

LULU LAUNCHES RAMADAN INITIATIVES

Earmarks Dhs. 40 million to subsidize various products.

Abu Dhabi: With an aim to help shoppers save on their shopping during the holy month of Ramadan, Lulu hypermarkets has announced special initiatives. As part of the initiative, subsidized Ramadan baskets comprising of various essential products were launched this morning by **Dr. Hashim Al Nuaimi, director of the Customer Protection Department at the Ministry of Economy** at Al Wahda Mall in Abu Dhabi.

The baskets come in two variants, one containing 12 and other 20 essential products at a very nominal price of AED 85 and AED 120 respectively. These baskets contain cooking oil, rice, lentils, water, dates, oats, sugar, etc., and are discounted up to 32%. Last year Lulu sold close to 500,000 such baskets and this bigger numbers are expected.

Elaborating about the Ramadan initiatives, **Saifee Rupawala, CEO of Lulu Group** said, “we have always taken special care to see that the shoppers are not unduly burdened during the holy month of Ramadan, when there is a tendency to hike the prices by the suppliers. We have earmarked a budget of **Dhs. 40 million** to be used for subsidizing various products in all categories. Last week we started by launching a 3-day promotion at Lulu Hypermarket in Khalidiyah Mall, where more than 50% discount were offered in all categories”.

“We will be heavily publicizing our special offers & promotions all throughout the holy month, mainly focusing on essential food products while also covering other categories such as garments, home linen, household, etc.” added Saifi Rupawala.

Lulu, which has its own sourcing and food processing facilities in UK, USA, India and the far East recently opened another one in Sri Lanka to secure uninterrupted supply of fresh produce for their 134 stores across various countries at most competitive prices, by eliminating “middle men”.

Speaking at the launch of RAMDAN BASKET, **Dr. Hashim Al Nuaimi** said “LULU has always supported all our initiatives and have been a role model for CSR activities. These subsidized Ramadan Baskets will be available in all their hypermarkets in the UAE from today. I glad to note that LULU has increased their subsidy budget from Dhs. 25 million last year to Dhs. 40 million this year, which will benefit larger segment of society. Also, Lulu in cooperation with ministry of economy has locked the price of 140 products throughout the year

2017”.