



Baitak Holy Quran contest



Distributing Iftar meals

Kuwait Finance House concludes Ramadan program 'Increase good deeds in Ramadan'

Al-Ruwaieh: Several events and initiatives based on technology and virtual reality

KUWAIT: Kuwait Finance House concluded its Ramadan program "Increase good deeds in Ramadan" for this year 2022 with various social and voluntary participations, awareness initiatives, daily communication with the public, competitions, events, Girgian, sport and youth activities with tremendous participation by individuals inside and outside Kuwait, thus reiterating KFHH's leadership in social responsibility and its keenness to enhance sustainable development goals.

Iftar initiative for 1,000 families in Jordan with the support of KFHH as part of the agreement between the two parties. He mentioned that Eid clothes were distributed to the refugees and needy people and entertainment and educational events were organized for children during the initiative. Also, food baskets were distributed. He emphasized that more than 15,000 Iftar meals were distributed to the refugees in Jordan during Ramadan.

"Increase good deeds in Ramadan" program comprised competitions and prizes which have enhanced interaction and bondage with the public and customers through social media. Competitions comprised religious, educational, and interactive quizzes as well as a competition program offering valuable prizes through live broadcast on Instagram for customers and employees. The program recorded unprecedented participation by the followers.

Quran Application presented by KFHH
Al-Ruwaieh said that KFHH has provided the public with the Holy Quran Application as a gift. He emphasized that the application launched by KFHH on IOS and Android devices has achieved record number of users which has exceeded 10 million users.

Health for Better Life."

'Learn Cooking' Initiative
He said that KFHH has presented to its female customers an exclusive free cooking session with Chef Faisal Al-Nashmi in collaboration with "Off the Menu". The course continued for four days and witnessed remarkable participation by KFHH's female customers.

Employees' participation in Ramadan events
Al-Ruwaieh said that KFHH has participated in Ramadan events with all KFHH family members to better enhance and strengthen functional bondage and appreciate employees' efforts and congratulate them on Ramadan. KFHH has organized several sport events e.g., Ramadan Padel Championship, employee soccer competition and live competitions on Instagram.

'Keep it Green' initiative
Al-Ruwaieh said that KFHH was keen on



Yousef Abdullah Al-Ruwaieh

Group DGM, Public Relations and Media, Yousef Abdullah Al-Ruwaieh emphasized that KFHH's distinction in social responsibility reflects its position as a leading and pioneering financial institution at the private sector level. He indicated that KFHH has ensured that its Ramadan program "Increase good deeds in Ramadan" is integrated and full of activities and events to cover all society segments and the youth segment to cope with technology and utilize innovations in several events where mobile applications and V-Thru technologies were used. He added that KFHH events during Ramadan have witnessed tremendous and vast participations by the public.

Hospitality service at mosques
He said that KFHH has provided hospitality services at mosques in different areas of Kuwait during the Taraweeh and Qiyam prayers in the last 10 days of Ramadan. The initiative was highly admired and appreciated by society, worshippers, police, and the organizers at mosques.

Flare fitness tournament
Al-Ruwaieh said that based on its interest in health and sport activities, KFHH has organized the Flare Fitness event for the 5th year respectively. The event comprises the challenge to burn calories. Prizes and iftar meals are presented for burning calories. The event witnessed wide participation. The organizing and judging in the competition was carried out by the Flare Fitness Team. He emphasized that these participations contribute to the spread of health awareness and inspire the youth to practice sports in an

Participation in V-FIT challenge
Al-Ruwaieh said that KFHH has launched, in cooperation with V-Thru, the walking challenge to the public in Avenues and the



'Learn Cooking' Initiative for Baitak clients



Children carrying girgian boxes

Distribution of thousands of meals
Al-Ruwaieh added that the opening of Ramadan program comprised a breakfast meal campaign during which KFHH's voluntary team prepared and distributed thousands of breakfast meals on a daily basis in various governorates of Kuwait. He reiterated that this initiative which KFHH performs annually, enhances the voluntary spirit and contributes to the strengthening and deepening of the concept of giving.

Agreement with Kuwait Red Crescent Society
Al-Ruwaieh indicated that KFHH has signed an agreement of cooperation with the Kuwait Red Crescent Society as part of its program "Increase good deeds in Ramadan". The agreement comprised Ramadan Iftar, Ramadan Catering, and food and consumer materials during the holy month of Ramadan. He added that this agreement is construed as an extension of the partnership with Kuwait Red Crescent Society which has resulted into several social and human projects and initiatives inside and outside Kuwait.

Group Iftar Initiative
Al-Ruwaieh said that KFHH's voluntary team was present in the Jordanian capital "Amman" to prepare and distribute Iftar meals in cooperation with the Kuwait Red Crescent Society which has made the group

students at GUST to encourage them to practice sports in general and walking. Presents and gifts were presented to the winners and participants. The challenge continued throughout the month of Ramadan with major significant participation by the public. This third time partnership with V-Thru comes as part of the campaign "Better Health for Better Life". The walk challenge using V-Thru functions demands participants to gather points on the applications at the rate of KDI/- on every 1,500 steps. The gathered balance may be used in purchases or to participate in the plantation and greening campaign of Kuwait within KFHH initiative "Keep It Green" to achieve a sustainable environment.

