

LuLu Group opens new hypermarkets in Saudi Arabia



LuLu Group has opened its latest hypermarkets in the city of Hail, Saudi Arabia. The Hypermarket was inaugurated at a ceremony here by Dr. Saud Hamood Al Bugami, Under Secretary of Hail province along with several high-ranking officials from government departments and representatives from local business communities.

Also present at the event were Yusuff Ali MA, Chairman of Lulu Group, Saifee Rupawala, CEO, Ashraf Ali Executive Director other senior officials of Lulu along with a large number of residents. The hypermarket, which is the 7th in Kingdom and 133rd to be built by LuLu Group is spread over an area of approximately 160,000 square feet and will serve the residents of Al Jamiyeen District and its surrounding areas with easy access and spacious parking.

Chariman of LuLu Group, Yusufali MA said at the event, “We are very happy to unveil our latest hypermarket in Saudi Arabia which will bring world class shopping nearer to people. Our main emphasis is on showcasing the biggest range of “Free From” products such as Gluten free, lacto-free, sugar free, fat free, etc. that have been specially flown-in from our own sourcing offices in UK, US, Brazil and Far East. The excitement surrounding the opening has been building among the residents of this region for several months, and we believe this store will be as popular with shoppers as our other existing stores”

The new hypermarket showcases a fresh food section that consists of a wide range of fruits, vegetables, dairy products, poultry, meat and fish along with a hot food and bakery section. A huge area is also dedicated to the department store that includes clothing, electronics, stationary, IT products and home

appliances. The hypermarket also showcases a wide range of world-class brands and product lines at fair prices. The hypermarket is expected to meet the needs and modes of modern day shoppers with its world class interiors and well-planned retail floor layout which focuses on customer convenience

The ample aisle space also ensures an uncluttered, fast and hassle-free shopping environment. The outlet also has extensively laid out counters and liberal parking space. Mr. Yusufalli MA also added,

“The Saudi manpower is very productive and hardworking and I have mentioned this in the recent World Economic Forum held at Davos”.

With three stores in the Saudi Capital, Riyadh, one each in Jeddah, Al Khobar, Jubail, Dammam and eight commissaries in its enitivity, LuLu Group has established itself as one of the most preferred retail destinations for shoppers within the Kingdom of Saudi Arabia.