

DUBAI SHOPPING FESTIVAL CONTINUES TO GIVE AWAY PRIZES, CHANGING THE LIVES OF LUCKY WINNERS

Dubai, United Arab Emirates, 30 January 2019: Dubai Festivals and Retail Establishment (DFRE) offers shoppers life-changing prizes every day during the 24th edition of Dubai Shopping Festival (DSF), including luxury cars, gold and cash.



WINNER HIGHLIGHTS

In the daily gold draw from Dubai Gold & Jewellery Group (DGJG), shoppers Anish Nadarajan, Amit Pandit, Mohammed Lokman Hakim and Eneesha Shamgith won ¼ kilo grams of gold each, while Parikrama won AED20,000 as part of the DSF INFINITI weekly prizes.

Anish Nadarajan, a father of two from India, commented on his win saying: “This win has given me the chance to pursue everything I have ever dreamt of doing. All I want is to give my two beautiful children a great education, and this prize has helped make this possible. I am so thankful to DSF, and I wish the rest of the winners the best of luck.”

Delighted Amit Pandit from India said: “After a challenging 2018, I couldn’t have asked for a better start to the year – it was genuinely one of the best phone calls I have ever received. I plan to keep the gold coin safe for my two-year old daughter, Aadhya, in hopes that one day this will bring her many joyful moments and a bright future. My daughter and this prize are the two best things that have ever happened to me. Thank you DSF!”

Commenting on his win, Mohammed Lokman Hakim from Bangladesh said: "I am so grateful for this win - what an amazing opportunity! I plan to use the gold to help my family, colleagues and neighbours in Dubai and abroad. I have already sent a portion of it to my family in Bangladesh to support them and the other families around them.”

Eneesha Shamgith, a mother from India, said: “What a wonderful New Year’s gift! We are so blessed to have won this prize, which we’ve put in our daughter’s name as an investment for her future. We’re so happy and confident that we have a great year ahead of us, thanks to DSF.”

Praveen Manghnani from Mumbai said: “My cook and driver at home is from an Indian city called Lucknow. During the last monsoon season in August 2018, the roof of his house fell through (it was made of flimsy aluminium). To fix it, he took out a loan of 400,000 Indian Rupees at a very high interest rate. He only told me about this in January, so I agreed to give him an interest free loan to help him save some money.

Later that day, we were driving somewhere and stopped to get petrol. While we were there, I decided to buy a DSF INFINITI raffle ticket in his name for some good luck, and the next day he got a phone call telling him he’d won. This incredible prize was nearly the exact equivalent to the 400,000 Indian Rupees loan he had taken out in August. It was a miracle – thank you DSF!”

These lucky shoppers are just a handful of the many winners so far, and with six winners a day, there are plenty of opportunities for everyone to win incredible prizes. Here’s a reminder of what’s on offer until the end of the festival:

INFINITI Mega Raffle

Shoppers can enter the INFINITI Mega Raffle for a chance to win a QX50 and a life-changing mega prize of AED500,000 in cash. Raffle tickets can be purchased for just AED200 from EPPCO and ENOC petrol stations, Global Village, ZOOM and metro stations across the city.

The winners are announced at the raffle draw ceremony at Global Village that telecasts live from 10:30pm to 11:20pm daily on Sama Dubai TV.

Dubai Shopping Malls Group (DSMG)

Dubai Shopping Malls Group (DSMG) gives everyone more reasons to shop this DSF with cash prizes worth a combined AED1 million up for grabs for those who spend over AED200 at participating malls. Selected shoppers can take part in a 'Spin the Wheel' activation every Saturday until 2 February at the Global Village and win cash prizes.

Dubai Gold & Jewellery Group (DGJG)

Dubai Gold & Jewellery group (DGJG) offers shoppers chances to win a grand total of 32 kilos of gold, five BMW cars, six 100-gram bars of gold and six Samsung 65 inch UHD Smart Curve TVs during DSF. Customers who spend more than AED500 on gold purchases are given a raffle coupon to enter into a daily draw to win ¼ kilo of gold each per day (one kilo of gold given away each day). Running until 1 February, six shoppers are chosen daily to win a 100-gram gold bar and Samsung TV. On the final day of DSF, one lucky shopper will win a grand prize of one kilo of gold. Those shopping for diamonds will be eligible for entry into a weekly raffle draw to drive away a BMW car.

For more information and a full update on DSF activities, visit <http://www.mydsf.ae/> or @DSFSocial and #MyDSF.

DSF is supported by strategic partners which include Emirates Airline, Emaar (The Dubai Mall), Majid Al Futtaim (Mall of the Emirates, City Centre Mirdif, City Centre Deira), AW Rostamani Group, Al Futtaim Group (Dubai Festival City Mall), Nakheel Malls (Ibn Battuta Mall, Dragon Mart 1, Dragon Mart 2), Dubai Duty Free, ENOC, Al Zarooni Group (Mercato), Meraas and Etisalat. The key sponsors include VISA and Jumbo.

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About Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism)

With the ultimate vision of positioning Dubai as the world's leading tourism destination and commercial hub, Dubai Tourism's mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai's tourism sector. It markets and promotes the Emirate's commerce sector and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment.

About Dubai Festivals and Retail Establishment

The Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai's Department of Tourism and Commerce Marketing, is responsible for developing Dubai's retail and festival sectors and supporting the positioning of Dubai as a world-class tourism destination with year-round family entertainment, shopping and events.

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