

LuLu joins Ramadan charity drive with Mohammed Bin Rashid Al Maktoum Charity & Humanitarian Foundation

Launches Ramadan Charity Cards worth Dh. 4 million this year.



LuLu Group launched its Ramadan charity drive by partnering with the Mohammed Bin Rashid Al Maktoum Charity and Humanitarian Foundation to initiate a Ramadan project that aims to distribute shopping cards to deserving families throughout the UAE.

At a press conference held at the Foundation's head office in Dubai, a Memorandum of Understanding (MoU) in this regard was signed between Ibrahim Boumelha, Vice Chairman of the Board of Trustees of the Foundation on behalf of Mohammed Bin Rashid Al Maktoum Charity and Humanitarian Foundation and Yusuff Ali M.A., Chairman and Managing Director of LuLu Group in the presence of Saleh Zaher Al Mazroai, General Manager, Mohammed Bin Rashid Al Maktoum Humanitarian & Charity Est, Mr. Salim MA, Director of LuLu Group and other top officials.

More than 6,000 deserving families in all the seven emirates will benefit from this charity initiative during the holy month of Ramadan. This is the 11th consecutive year of

joint initiative being carried out by LuLu and Mohamed bin Rashid Al Maktoum Charity and Humanitarian Foundation together and a total of Dhs. 32 million worth of Charity cards has so far been issued including the current year.

Under the directives of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, Mohammed Bin Rashid Al Maktoum Charity and Humanitarian Foundation engages in charity work within and outside the UAE during the Holy Month of Ramadan. As part of its constant drive to deliver necessary support to various segments of the society, funds are offered to needy UAE nationals and residents and to people in a number of friendly countries around the world.

Commenting on this initiative, Ibrahim Boumelha said: “This year more families will benefit from this project and is of great importance to the Foundation as it cooperates with its partners in charity within the UAE for the distribution of the smart cards. On this occasion, we also extend our gratitude to Lulu Group for partnering with us for this noble cause.

Boumelha also expressed his gratitude and thanks to Her Highness Sheikha Hind bint Jumaa Al Maktoum for her moral and material support for various charitable projects, undertaken by the Establishment for the benefit of the citizens and residents expatriates, particularly in the Holy Month of Ramadan.

It is one of the modern and innovative humanitarian projects and programs that are offered to the needy, which is an ambitious idea, implemented by the Establishment, inspired by the directives of our wise leadership for using modern technology in the provision of services in a simple and innovative way. Over 6000 families will benefit this year from the project with an amount of AED 4 million.

Yusuff Ali MA on his part said: “We believe that this noble initiative will ease the burden of the families with limited income and are proud to support the Foundation which is doing a commendable job. Partnering with the Mohammed Bin Rashid Al Maktoum Charity and Humanitarian Foundation during the holy month of Ramadan is a honour for us and we thank His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of UAE and Ruler of Dubai for choosing us to bring happiness in the lives of under privileged during the holy month.”