

Let's Drive completes its 21-day adventure of overland journey

DUBAI — One car, three friends 15 nations was turned into a reality by Jamal, Haris and Shamim from an adventure touring group in Dubai 'Let's Drive' as they successfully complete an overland drive in 21 days (August 29 to 18 September 18). The drive started from Dubai and completed in Netherlands via Iran, Russia and Switzerland. The group plans more initiatives upcoming in the next year for driving enthusiasts from Dubai around the world.

These driving enthusiasts communicated through motions, gestures and body language to people with different language, culture and background and also presented some souvenirs of Dubai to many while inviting them to the UAE for tourism and adventure.

Jamal said: "In almost every country we visited we met people who were amazed and overwhelmed to see a car in their homelands with a Dubai number plate and they had heard a lot about Dubai already and were just looking for a reason to visit, which we boosted by offering an invitation to join us on one of our local drives in the UAE to experience local culture and tradition along with our Emirati group members."

Celebrating the UAE Reading Year 2016 the group distributed books to the people they befriended on the way in different countries.

"The world is a small place; the team met a small business owner in Azerbaijan who had worked in



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Dubai earlier. He spoke about his experiences and cherished the memories of his time in the UAE when presented with a Dubai souvenir and a book marking the reading year," said Haris.

When asked about the learning from this initiative, Shamim said: "Majority of people are nice in all these countries as long as we respect the law of the land and life is a journey for everyone, so taking

breaks is essential to reach your destination safely."

Fifteen members of Let's Drive flew in to Switzerland on September 10 to welcome the touring car in Zurich and drive around the most amazing "Grand Tour of Switzerland" together in a convoy of rental cars led by the touring Dubai FJ Cruiser. Co-organiser of the road trip Farhan Kafil said: "This idea opened doors to the

UAE locals and other interested enthusiasts for participation in the road trip and provided an opportunity to drive together on one of the most scenic routes in the world."

The organisers and team members of Let's Drive are very thankful to their sponsors 'Switzerland Tourism, GCC', MAG Lubricants, Dial a Tire and Radio Spice for their partnership in this success.



Ajman Police and Ajman Horse Club supported by walkathon.

Breast cancer awareness initiative is getting bigger

AJMAN — Further to the lunch of the 'Early Detection is the Best Protection' campaign by Amina Hospital, in order to raise awareness, a walkathon was conducted on October 10 by Amina Hospital in association with Um Al Moumineen Association in Ajman.

The walkathon was at Al Safia Park, which was also supported by Ajman Police and Ajman Horse Club. There were 100s of people who joined for the walkathon to support the "Walk for a Cause", breast cancer awareness walkathon. Followed by the walkathon there was awareness talk at Um Al

Moumineen Association by Dr Dawlat Hussien, consultant interventional medicine, Amina Hospital.

Chief guests of the function were Shaikha Azzah bint Abdallah Alnuaimi, general manager of Al Hamid bin Rashed Organisation, and Hamad Tarim, director of Ajman Health City.

Amina Hospital is initiating month-long breast cancer awareness programme, Early Detection is the Best Protection. Amina Hospital is offering free clinical breast examinations, mammograms and a specialist consultation during October.

Malabar Gold's latest brand film goes viral

DUBAI — No glitter, no glamour, Malabar Gold & Diamond's latest brand film, which went viral in the last week been trending topic in India is positioned around a telephonic conversation between a husband and wife, but both the husband and wife happens to be the Bollywood celebs- Kareena Kapoor and Saif Ali Khan.

All the jewellers were focusing on the end user — the woman, often shown as a bride. In its latest ad film, Malabar Gold & Diamonds, takes an unconventional route and shifts focus to a very important segment of the buyer pool — men looking to gift jewellery to their partners. As the brand is all geared to focus more on diamond gifting it tries to position itself as a man's choice for his better half.

Celebrate the beauty of life! Swearing by their tagline, the brand raises its volume saying, 'Every woman in this world likes two things — surprise and diamond!'. Imbibing this mindfully in their campaign, the #KareenaSurprised film captures the tale of a surprise! Placing their brand ambassador Kareena Kapoor Khan in the one minute film, Malabar Gold & Diamonds brightens a new phase in the jewelry advertisement. In any marriage, things can start to feel a bit routine after a while. It's easy to get bogged

down in the day-to-day grind of work and chores. Making an effort to give your spouse a nice surprise now and then can help keep marriage fun and exciting. It's true even if you are a Bollywood celebrity or an ordinary woman, every lady would love to have surprises. Here Saif Ali Khan shows the way, How to keep your wife happy!

