LULU HONOURED WITH TOP RETAIL AWARDS

‘Most Admired Retailer of the Year - Food & Grocery’ & ‘Most Admired In-Store Innovation of the Year’

LuLu Hypermarket has set a new benchmark in the MENA retail industry by winning two key awards that span its achievements not just in terms of in-store innovation, but also in its reinvention of sourcing and marketing of the core staple of the hypermarket business - food and grocery. The awards were given at the prestigious Images RetailME Awards 2021 and showcased why LuLu is a favourite with shoppers across 22 countries and has a growing business footprint.

The awards were handed over at the ceremony held in Conrad Dubai to Mr. James Varghese, Director of LuLu Hypermarkets Dubai and Northern Emirates; Mr. Thamban KP, Regional Director of LuLu Hypermarkets Dubai and Northern Emirates; Mr. Huzefa Rupawala, Regional Manager of LuLu Hypermarkets Dubai and Northern Emirates; and Mr. Rahul Saxena, Head of Marketing of LuLu Hypermarkets Dubai and Northern Emirates.

LuLu Hypermarket Abu Sidra Qatar won the award for the ‘Most Admired In-Store Innovation of the Year’ for the way the hypermarket management had elevated the whole shopping experience in the store by stacking up some of the latest trends and conveniences into what is reputed to be the region’s largest hypermarket. Clearly though, the retail giant’s focus is still very much on underscoring the best range of products, the healthiest options, and the most sustainable presentation and packaging with the LuLu promise of top-quality customer care.

As LuLu Group Chairman and Managing Director Yusuff Ali M.A. said, “What we are really focused on is that we should deliver the same level of excellence in customer service and quality to our valued customers. That is the LuLu promise we are striving to keep in every LuLu retail outlet.”

The Abu Sidra hypermarket will pump up its retail scene in time for Qatar’s FIFA 2022. The store is a reaffirmation of the Group’s confidence in the vision and energy of Qatar’s leadership and part of a global expansion plan that has already put the Group in the Deloitte Top 150 list of Global Retailers for 2021.

The second award that LuLu won was ‘Most Admired Retailer of the Year - Food & Grocery’, given in recognition of the state-of-the-art management of the Group’s sourcing, its efficient tapping of a vast global network of professionally managed food sourcing offices in 22 countries and the innovative way in which LuLu makes food and produce trends accessible to customers.

Be it trade council partnerships, supporting local food production and farmers or celebrating world cuisines and culture with mouth-watering in-house food festivals and

year-round national celebrations, LuLu makes the whole shopping experience a joyful, healthy and meaningful one. The retail giant also enables the most convenient facilities for shoppers through a network of local food delivery partnerships and online channels.

LuLu has also creatively developed its own collection of grocery and non-food items that are labeled under its unique and homegrown brands. Since 2003, more than 5,000 products have been introduced in stores to cater to the specific needs of its customers of various nationalities. The well-patronised products are sourced and made from LuLu Group's manufacturing plants and partner distributors.

"We are honoured to be awarded these two prestigious accolades at the RetailME Awards 2021 and thank our customers who have inspired us to always strive to deliver the very best," said LuLu Group Executive Director Mr. Ashraf Ali M.A., "In the fast-changing world of the hypermarket business, LuLu has stayed ahead by investing in continuous upgradation of all facilities and always keeping in focus our mantra of customer service excellence. Our objective is to keep updating our catalogue so that shoppers can continue to find shopping at LuLu a richly satisfying and exciting experience."

The RetailME awards recognise the achievements of retailers from the region who have had the courage to think out-of-the-box and bring innovative retail concepts and experiences equipped with emerging technologies and data that the world has access to today. RetailME Awards aims to serve as a benchmark in the Middle Eastern retail industry.

LULU HYPERMARKET is the leading hypermarket & supermarket chain and the only Middle East retail group to be featured in Deloitte's annual 'Global Powers of Retailing 2021' survey*, for the MENA and Asian regions. Founded in the early nineties, it is present across the GCC, India, Indonesia, Malaysia, Suriname and Egypt. Serving more than 1,600,000 shoppers every day, it is the fastest growing retail chain across 10 countries and currently operates more than 219 stores with a multi-national staff force of more than 57,000. Since 2020, LuLu's carefully-structured expansion plan includes hypermarkets, express store-format smaller outlets and a vibrant online shopping platform.

*(*based on 2019 data)*