

## LuLu opens 78th store in Muscat



Yusuffali MA, Managing Director of Lulu hypermarkets touring the newly opened LuLu Hypermarket along with guests and senior officials.

Lulu Hypermarket will now have its 7th outlet in Oman and 78th in the Gulf at Wadi Kabir in Muscat. Spread over two levels, the outlet will have an 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 special sections to promote Omani products. Apart from this, the hypermarket also has huge area dedicated for department store items like electronics, home appliances, furnishing & furniture's and fashion brands for ladies, gents and kids. It also features a number of outlets including Top Note, Zahra Phones, Sea Pearls Jewellery, Lulu Pharmacy and a soon to be opened money exchange.

Commenting on the latest project Yusuffali MA, Managing Director said "its our endeavor to reach out to the shoppers and provide them with a shopping experience that is second to none. The Wadi Kabir hypermarket will offer a good selection of brands and product lines under one roof". "In Oman, Lulu intends to take the stores to different Wilayats to be as close to the shoppers as possible and to bring world class shopping close to the majority of residents of this great country," he added.

Commenting on group's expansion plans, he said "We will be opening more hypermarkets both in Oman UAE and other GCC countries. All our planned projects are on track and our immediate plans include the upcoming hypermarkets in Khaboorah, Khasab, Salalah, Nizwa & Buraimi in Oman.

The Buraimi project that was flagged off earlier this month holds a pride of place in the scheme of Lulu's expansion plans in Oman. Extending over an area of 325,000 sq. ft., this architecturally marvelous shopping center will offer a whole world of shopping convenience with popular brands of a wide variety of product lines under one roof. The project will encourage and nurture local enterprise and will showcase products from Buraimi prominently. The biggest influence will be the employment opportunities created by the opening of the new outlet. Currently Lulu employs over 1600 Omanis in

various operations and the intentions are to double this figure by the end of 2011. Mr. Yusuffali also praised the pro development and liberalised policies under the wise leadership of His Majesty Sultan Qaboos Bin Said which has attracted huge foreign investments to Oman.

With almost a decade long presence in the Sultanate, Lulu has firmly established itself as the most preferred retail destination to both locals and the large expatriate community residing here. It ranked first in its category and among the top 10 overall in the Oman Observer survey of the 130 best brands in Oman, underscoring its impact on the economic landscape. It was also awarded as the “Retail Company of the Year” and features in the Super Brands top hundred brands of the Gulf.

The group is slated to reach 100 store figure by the end of 2011 and its market also includes India, where it is building countries biggest mall in the South Indian city of Kochi and Egypt where it intends to be operational by mid 2010. Lulu Hypermarket accounts for nearly a third of the Gulf's retail market share with a customer flow of 400,000 shoppers daily. Lulu Group has always been a socially conscientious corporate organization bringing together over 22000 employees of 29 different nationalities in its worldwide operations