

Islamophobia Scorecard

In Progress

We gather content from publicly available sources and aggregate this information into an easily understood format, providing free access to the public. The listed individuals and entities are invited to submit any oversight, errors, and omissions for consideration. We all have the right to know if an individual or organization engages, condones, aids, or acquiesces in prejudice, hate, and discrimination against Muslims and Islam. By exposing Islamophobia, society is better informed about bigotry in their communities. *Islamophobia Scorecard last update: 08/31/2023.*



Name Firoz Merchant

Affiliations: Chairman, Pure Gold Jewellers

Combating Islamophobia Status¹

Grade

Did the named individual and his/her organization attend the most recent International Day to Combat Islamophobia as designated by the United Nations?	NO
Was the named organization or individual invited to commemorate the most recent International Day to Combat Islamophobia	YES
What was the response of the named organization or individual to the invitation to commemorate the International Day to Combat Islamophobia?	Non-responsive

Muslim Community Engagement²

Grade

Have business interests in Muslim countries and communities.	In Progress
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Promotes Tolerance & Unity³

Grade

Promote unity, tolerance, cultural harmony, and solidarity with all humanity.	In Progress
Participates, funds, and supports organizations promoting inter-community harmony.	In Progress

Sponsors Divisive Political Activities⁴

Grade

Sponsors divisive political activities that put Muslims at a disadvantage	In Progress
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Philanthropy⁵

Grade

Show preference or bias in philanthropy work?	In Progress
Engages in any act of philanthropy that benefits the Muslim communities.	In Progress

Anti-Muslim Prejudice & Hate⁶

Grade

Condoned, aided, or acquiesced hate messages against Muslims and Islam?	In Progress
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Acts of Discrimination against Muslims⁷

Grade

Show a pattern of anti-Muslim bias, discrimination, and exclusion of Muslims, including discrimination in employment and education.	In Progress
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Corporate Social Responsibility⁸

Grade

Fulfilling the expectations and the spirit of corporate social responsibility	In Progress
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Professional and Humanitarian Organization Affiliations⁹

Grade

Affiliations positively impact the mission to promote an inclusive world	In Progress
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Extraordinary Conducts, Characteristics, and Attributes¹⁰

Grade

Any attributes contributing to a world free from hate, prejudice, and discrimination?	In Progress
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Name Firoz Merchant

Affiliations: Chairman, Pure Gold Jewellers

Pure Gold Jewellers is a jewellery retailer with 120 stores across the Middle East, in the UAE, Oman, Kuwait, Qatar, Jordan, KSA, Bahrain, Sri Lanka and 200 stores in India, with more than 5000 employees. He is based in Dubai with estimated net worth of around \$1 billion in 2018.

Associated Brands

- FGM Holding
- Pure Gold Jewellers
- Pure Gold Real Estate Development
- La Moda
- Pure Gold Manufacturing

Website

<https://pugold.com/>