

Newspaper: **Emirates Business 24/7**
Date: 17^h July 09

Rise in sales at malls taking part in Surprising Millions

DUBAI Sales at the 23 malls taking part in the Dh5 million Surprising Millions campaign – being held as part of Dubai Summer Surprises – have risen by an average of 10 per cent, the Dubai Shopping Malls Group (DSMG) said.

“Since the start of the Surprising Millions campaign in June participating malls have recorded a healthy increase in turnover,” said Majid Al Ghurair, the group’s chairman.

“In the second week we recorded aggregate sales of Dh145m and a growth of 8.2 per cent in revenues over the first week, which shows the growing popularity of the campaign.

“After the third week of promotions, figures from the participating malls indicated an average weekly surge of 10 per cent.”