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LULU WINS MRM BUSINESS AND CUSTOMER EXCELLENCE AWARDS

Dubai, December 10, 2021:

The LuLu Group's flagship retail enterprise, LuLu Hypermarket brought laurels to the Group by winning the prestigious MRM Business Award and the MRM Customer Excellence Award for 2021. The award is the recognition of LuLu's continued initiatives in providing excellent products and services to customers and also giving them very good shopping experience even in the challenging times.

The awards, now in their 11th cycle, are under the patronage of and in the name of H.H. Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President and Prime Minister, and Ruler of Dubai and awarded by the Dubai Chamber of Commerce after a rigorous qualification process and a jury assessment by some of the best business experts in the GCC.

The awards were presented at a glittering ceremony attended by distinguished international and local business leaders and top executives, held at the Dubai Expo and presided over by His Highness Sheikh Ahmed bin Saeed Al Maktoum, President, Dubai Civil Aviation Authority, Chairman and Chief Executive of Emirates Airline and Group, and Chairman of the Expo 2020 Dubai Higher Committee.

LuLu Group Chairman and Managing Director Yusuffali M.A. received the awards, which were handed over by Sheikh Ahmed bin Saeed Al Maktoum, President, Dubai Civil Aviation Authority, in the presence of Abdulaziz Al Ghurair, Chairman of Dubai Chamber, and Salim M.A., Director of LuLu Group.

Speaking on the occasion, Mr. Yusuffali said, "On behalf of the LuLu Group, I am honoured to receive this award which I consider as a recognition in the name of one of the world's greatest business-statesman, His Highness Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President and Prime Minister, and Ruler of Dubai, who continues to set the pace for national development that has transformed Dubai and made it a centre of global enterprise and excellence. This Award strengthens our commitment to always be a partner of progress in the UAE's bright future."

Mr. Yusuffali further added that the LuLu Group was proud of its foundation as a UAE enterprise, which has spanned the world with a rich portfolio of associated businesses and said that he was looking to lead the post-pandemic period of growth. The Group is geared towards aggressive expansion in Dubai and other Emirates.

“The world is well on its way to recovery after a harsh business setback during the pandemic and robust businesses like ours have to match our capacity and vision with that of the leaders of countries we are working in to help the recovery process,” he said, “The Dubai Expo 2020 is a platform of recovery and through it, we are confident of the upward development trajectory of the nation.”

For LuLu Hypermarket, Al Qusais, it was a double honour since it bagged both the Business Award as well as the first Customer Excellence Award in the Cycle, being presented for the first time this year to recognise companies “to focus and optimise their customer-oriented practices and recognize the outstanding efforts of companies that deliver exceptional customer experience at all levels and have a proven customer-centric approach to success”.

The companies applying for the various awards went through a rigorous evaluation process in the main areas of corporate performance such as leadership, strategy, employment, competency management, innovation, and providing exceptional experiences to customers based on the criteria outlined in the award’s business performance model, as well as best international practices.

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 221 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)*