

LuLu Opens its 80th Hypermarket



Kaboora LuLu Hypermarket is eighth in Oman

Muscat: Retail major Lulu rolled out its eighth hypermarket in Kaboora, Sultanate of Oman taking its store count to 80 amid an aggressive expansion drive. The new Lulu hypermarket spread over 130,000 square feet was inaugurated by State Council Member H.E. Sheikh Khalid Sultan Al Hoshni in the presence of Lulu Group Managing Director Yusuff Ali MA, senior govt. officials and other dignitaries. The location of the new hypermarket is designed in a way to get easy access to the residents of Kaboora and adjoining wilayats with ample car parking. The wilayat of Kaboora is located around 140 KM away from the capital city, Muscat.

Speaking to media after opening, Yusuff Ali 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 around 28 cash counters for hassle free shopping.

The Hypermarket also features a number of Lulu International Exchange, Lulu Pharmacy, Perfumes, Watch Counter, ATM, Jewellery Shop, Optical, Oman Tel Counter, Nawras 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. LuLu hypermarkets account for nearly a third of the entire Gulf's retail market share accounting for nearly 350,000 footfalls daily.