

## LuLu Opens 77th store in Sharjah



He Sheikh Saqr Bin Mohd. Bin Khalid al Qassimi, Chairman of Department of Islamic affairs, Sharjah being shown around the newly inaugurated Lulu Hypermarket in Sharjah by Yusuffali MA, Managing Director of the group. Also seen are Ahmed Mohammed Al Mi

Lulu further expands its retail footprint  
Opens 77th store in Sharjah

Sharjah: The middle east retail major LULU, on an aggressive expansion drive has opened its newest hypermarket in Al Nahda area of Sharjah, taking the total store count to 77. The store which was inaugurated by HE Sheikh Saqr Bin Mohd. Bin Khalid al Qassimi, Chairman of Department of Islamic affairs, Sharjah is the third LULU Store in Sharjah. The inaugural function was also attended by Ahmed Mohammed Al Midfa, Chairman of Sharjah Chamber of Commerce & Industry, Hussain Mohamed Al Mahmoudi, Director General of Sharjah Chamber of Commerce & Industry, Senior Govt. Officials and other prominent guests.

Spread across 175,000 sq. ft. area, the new LULU Hypermarket is easily accessible for both Dubai & Sharjah residents with ample car parking facilities. Commenting on the latest project Yusuffali MA, Managing Director said "it's our policy now to be as close to the shoppers as possible thereby reducing the drive time and making it convenient for them to reach us easily. With an investment of over AED 120 Million, the hypermarket offers a whole world of shopping with a good selection of brands and product lines under one roof".

Apart from the usual fresh food section comprising of Fruits, vegetables, meat, fish and hot & cold ready to eat food, the hypermarket also has huge area dedicated for department store items like electronics, home appliances, furnishing & furniture's and fashion brands for ladies, gents and kids. It also features a number of outlets including Lulu International Exchange, Malabar Gold, Dar Optics, Axiom Mobile, Lulu Pharmacy, Coffee Shop and Perfume counter etc.

Commenting on group's expansion plans, he said "We will be opening more hypermarkets in both existing markets as well as in new markets in UAE and other GCC countries. All our planned projects are on track and our immediate plans include the upcoming Shopping Mall in Al Ain, Mushrif Mall in Abu Dhabi, new hypermarkets in Oman, Bahrain, Kuwait and Saudi Arabia,". The group is slated to reach 100 store figures by the end of 2011 and its market also includes India, where it is building countries biggest mall in the South Indian city of Kochi and Egypt where it intends to be operational by mid 2010.

LuLu Hypermarket accounts for nearly a third of the Gulf's retail market share with a customer flow of 350,000 shopper's daily chain wide.