

LuLu Opens 82nd Hypermarket: Dibba



His Highness Shaikh Mohamad bin Hamad Al Sharqi, Crown Prince of Fujairah being shown around around the new Lulu hypermarket after he inaugurated the 82nd branch of Lulu Hypermarket in Dibba, Fujairah. Also seen are Indian Ambassador M K Lokesh, Lul

Fujairah: Retail major Lulu rolled out its new hypermarket in Dibba taking its store count to 82 amid an aggressive expansion drive.

The new Lulu hypermarket spread over 170,000 square feet was inaugurated by His Highness Shaikh Mohamad bin Hamad Al Sharqi, Crown Prince of Fujairah. The inaugural function was attended by Indian Ambassador to UAE, senior Govt officials, Shaikhs and prominent businessmen. A large number of expats along with locals were also present on the occasion.

Speaking to media after opening, Yusuffali M.A., said: "It's our policy now to be as close to the shoppers as possible, thereby reducing the driving time and making it convenient for them to reach us easily. The new hypermarket offers a whole world of shopping with a good selection of brands and product lines under one roof."

Besides the usual fresh food section comprising fruit, vegetables, dairy products, meat, fish and hot and cold ready-to-eat food, the hypermarket also has a huge area dedicated to department store items such as electronics, IT products, home appliances, sports, stationery, furnishings and furniture and fashion brands for ladies, gents and kids. Apart from this, the hypermarket has more than 40 cash counters for hassle free shopping with ample car parking facilities.

The Hypermarket also features Lulu International Exchange, Lulu Pharmacy, Perfumes, Watch Counter, ATM, Jewellery Shop, Optical shop, Mobile counter etc.

Expansion plans

Commenting on the group's expansion plans, he said: "We will be opening more hypermarkets in both existing as well as new markets in the UAE and other GCC countries within the next few days. Lulu is also set to enter in the North African market by rolling out its first department store in Egypt soon. The time works to Emke's advantage given that Ramadan is fast approaching and traditionally people will spend more during this period. The rollout of new stores is an integral element of our "Achieve 100" game plan, said Yusuff Ali. Six new stores will raise our tally to 84 and further five will come on board before the year is over.

In India it is building one of the country's biggest shopping malls in the southern city of Kochi. ulu hypermarkets account for nearly a third of the entire Gulf's retail market share accounting for nearly 350,000 footfalls daily.