. Key sponsors include Damas Jewellery, Joy Alukkas Jewellery, Malabar Gold, Meena Jewellers, Sky Jewellery , and sponsors Atlas Jewellery and Chittillappilly Jewellers.

“Jewellery shopping has been the highlight of shopping in Dubai for many years. The trade has attracted millions of shoppers with the quality and variety of designs of the jewellery bringing in many more customers to our shops. The Dubai Shopping Festival provides an opportunity for shoppers to take advantage of big winning opportunities and we are glad to be part of the 'Bag of Fortune' promotion which is the icing on the cake for Gold and Jewellery shoppers. We have experienced increased footfall in our store and we hope to see this continue during the remaining days of the promotion.” Said Mr. Babu John, Managing Director for Sky Jewellery .

Since inception of the DSF in 1996, Dubai Gold & Jewellery Group has given away over 664kgs of gold in prizes. Shoppers willing to participate in this year's 'Bag of Fortune' promotion need to 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 tele-cast on Sama Dubai Channel.



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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 organisation 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 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.

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