

## Biggest hypermarket in Dubai



LuLu further consolidates its number one position Opens the biggest hypermarket in Dubai.

Dubai: The Middle East retail sector is witnessing some very serious action since late. EMKE Group with flagship brand of Lulu hypermarket & supermarket chain, by far the biggest gulf based operator is going full steam ahead to further strengthen its number one position. The group's latest hypermarket in Al Barsha, Dubai was inaugurated by H.E. Mohammed Abdullah Al Gergawi, UAE Minister of State for Cabinet Affairs, taking the total store numbers to 58 across the Gulf.

As per the latest reports released by UK based retail analysts, Planet Retail Ltd., EMKE Group is ranked 12th in the AFRICAN & MIDDLE EAST TOP 30 GROCERY RETAILER list. UAE based EMKE Group is the only local player to feature in this list, making it the number one retailer based out of the Middle East.(others are European retailers who have stores in the Middle East also apart from Africa.). The same report states that EMKE Group will be at 10th position by 2010 with sales figures of US\$ 2.4 billion, a jump of 125% above the 2006 figures of US\$ 1.07 billion.

Currently the group operates supermarkets and hypermarkets in UAE, Oman, Qatar, Kuwait and Yemen and is all set to launch its operations in Saudi Arabia and Bahrain by the end of this year. New stores set to open in next 6 months are as follows: Abu Dhabi-2, Dubai-1, Bahrain-1, and Saudi Arabia-1. 2008 will see 9 more hypermarkets coming up in different GGC countries at an estimated investment of AED 3 billion.

Commenting on the sidelines of inauguration of the new hypermarket, Yusuffali M.A., Managing Director of EMKE Group said "we have always believed in the potential of this market and have tried to bring in the latest facilities and best international practices to all our stores. This is the reason why we have been able to win the loyalty our shoppers of different nationalities who are used to international standards offered worldwide. In this (Al Barsha) store right from the smallest shelf fittings to importing the best of food products from Europe and US, we have followed the strictest quality guidelines and each of our valued shoppers will surely feel the difference".

The 510,000 sq. ft. newly opened hypermarket with more than 1000 car park facility boasts of some very special highlights i.e., the biggest range of ICELAND brand of frozen food from UK, specially flown in chilled and dairy products from UK & USA, fresh seafood from Europe, biggest hot food & ready-to-eat section with live cooking and also a SUSHI bar.

“With each new store we open our challenge is to raise the bar higher as regard to our quality and service standards yet keeping our prices low. This is going to be one place where residents of all nationalities will find what they are looking for, from fresh vegetables, seafood to high end fashion and electronics” added Yusuffali.

The EMKE group which reported annual turnover of Dhs. 4.3 billion last year employs over 15,000 staffs in its various operations spread across the Middle East, Asia, Far East and Africa with interests in Retail, manufacturing, food processing, exports & imports and travel.