

LuLu Opens Hypermarket in Bahrain



LuLu, the biggest regional hypermarket & supermarket chain opened its first store in Manama today. The 180,000 sq. ft. store is located in the popular DANA MALL in the Seef district. The new hypermarket, 64th of the retail group was inaugurated by H.E. Dr. Hassan Abdullah Fakhro, Bahraini Minister of Industry & Commerce in the presence of senior Govt. officials, Indian Ambassador H.E. Balakrishna Shetty and other prominent dignitaries. Commenting on the inauguration of the new hypermarket Yusuffali MA, Managing Director of LULU Hypermarket group said "though this is our first project in the Kingdom of Bahrain, we are not an unknown brand here as many of the residents here have either shopped in our stores elsewhere or have heard about it from their friends or relatives.

Our simple philosophy of best quality products at best prices everyday is well known to the discerning shoppers of Bahrain and I promise you that they will not be disappointed." Spread in two floors, the hypermarket offers everything from fresh vegetables & meat to frozen & hot food to grocery products. The department store in the upper level boasts of some of the trendiest garments, footwear, watches to latest in electronics and home appliances. The special section for sports, home furnishing and crystals are also sure to give more options to shoppers with different tastes and ethnic background. "We have taken all efforts to make this the best shopping destination in Manama and have laid down strictest quality control guidelines especially in the food categories. All the fruits and vegetables, including from Europe & US are being imported directly by us thus helping us to sell best quality at most competitive prices. Also we have developed our own "LULU" brand of products in almost all categories of food & non-food to cater to the value for money shoppers. These products are sourced from some of the best manufacturers world over" added Yusuffali.

Elaborating the group future plans for Bahrain Yusuffali said "we are looking at the Bahraini market with serious interest and have finalized to invest approx. BD 50 million in the booming retail sector here. New projects are coming up in Riffa and Aali and locations for other projects are being finalized." The group which controls 32% market share of the organized grocery retail sector in the Middle East has recently diversified into shopping malls with opening of Al Raha & Al Wahda Malls in Abu Dhabi. By the end of 2008 the group plans to open 7 more mega shopping malls across the GCC.

With an annual turnover in excess of BD 400 million and presence in 18 countries worldwide the Group is aiming to be the undisputed retail major with 100 stores by the end of 2010