



DUBAI GOLD & JEWELLERY GROUP

PRESS RELEASE

Indian Plumber Wins Inaugural ½ Kg Gold Prize at The Dubai Gold and Jewellery Group’s “Bags Of Fortune” Promotion

- *Dubai based plumber gets lucky; winning gold means a world of good to him and his family back in India*
- *Subsequent winners announced as daily draws continue in the biggest ever value for money offering by Dubai’s Gold and Jewellery industry*
- *Promotion expected to impact positively on the Gold and Jewellery business*

Dubai, January 9, 2012: Dubai Gold & Jewellery Group (DGJG) has today announced the first winner of the “Bags of fortune” mega raffle promotion. The lucky winner, Mr. Cheni Garam Ganga, is a Dubai based plumber who had no idea that his visit to the jewelers would turn out to be his timely tryst with destiny.

When he received the most unexpected call from DGJG, Mr. Ganga could not believe his stars. He came to Dubai as a casual laborer, hoping to scale the ladder of success and provide a good life for his family back in India. The urge to save and invest in gold prompted him to buy jewellery at this most rewarding time of DSF but he did not expect to strike it big. Hailing from a very humble background the winning has proved to be a much awaited windfall of fortune for Mr. Ganga.

Mrs. Faiza Muhammed Sulaiman is another of the lucky winners who have met with their good fortune during these early days of DSF 2012. The Egyptian national and a nurse at a hospital in Sharjah could not believe her good fortune.



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“My husband and I have been participating in the DSF promotions for the last 5 years. We were always hoping to win a car but we were never that lucky. We always won small things like gift vouchers. This weekend my husband bought me a bangle worth 5000 Dirhams at Dubai Land and he told me to try my luck at the “Bags of Fortune” promotion. I did not expect to win because very many shoppers participate in the DSF promotions, but my husband insisted that this could be our lucky chance. We were out at global village when my husband got the call and I could tell it was good news from the way he was excited.” An excited Faiza said. “We are very happy about this and we plan to keep the gold with us for a while.”

The massive promotions for Dubai Shopping Festival (DSF 2012) this year offer gold and jewellery shoppers a chance to take home up to 19 kilograms of gold of an estimated value of 4 million dirhams (gold jewellery rate estimated on January 4, 2012). The winnings will be distributed during the entire length of the 32 day shopping extravaganza with ½ kg of gold being won daily 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 or Diamond jewellery worth 1000 Dirhams.

With more jewellery retailers coming forward to be a part of this shopping carnival, it is expected that over 200 retailers will be participating in the promotion campaign, 7 key retail groups have come together to support the campaign by offering sponsorship. These include Damas Jewellery, Joy Alukkas Jewellery, Malabar Gold, Meena Jewellers, Sky Jewellery and sponsors Atlas Jewellery & Chittillappilly Jewellers.

Joy Alukkas, one of the key sponsors of the DGJG promotion has 10 outlets in Dubai participating in the promotion and expects that the gold business will be impacted positively during DSF 2012. Mr. Tomy Joseph, General Manager Joy Alukkas commented on the “Bags of Fortune” promotion.



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“We are very excited to be partnering with Dubai Gold and Jewellery Group as a key sponsor and playing a role in enhancing Dubai’s image as the city of gold. We anticipate that our customers will immensely benefit from the promotion and enjoy the winning opportunities. Our goal is to reach as many customers as possible with the offer and encourage them to purchase and win the prizes. We also salute the Dubai Events and Promotions Establishment for bringing to the shoppers of Dubai yet another colorful DSF” He added.

Chittilappilly Jewellery, one of the sponsors of the promotion has six outlets in Dubai. “This year’s promotions have started on a very positive note. We have seen more shoppers and many of them are very excited to be taking part in the promotions. We salute the lucky winners and encourage many more to take part. We are glad to be partnering with DGJG and taking part in DSF 2012.” Said Mr. Sunny Chittilappilly, the Managing Director, Chittilappilly Jewellery and vice chairman of DGJG.

Since inception of the DSF in 1996, DGJG has given away over 664kgs of gold in prizes. The active participation of DGJG in Dubai Shopping Festival has established Dubai as the World’s Gold jewellery Shopping Destination. Due to this Dubai is known for its variety of designs in gold jewellery, its traditional Gold Souks and the best jewellery prices the world over. 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



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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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