LuLu opens new hypermarket in Sur, Oman

29-11-2018

LuLu Hypermarket Oman inaugurated its latest branch in the port city of Sur on November 29th, 2018. The new store was officially inaugurated by H.E. Sheikh Abdullah Bin Mustahil Bin Salim Shammas, Governor of South Al-Sharqiyah Region, Sultanate of Oman in the presence of several high-ranking officials from various government departments and representatives from local business communities. The inauguration of the new Sur hypermarket coincided with the 48th National Day celebrations of Oman.

The hypermarket, which is the 22nd branch in Oman and the 155th globally, is spread over an area of about 150,000 square feet and situated in a strategic location on the highway that connects Sur and Quraiyat. The new hypermarket is part of the City Walk, which is a world-class commercial and entertainment facility of the Sur Gate project developed by Al Sharqiya Real Estate Development and Investment, in cooperation with Shumookh Investment and Services – the investment arm of the Public Establishment for Industrial Estates (PEIE). The opening of the new store is as part of the LuLu group's commitment to support the development initiatives by the PEIE and other government departments.

The hypermarket's quality of construction and modern design are in line with international standards. The new branch has separate sections for fresh foods, fruit, vegetables, dairy products, poultry, meat and fish, as well as hot food and bakery section. There is also a huge area dedicated to department store, which includes garments, electronics, IT products, stationery, and home appliances. There is also plenty to choose from the huge collection of latest electronics and IT gadgets at amazing prices. The new hypermarket with wider aisles, multiple counters, and ample parking facilities offer customers a smarter and more efficient system of shopping.

Speaking on the sidelines of the inauguration, Mr. Yusuffali MA, Chairman & Managing Director of LuLu Group, said "It gives us great pride to unveil our latest project in Oman during the period of the 48th National Day celebrations. With the launch of every new store, LuLu aims to not only create job opportunities for talented Omani nationals but also support the economy. The new store will be a significant boost to the local manufacturers and producers to promote their products too. In recent years, the city of Sur has seen rapid development, with significant increase in commercial activities and industrial growth. The city is set for a major economic progress with tremendous business opportunities in the tourism, commercial, manufacturing, and real estate sectors.

Mr. Ananth A V, Director of LuLu Hypermarkets Oman, India & Sri Lanka, remarked, “Oman’s retail market is constantly developing and so there is room for new opportunities and ideas. We have launched this store keeping in mind the convenience of residents in Sur and its surrounding wilayats. We select all our projects based on the demographic and psychographic profile of the customers in that area. Our overall mission is to make shopping a fulfilling experience, and we are excited to bring that experience to Sur too,” he added.