

## LuLu Opens 141<sup>st</sup> Hypermarket In Ibra



Lulu Hypermarket opened its new store in Ibra on Dec 11, Monday. The store was officially inaugurated by H.E Sheikh Mohammed Bin Ahmed Al Harthi, State Advisor, in the presence of the Walis of Ibra, Al Mudhaibi, Al Kamil Wal Wafi, Bidiya, Wadi Bani Khalid, Dima Wa Thaiéen & Samail. Yusuff Ali MA, Chairman & Managing Director of Lulu Group International, Ashraf Ali MA, Executive Director, AV Ananth, Director Lulu Oman and Sri Lanka India, Shabeer KA, Regional Director Oman and other senior executives of Lulu were also present at the event alongwith senior officials from various government departments.

Ibra is the Gateway to the Eastern region of Oman and the main city in the North Ash Sharqiyah Region. The store, which is the 20<sup>th</sup> branch of the Lulu Hypermarket chain in Oman, is spread over an area of about 150,000 square feet and will serve as a convenient everyday shopping destination of residents in Ibra and neighboring wilayats. The hypermarket is designed in the unique Lulu Hypermarket format with added focus on customer's comfort, convenience, new level of standard pricing and unmatched store service levels. This store is conveniently located and all set to offer the best of products, coupled with value for money proposition, thus making shopping at Lulu a unique and worthwhile experience .

The new hypermarket will offer fresh products of uncompromised quality and standards. There are separate sections for fresh food, fruits and vegetables, fish, meat and dairy products, hot food, bakery items, and grocery. The group's own sourcing centers also ensure that only the finest quality products

reach customers at fairest prices. The store has also introduced inaugural offers and special offers for a range of products at attractive prices which will make it a preferred choice.

Speaking after the inauguration, Mr. Yusuff Ali MA, said “It is our pleasure to have launched yet another project in Oman. We have opened this store in Ibra, to cater to the convenience of the residents of Ibra and neighboring wilayats. We thank His Majesty Sultan Qaboos Bin Said and the people of this country for the encouragement and support all these years.

As a consumer driven company, we aim to fulfil the needs of the entire household under one roof and our customers have always been the key driving force behind our success. The new store will also provide a fillip to the local economy and create direct and indirect employment opportunities for many in the community. With an ever-expanding customer base, we look forward to rapidly expand our footprint all across Oman in the coming years,” he added.

Lulu’s winning formula of value-for-money quality shopping has been very well received by consumers all over the world. An innovator of the retail industry with over 141 stores, Lulu Hypermarkets have always remained a genuine symbol of quality retailing and has captured the imagination of its customers.