

# LULU "REDUCE PLASTIC" INITIATIVE FOR WORLD ENVIRONMENT DAY



LuLu Hypermarkets today launched many initiatives as part of its WORLD ENVIRONMENT DAY celebrations. The key initiatives are, introduction of:

- "LULU RE-USABLE SHOPPING BAGS"
- LULU RE-USABLE SHOPPING BAGS are priced at Dhs. 2.50 but can be exchanged for new ones when damaged, lifelong for Free.
- GREEN CHECKOUT COUNTERS - Special cash counter dedicated for shoppers who use RE-USABLE of Non-plastic bags.
- Reward scheme for shoppers who REGULARLY use Re-usable shopping bags.

These initiatives were launched by Indian Ambassador Navdeep Suri at LuLu Hypermarket, Khalidiyah Mall in Abu Dhabi. Speaking on the occasion Mr. Suri said "this is high time all of us came together to stop this menace of plastic waste and I fully appreciate the efforts taken by LuLu group in this direction. I urge all residents of this great nation to take the pledge to "RE-USE" or REFUSE plastic to preserve our environment from further damage".

The Indian ambassador also distributed Free re-usable bags to shoppers as part of the launch campaign.

V. Nandakumar, Chief Communications Officer of LuLu Group said "LuLu group has been always a key promoter of sustainability & environment protection, and we have over the years initiated many projects in this direction and will continue to do so in the future also".