While the ad has Kareena Kapoor looks bedazzled, speechless and stunned when she sees the glittering diamonds gift by her hubby, the actual fact remains that, besides 'Malabar's glittering collection, it is Kareena Kapoor herself who has the viewers look bedazzled, speechless and stunned to the core.

The campaign has garnered more than eight million views on YouTube and social media in a week and even became the nationwide trending in India. It has managed to open conversations and there are a lot of positive sentiments on social media with regards to the campaign. More than 10,000 tweets floated in the virtual platform with the following hashtags - #KareenasAnniversarySurprise, #WhoSurprisedKareena, #KareenaSurprised

Bollywood film director and writer Vinil Mathew have directed the film for Malabar Gold & Diamonds brand communication agency Takashi Waltar/Local.

Joyalukkas Group launches #MomINeedYou campaign

DUBAI — While breast cancer deaths in the UAE have declined by almost 10 per cent, and late detection of the disease has gone down from 64 per cent to 16 per cent, there is a growing concern about the rise in incidences amongst women under 40 years of age. It is with this insight that the Joyalukkas Group has launched Think Pink 2016, with the banner #MomINeedYou. The campaign is aimed at motivating all women, especially mothers, to conduct self-examinations diligently and regularly.

#MomINeedYou comprises a month-long multimedia campaign featuring children of UAE residents and their personal messages encouraging their mothers to conduct regular self-examinations. A viral video initiative will present what UAE mothers believe is the most important thing they do for their families' vis-à-vis what their families think should be their priority.

"When we took the 'pink pledge' in 2011," said Sonia Alukkas, director, Joyalukkas Group, "we put the strength of our entire network across 11 countries behind it and received an overwhelmingly positive response from over 10 million customers. Our commitment to raising awareness and preventing breast-cancer related deaths remains strong today, perhaps made even stronger because of the support of many health organisations and specialists in the UAE."

The Think Pink campaign, sup-



Sonia Alukkas, Director, Joyalukkas Group

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ported by the Dubai Health Authority, was launched in October 2011 and has successfully increased awareness of the benefits of early detection against breast cancer with the cooperation of over 40 health organisations. To date, more than 40,000 participants have benefited from the campaign's free breast screening facilities and community awareness activities.

Joy Alukkas, chairman and MD,

Joyalukkas Group, said: "This year, we wanted to drive home the message that early detection saves not only the lives of women, but also that of their children. We are all aware of how devastating late detection of breast cancer can be for the victims, but sometimes we forget that it is the children whose mothers are diagnosed with cancer that stand to lose the most. 'Mom I Need You' is a heartfelt plea to all women to take care of them so that no child is left behind to suffer the consequences."

"As a mother," said Jolly Joy, director and head of CSR, Joyalukkas Group, "my family is very important to me and the wellbeing of my children is my priority. Sometimes they need to remind me to slow down and take care of myself too. This is the thought behind this campaign. A mother will never refuse a sincere request from her child. In the same way, we hope every woman out there would not ignore our reminder and they would set aside a tiny bit of time to conduct a self-exam so they can be with their children for longer."

Children are the focus of this campaign, and they have the opportunity to send their personal message to their moms and encourage them to make an online pledge to conduct regular self-examinations via Facebook. In appreciation of the participants' efforts, Joyalukkas is giving away a diamond set worth Dh2,500 to the best message posted.



Clyde H. Eder, chief operating officer at VPS Healthcare, receives the award on behalf of Tajmeel Dental Centre.

Tajmeel Dental Centre wins award in Dubai

ABU DHABI — Tajmeel Dental Centre, a unit of VPS Healthcare, won the 'Dental Centre of the Year' award at the recently concluded World Health Tourism Congress which took place alongside the Dubai Health Regulation and Medical Tourism Conference. The Congress, in its 11th year now, is the world's premier awarding body for medical tourism and is attended by leading decision makers of health authorities across the globe.

Dr Shamsheer Vayalil, founder and managing director of VPS Healthcare, said: "These awards are a testimony to our commitment towards providing exemplary dental care to the people of the region. We strive to set a new benchmark of excellence in oral care through our handpicked world class medical expertise and state of the art technology."



