

## LuLu opens its 101st outlet in Buraimi



LuLu Hypermarket opened its much awaited outlet in Buraimi on 9th May 2012. It was inaugurated by H.E. Sayyid Ibrahim Bin Said Al Busaidi, Governor of Buraimi in the presence of Yusuffali M. A., Managing Director, the Sr. Management of LuLu Group, a number of high-ranking government officials, and representatives from the local business community.

It is the 12th LuLu Hypermarket in Oman and the 101st of the Group. Close on the heels of the momentous opening of the 100th outlet at RAK Mall, this hypermarket boasts of several firsts. Built at a cost in excess of RO 20 million, it features a multiplex cinema, amusement area, food court, coffee shops and a wide variety of product lines under one roof.

Yusuffali M. A., said, “It is also with immense pride and pleasure that we inaugurate our 101st outlet here. This momentous occasion is even more special for us since we have just crossed our twentieth year of retailing. Over the last two decades of success and accomplishments, we have earned the reputation of providing our customers with an unparalleled and world-class shopping experience. The LuLu experience of quality and value is for everyone to experience from every corner of Oman, and this is our commitment. Our plans for Oman are quite ambitious and the premise for this is the stable political climate under the wise leadership of His Majesty which has propelled the nation on to the fast track of development”. Yusuffali M. A. also praised the pro-development and liberalised policies which have attracted substantial investments to Oman. “In Oman, our plans are to bring more and more world class shopping outlets to the expats of the country and give customers the feel of the world-class

shopping experience at close proximity rather than making them drive long distances,” he added.

The sprawling new store offers customers an expansive retail experience and the store has a grandiose look and feel with contemporary interiors and international layout. The ample space ensures an uncluttered, luxuriant, and sophisticated shopping environment. Spread over an area of 130,000 sq.ft, LuLu Hypermarket, Buraimi will be a complete shopping destination that will cater to the growing consumer demands. For the added benefit of the customers, this store will also house a 3 Screen Multiplex, Jewelry Stores, Pharmacy, Mobile Counters, Food Court, Cosmetic & Perfumery outlets. Keeping up with the world-class standards of LuLu stores across the Gulf, the new hypermarket will feature the widest choice of renowned brands at the fairest prices. LuLu's winning formula of value for money quality shopping will be a matter of delight for the residents of Buraimi who will cherish the pleasurable shopping experience and the economy it offers.

LuLu has become a name that has changed lives everywhere for the better ever since its inception. The popularity of LuLu has infused new activity into the localities, changing the whole topography around it. Buraimi is fast reinventing itself from being just a border town to a hub of commercial trading activity. The people of Buraimi are positive that LuLu will help them achieve this goal.

With more than a decade's presence in the Sultanate, LuLu has firmly established itself as the most preferred retail destination for both locals and the large expatriate community residing here and has been voted as the “BEST RETAIL BRAND”. The chain records a whopping 480,000 footfalls every day and is the preferred destination for diverse and multi-ethnic shoppers. The LuLu philosophy has always been ‘good quality products at affordable prices with best service’. It is a matter of great joy that Buraimi will now get the benefits of this philosophy.