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DELHI MALAYALEE ASSOCIATION (Regd.)

CENTRAL OFFICE CUM CULTURAL CENTRE

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Citation of Padma Shri Yusuf Ali M A

Padma Shri M A Yusuf Ali is an Indian business man who hails from Nattika, Thrissur in Kerala. He is the Managing Director of Abu Dhabi-headquartered EMKE LULU Group of companies.

His astute business vision and strategic mind have evolved ambitious growth plans for the Group and ensured their materialization through a team of people who share his drive and dynamism. Headquartered in Abu Dhabi, the capital city of United Arab Emirates, the EMKE LULU Group is best known in the Gulf countries through a chain of popular Shopping Malls and Hypermarkets which serve the widest segments of multi-ethnic residents in the region.

He was associated with DMA since 1999-2000 and gave huge financial support for the golden Jubilee Celebration and construction of DMA Cultural Centre. In recognition of his valid contribution, the foyer of DMA Centre is named after him. In recognition of his contribution to DMA, he was conferred with **DMA Souhardri Puraskaram in 2011**.

Apart from his busy business involvement, Yusuff Ali is equally active on the social front and is associated with various organizations through CSR arm of LULU Group. Shri Yusuf Ali is very closely involved in many social, charitable and humanitarian activities both in India and in various philanthropic activities across the globe.

For his outstanding contribution to the social welfare activities, DMA proudly confer **DMA Vishishta Samuhya Seva Puraskaram 2021** to Padma Shri Yusuff Ali M A.

Congratulations !

K J Tony
Additional Gen. Secretary

Manikandan K V
Vice President & General Convener

K Raghunath
President