



[Offer details + terms and conditions](#)

Dubai Jewellery Group will organize exclusive retail jewelry campaign for Visa card users during the summer months in Dubai, where participating Jewellery merchants will offer exclusive offers and prizes for those customers purchasing with Visa credit/debit card at any of the participating jewelry outlets in Dubai. These offers will be promoted by Dubai Gold & Jewellery Group's marketing channels and aimed to get additional sales into the stores by visa cards users

Campaign Period: June 27th – August 30th, 2025

Campaign offer: Exclusive offers to Visa cardholders at participating retail jewellery stores in Dubai as part of Dubai Jewellery Group's Dubai Summer Surprises 2025 campaign.

Offer details:

The participating jeweler to offer 'Instant' Cashback on 'Select Diamond/Pearl jewelry collection' purchases as per the below tiers:
AED 300 instant cash back on minimum purchase of AED 5,000
AED 500 cash back on purchases above AED 7,500
AED 750 cash back on purchases above AED 10,000

Campaign Terms & Conditions

- Instant cashback is applicable only on select Diamond and Pearl jewelry collections at participating outlets in Dubai.
- A complete list of participating outlets will be available on: www.dubaicityofgold.ae
The offer is exclusively available to all Visa cardholders (across all card types).
- Instant cashback will be deducted from the total bill amount at the time of settlement.
- Cashback cannot be claimed in cash or exchanged in any other form by the purchaser.
- Raffle: in addition to the above offer, an exclusive digital raffle will be organized for customers using visa debit/credit card for Jewellery purchase at participating stores
- Eligibility: Minimum Purchase of AED 1,000 (on any item at the store) using Visa credit/debit card will be entitled to one digital raffle entry.
- 50 raffle winners will each receive jewelry vouchers worth \$1,000
- Dubai Jewellery Group will use a raffle draw platform (owned and managed by a third-party digital raffle tech company) to facilitate the raffle draw. This platform has been in use for all digital draws of Dubai Jewellery Group and is acceptable for DET.



Raffle draws will be conducted under the supervision of Dubai Jewelry Group and Dubai economy & Tourism representative at their premises after the campaign ends. Date of raffle draw will be notified in advance.

Winners will be notified via the contact details submitted at the time of QR code entry. DET's decision on the winners will be final and binding.

Raffle Draw Terms & Conditions:

- Eligibility: Customers must complete a purchase using a Visa card for minimum of AED 1,000 at participating jewelry outlets during the campaign period (June 27 – August 30, 2025).
- The campaign raffle period is from June 27, 2025 – August 30, 2025
- The draw date will be on September 9, 2025
- To enter the raffle, customers must scan the QR code provided at the point of purchase and submit the required details (including contact information).
- Only one raffle entry is granted per eligible transaction.
- Multiple entries are allowed if the customer makes separate eligible purchases during the campaign period.
- Winners present in UAE can collect the vouchers from Dubai & Jewellery Group's office; winners residing outside may authorize a representative (friends & family) to collect on their behalf or Dubai Jewellery Group can email them an e-voucher. All winners are required to submit the below documents as mandated by DET to claim the prize.

✓ ID copy (passport/national ID)

✓ Copy of the bill of purchase

- If found that a winner did not transact using a Visa card, Dubai & Jewelry Group reserve the right to deny the prize
- Dubai Jewellery Group reserves the right to amend the terms or cancel the promotion at their discretion without prior notice.
- Participation in the raffle constitutes acceptance of these terms and conditions.

Jewellery voucher Redemption:

- Dubai Jewellery Group can notify the winners with using the contact mentioned in the raffle entry and publish the winner names on their web page.
- Dubai Jewellery Group shall create jewelry vouchers worth AED 3,500 (redeemable across any of the participating outlets) and award them to winners.
- Vouchers can be redeemed for gold, diamond, or precious jewelry at any of the participating outlets.
- Vouchers are non-transferable, cannot be exchanged for cash, and must be used in full (no partial redemptions or refunds).

Vouchers will be valid for redemption until 31st December 2025.