RAKBank offering a suite of innovative products to SMEs

DUBAI — With an aim of addressing the financial needs of SMEs in the UAE, RAKBank extends its lending to small and medium-sized enterprises (SME) through the launch of a suite of new Business Banking products. The 'Point of Sale' loan (POS), machinery loan, real-estate financing, and lastly a buy-out loan that will assist SME customers in managing their day-to-day liquidity as well as plan their business expansion.

Customers can now enjoy four new Business Banking products that will help them meet all their financial needs. For starters, the POS loan is mainly directed to retailers in the UAE. Providing retail businesses the extra support that is needed by offering a loan amount based on the total value of transactions that are made through the POS machine. Real-estate financing supports the capital expansion plans of SMEs by offering customers the opportunity to own commercial property. With the real-estate loan, customers can enjoy flexible pricing, repayment period and loan tenor.

The Bank also launched asset backed financing to help customers buy machinery, equipment, and

other commercial assets to support their expansion plans. With attractive rates and financing solutions, customers can also take advantage of the available re-financing option. Lastly, companies in the UAE that are in search of a better financial solution to manage their liquidity without additional cost or collateral can now look to RAKBank and avail a buy-out loan.

Additionally, with a renewed focus on strengthening relationships with valued customers, the Bank also provides an advisory service to its Business Banking customers to ensure that they feel supported at every stage in their business lifecycle. This service is available in person or virtually via the Bank's many 'touch points'.

RAKBank chief executive officer, Peter England, said: "We are one of the pioneers in supporting SMEs in the country and we therefore remain fully committed to the Business Banking segment. We will continue to help this segment grow by extending innovative and collaborative solutions, because we believe that the potential of SMEs will generate greater returns for the economy."

Aster's new tech enables patients to control chronic disease from home

DUBAI — Aster DM Healthcare has launched an advanced technology for chronic disease (diabetes and hypertension) patients, as a part of its innovative remote monitoring programme called Aster Chronic Care@Home.

Inaugurated by Dr Layla Al Marzouqi, Director of Health Regulation at the Dubai Health Authority (DHA); Dr Azad Moopen, founder, chairman and managing director, Aster DM Healthcare, and Alisha Moopen, executive director and chief executive officer, hospitals and clinics (GCC); the integrated health service will empower patients to take control of their disease management through close monitoring of blood glucose and blood pressure reading, constant data management through a mobile app connected to a call centre and proactive patient outreach from Aster specialists for care. Envisioned to deliver a personalised healthcare solution that will strengthen continuum of care by ensuring compliance to disease

management regime and minimising complications associated with the conditions.

The technology would function through the introduction of smart monitoring devices for blood glucose and blood pressure. The readings or data captured by the devices would be automatically updated to a mobile application on the patient's phone and health records maintained by the care provider. These health interpretations readings will be closely monitored by trained nurses and paramedics through a contact centre. In case of fluctuations in the reading patterns, the patient would receive direct calls from Aster care specialists. The new service is based on the international concept of improving chronic disease care through regular monitoring and constant communication about disease management from the care provider to the patient.

"One of our constant efforts in the UAE, is to ensure that all our residents have access to quality health-



Alisha Moopen and Dr Layla Al Marzouqi at the launch of Aster Chronic Care@Home.

care and undertake the appropriate measures necessary to minimise the challenges associated with highly prevalent chronic diseases like diabetes and hypertension. Personalised and customised health services need to be accessible, affordable, and responsive. We congratulate Aster DM Healthcare, for

their continued efforts in initiating positive measures to help transform healthcare delivery in the country," said Dr Layla Al Marzouqi.

"The Aster Chronic Care@Home programme aims to make disease management for patients a smooth and easy-to-use solution to make a positive difference in their lives. It is our constant endeavour to fulfil our commitment to improving the lives of the people that we serve every day, through innovative solutions, to achieve best health outcomes," said Dr Azad Moopen.

"Healthcare is shifting its focus from hospital-based acute care towards prevention, promotion of wellness, and maintenance of function in community as well as home-based facilities. In the era of constant connectivity, the solution enables people to interact with healthcare professionals for disease management at home or at work; patients can limit doctor visits to when an in-person clinical consultation is appropriate," said Alisha Moopen.