

# DDF lights up Diwali celebration and launches a series of theme promotions

By **Jas Ryat** on October, 22 2019 | Industry News



Along with Dubai Duty Free officials, H.E. Vipul, Indian Consul General to Dubai, conducted the draw for the Dubai Duty Free Millennium Millionaire

Dubai Duty Free (DDF) celebrated the Diwali Festival of Light at Dubai International Airport with a special reception attended by H.E. Vipul, the Indian Consul General to Dubai, which coincided with the draw for the Millennium Millionaire and the Finest Surprise.

Colm McLoughlin, Executive Vice Chairman and CEO, Dubai Duty Free, led the senior management group in welcoming H.E. Vipul and was joined by DDF's Chief Operating Officer, Ramesh Cidambi, and Executive Vice President - Corporate Services, Salah Tahlak.

A traditional Indian dance (Kathak dance) was performed by Ocean Kids to mark the festivities and welcome the guests in Terminal 1 Concourse C. Following the show, H.E. Vipul was invited to join a cake cutting ceremony.

McLoughlin says: "We are privileged to be joined by the Indian Consul General, H.E. Vipul, to celebrate Diwali. Dubai Duty Free employs 950 Indian nationals and Indian passengers account for 13% of our business, so it is appropriate that we mark this most popular festival, which is celebrated all over the world."

Consul General, H.E. Vipul, adds: "Thank you Colm and Ramesh for inviting me to your Diwali celebration here at Dubai Duty Free. As you said, you have a great Indian employment in Dubai Duty Free, I feel very happy that so many Indians are working here. Indians form the majority in the number of tourists who come to Dubai and to UAE and of course many of them will be doing their

shopping here in Dubai Duty Free. Wishing you all happy Diwali!"

H.E. Vipul then took part in the draw for the Dubai Duty Free Millennium Millionaire and the Finest Surprise promotions.

Mr. Kamalasanan Nadar Vasu, a 56-year-old Indian expat, was selected as a winner of the former promotion. The Dubai resident and longtime DDF contest participant took home US\$1 million.

The winner shares: "Thank God for this wonderful news! I have been living in Dubai for a long time and I had picked up a massive debt since my business went down in January 2018. I'll be using this money to settle my debts and the rest will be saved for my business and my future. Thank you so much Dubai Duty Free!"

Following the Millennium Millionaire draw, four winners of luxury vehicles were also announced in the Finest Surprise Promotion.

As part of the promotional activities for Diwali, Dubai Duty Free launched a series of promotions including a 20% discount offer on October 17 and 18 for all arriving and departing passengers traveling through Dubai International Airport and Al Maktoum International Airport.

The two-day sale resulted in a shopping spree, which saw sales of US\$16.95 million. With sales of US\$3.37 million, cosmetics was the top-performing category, closely followed by perfumes, which amounted to US\$2.75 million.

Other attractive offers featured the "Diwali Special Offers" on gold products and themed retail areas for Diwali are in place throughout the retail operation.