



## LuLu Hypermarket opens its 130th outlet in Mabelah North

Lulu Hypermarket opened its 130th Branch in Mabelah North yesterday. The new branch was officially inaugurated by H.E. Eng. Salim Bin Mohammed Al Naimi – Undersecretary for Transport, Ministry of Transport & Communications in the presence of several high-ranking officials from various government departments and representatives from local business communities. Mr. Yusuff Ali M.A., Chairman of Lulu Group, Saifee Rupawala, CEO, Ashraf Ali M.A, Executive Director, A.V. Ananth, Director Lulu Oman and India, Shabeer K.A, Regional Director Oman and other senior officials were also present at the event apart from a large gathering of local population.

The branch, which is the 18th store of the LuLu Hypermarket chain in Oman, is spread over an area of about 75,000 square feet and designed to meet the everyday needs of residents in Mabelah with added focus on their comfort and convenience. The interiors, well-planned retail floor layout, ample aisle space, extensively laid out counters and liberal parking space contribute to a relaxed shopping experience. The hypermarket is also designed for a smooth flow of pedestrian traffic, allowing shoppers to move through the store with much ease.

The new branch will feature an extensive fruit and vegetable section, with the freshest produce exclusively flown in from around the globe, offering uncompromised quality standards. The group's own sourcing centers also ensure the finest quality products at the fairest prices. The department store houses all major brands of electronics, household, clothes, footwear, accessories, etc. Moreover, the in-house bakery ensures a regular supply of freshly baked cakes, breads and cookies. There is also a separate section for fish, meat, poultry, dairy products and other grocery items. The branch has also introduced inaugural offers and deals for a range of products at attractive prices.

Speaking after the inauguration, Mr. Yusuffali MA, said “We are glad to have unveiled yet another

project in Oman. Our decision to open a branch in Mabelah is because of the huge residential population in this area. Its unique position is sure to attract shoppers from adjacent areas too. Understanding the preferences and mindset of consumer groups is the key to our successful expansion in the country. The convenience, design, atmosphere and hassle-free shopping experience at the new store are sure to better exceed consumer expectations!

“We have set our focus on Oman because of the immense faith we have in the country’s sound economic policies and strategies. We thank His Majesty Sultan Qaboos Bin Said and the people of this country for the encouragement and support all these years. We also have many new projects in the pipeline and I am sure this is definitely good news for our valuable customers,” he added.

With about 129 stores in 21 different countries, Lulu Group today is a highly diversified entity with operations spanning a vast geographical landscape. Understanding customers’ needs and providing them with quality products at fair prices have always remained the secret behind the success of the group throughout the world.