Girgian events
Al-Ruwaieh added that KFHH has organized the children's Girgian festival at Avenues and other locations. Also, it has provided Eid gifts (ATMs) in KFHH's pavilion at Avenues. KFHH's Girgian festival has brought happiness and delight to the children, thus reflecting KFHH's keenness to interact with various society segments on various occasions.

Competitions and valuable prizes
Al-Ruwaieh said that the "Increase good

advanced and developed manner.

Quran competition
Al-Ruwaieh added that KFHH has conducted the "KFHH Reciters" competition for the recitation of Quran during the month of Ramadan for the eighth year respectively under the supervision of Sheikh Fahad Al-Kandari and a group of highly distinguished reciters in Kuwait. The event took place in KFHH's auto showroom among tremendous participation by the public. The number of finalists reached 80 competitors for the age group -25 for males and females. 26 competitors were declared as winners and honored after the final eliminations.

Partnership with TV program 'Quran Decoration'
Al-Ruwaieh said that KFHH has sponsored the TV program "Quran Decoration" which was presented by the Imam of Grand Mosque, Sheikh Fahad Al-Kandari. The program was presented on daily basis on KTV and YouTube during Ramadan. He indicated that KFHH's sponsorship of this program enhances KFHH's Ramadan program to include religious programs, awareness campaigns, medical and health tips and security instructions.

tors in various fields. The media materials and awareness videos released by KFHH were highly welcomed, admired and appreciated by the followers and the public.

Participation with authorities
Al-Ruwaieh said that KFHH has supported the Military Beach Soccer Championship, thus reiterating its keenness to support sports and cooperate with the state institutions in such initiatives and enhance communications.

Ramadan Padel Championship
Al-Ruwaieh announced the success of the first Ramadan Padel Championship which was organized by Play Padel Academy in partnership with KFHH. He reiterated KFHH's keenness to support sports and sportsmen. He emphasized that supporting such events is compatible with the "Better health for better life" program launched by KFHH to enhance a healthy lifestyle by focusing on sports and youth activity programs.

Partnership with 'Play' Application
Al-Ruwaieh referred to the strategic partnership with the "Play" application which has organized several sport events, thus enhancing KFHH's program "Better

including "Keep it Green" initiative in the Ramadan events. He also mentioned the V-Thru event in Avenues and Mishref through which one tree is planted for every 1,500 steps. Through this event, KFHH has planted hundreds of trees including 3 years care program in cooperation with the Public Authority for Agricultural Affairs and Fish Resources.

Weekly offers to 'Hesani' customers
KFHH continued its weekly offers to "Hesabi" customers. The bank organized several surprises to customers and followers e.g., "Iftar Sweets on Us".

'Corporate Social Responsibility'
Al-Ruwaieh concluded his press release statement by saying that KFHH's social efforts have witnessed global appreciation and praises. KFHH has won the "Corporate Social Responsibility" prize at the Middle East level which was awarded by the reputable MEA Finance Magazine. He affirmed KFHH shall continue its social participations and strategic initiatives and support all voluntary work initiatives based on KFHH's 45 years of experience in social responsibility which has played a basic role in sustainable development.



Alshaya & Alsagar inaugurates TYREPLUS 7th outlet

KUWAIT: The TYREPLUS store in Al-Zeena Street will provide customers with various services, including tyre replacement, fitting and balancing, batteries, nitrogen inflation, alignment, brakes, tyre repair, shock absorber-suspension, and oil changes. TYREPLUS an independent professional network of tyre retail stores and a global retail concept developed by Michelin, recently inaugurated its 7th outlet in Zeena Street. TYREPLUS was established in 2002 and is currently present in 20 countries today, such as Australia, Brazil, China, Russia, Thailand, Taiwan, Kuwait, and Gulf Countries. Ashish Tandon, General Manager of Alshaya & Alsagar "We are very happy to have opened this new store in Kuwait, expanding our footprint in the region.

Since introducing the TYREPLUS concept in the region, our stores have served as one-stop-shop solutions, catering to a variety of automotive needs and requirements of our customers. Distribution and retail are critical levers for our partners' growth, and Michelin has been a leader over the years. And now we are complementing this focus with our support to reach consumers directly to assist them and provide them a seamless online to offline journey." Mohan Uthappa, Divisional Manager of Michelin stated, "We are glad to expand the operations for our Tyres department through the opening of this latest store. We are increasingly focusing on those distributors that deliver long-term benefits to the brand prospects through comprehensive brand strategies,



rather than constantly trying to capitalize on short-term advantages".

About Michelin
Michelin, the leading mobility company, is dedicated to enhancing its clients' mobility, sustainably; designing and dis-

tributing the most suitable tyres, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve a variety of industries.