

Landmark Group Marks its 50th Anniversary with an Exclusive Shukran Points Reward Campaign

The Group revamped its Shukran loyalty programme and is running an upto 10-times points campaign throughout September

Dubai, UAE, 28 August 2024: Landmark Group, the leading value conglomerate in the retail and hospitality sectors, is commemorating its golden jubilee by launching a series of initiatives, including an exclusive promotion where customers can earn up to 10-times in Shukran points on purchases made at their retail stores across the GCC throughout September.

Founded by the late Micky Jagtiani 50 years ago with a single store in Bahrain, Dubai-based Landmark Group has grown into an omnichannel retail and hospitality giant with over 2,200 stores and outlets, 21 homegrown brands, 4 franchises, and a presence in 17 countries across the GCC, Middle East, India, Southeast Asia, and Africa. These include household names like Centrepont, Max Fashion, Home Centre, Babyshop, Splash, Shoemart, Lifestyle, Viva, Emax, Home Box, Styli, Fitness First, and Funcity to name a few.

The Group has launched a new campaign to celebrate its 50th anniversary with its customers, partners and employees, under the slogan "Inspired by Your Dreams" that encapsulates the essence of the company's journey and highlights the mutual growth and success shared with its customers and communities. The Group's 50th anniversary plans will feature a series of events and initiatives to demonstrate its gratitude and reaffirm its commitment to stakeholders, highlighting five decades of success and paving the way for future achievements.

Commenting on this milestone, Renuka Jagtiani, Chairwoman of Landmark Group said: "As we reflect on 50 years of entrepreneurship, growth and remaining true to our customers', we continue to be inspired by them to drive the innovation in the business and stay committed to our purpose of creating exceptional value for all the lives we touch. We are deeply thankful and grateful to our customers, business and government partners, and Landmarkers who have believed in us over the years"

Factoring customer feedback, Landmark's Shukran, the first retail customer loyalty programme in the GCC, has been revamped to provide a more rewarding experience for its loyal customers. Structured into four tiers – Platinum, Gold, Silver and Classic – Shukran offers tailored rewards and benefits that reflect the level of engagement and loyalty of its members.

Adding further value, the enhanced Shukran programme includes access to exclusive offers beyond Landmark's ecosystem from dining, entertainment and beauty partners, to better serve its customers' lifestyle needs. During this anniversary campaign, customers can earn upto ten-times more in points, and access to their Shukran accounts is now also available on all Landmark's retail brand apps like Centrepont, Max and Home Centre.

Furthermore, other popular brands from across Landmark Group, including online fashion store Styli, and hospitality and leisure offerings, Fitness First, Fun City, City Max hotels, Zafran and Carluccio's will be running special promotions throughout September which will be shared on their respective social media channels.



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About Landmark Group

Founded in 1973 in Bahrain, Landmark Group has grown to become one of the largest and most successful omnichannel retail and hospitality conglomerates, with presence across 17 countries in the Middle East, Africa, India and Southeast Asia. Based in the UAE since 1990, the Group owns and operates 21 established homegrown and 4 franchise brands across an extensive network of more than 2,200 outlets, encompassing a gross leasable area of 30 million square feet.

Landmark Group's success is driven by its diverse portfolio of established brands, across multiple retail categories, offering a comprehensive range of products across fashion, home, groceries and electronics. These include Centrepoint, Max Fashion, Home Centre, Babyshop, Splash, Shoemart, Lifestyle, Viva, Emax, Home Box, Styli, Shoexpress, Spar and Easybuy.

Beyond retail, Landmark Group has diversified into the leisure, fitness and hospitality sectors with brands like Fitness First, Citymax, Fun City, Fun Ville, Zafran and Carluccio's.

The Group boasts unparalleled logistics capabilities, owning the MENA region's largest privately-owned distribution hub - Omega Logistics and Logistiq, which offers state-of-the-art third-party logistics services.

Landmark Group places a strong emphasis on delivering exceptional value and achieving customer satisfaction throughout its comprehensive product range. Across its loyalty programmes, the Group enjoys a loyal customer base with more than 35 million active users.

The company has a dedicated workforce of more than 53,000 employees and continues to be certified as a Great Place to Work (GPTW) since 2017.

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