

LuLu Opens 88th hypermarket in Baniyas



H.E Mohamed Thani Murshed Ghannam Al Rumaithi, President of Abu Dhabi Chamber of Commerce & Industry inaugurating the 88th branch of Lulu Hypermarket in Baniyas, Abu Dhabi.

Abu Dhabi: With the economy showing robust growth and all round positive trends in the market, the retail sector is witnessing aggressive expansion by the leaders. The Lulu Hypermarket chain, the number one local player in the region has further expanded their presence by opening the 88th branch in Baniyas, a bustling town just off the city limits of Abu Dhabi.

The new Lulu Hypermarket was inaugurated by H.E Mohamed Thani Murshed Ghannam Al Rumaithi, President of Abu Dhabi Chamber of Commerce & Industry, and is located in the East baniyas area off the Abu Dhabi - Al Ain Road. Lulu Hypermarket covers an area of 180,000 sq. ft and will offer a whole world of shopping convenience with popular brands of a wide variety of product lines under one roof. Obviously the main focus area of LuLu Hypermarket will be the extensive supermarket section with fresh vegetables, fruits, butchery and delicatessen serving hot and ready-to-eat foods and special counters serving the best of bakes and cakes and an array of Arabic sweets and delicacies apart from wide range of electronics and IT products, white goods, garments, sports equipments etc. In keeping with its endeavor to provide the best quality products in the most hygiene way, Lulu hypermarket has invested heavily in special areas viz., state of the art storing facilities, latest baking and cooking machines, etc. The new hypermarket has ample parking facility for more than 1000 vehicles. The outlet is expected to become the shopping destination of choice for the residents of Baniyas and nearby areas.

"It has been our policy now to bring world class shopping experience closer to the people in the outskirts rather than making them drive long distance to bigger cities" said Yusuffali MA, Managing Director of EMKE Group. "We will be opening more such new stores in the western regions of Abu Dhabi" added Yusuffali.

This hypermarket is also going to be the most eco-friendly project with many unique features to reduce the carbon footprint. The state-of-art logistics, refrigeration, LED lighting, cooling system, bio-

degradable bags are all going to be “first-of-its-kind” in the region”, he added.

“Even though there have been talks of economic slowdown in the market, we have decided to carry on with our expansion plans of reaching the figure of 100 stores by the end of 2011 and do our bit to further strengthen the regional economic scenario” further added Yusuffali.

Recently the group opened its state-of-the-art central logistical hub in ICAD, Mussafah, billed as one of the most sophisticated in the region. "We have invested heavily into this project as we believe this will further strengthen our efficiency and help us give more value to our shoppers".