

The Biggest Hypermarket in the Garden City



H.H. Shaikh Tahnoon bin Mohamed Al Nahyan, Ruler's Representative in the Eastern Region, inaugurates the new Lulu hypermarket in Al Ain on Sunday, as Yusuffali MA, Managing Director of EMKE Group, and other dignitaries look on.

Abu Dhabi-based Lulu hypermarket, a chain of hypermarkets and supermarkets, opened its fourth retail store in Al Ain, which is the 75th outlet of the EMKE Group in the Middle East.

H.H. Sheikh Tahnoun bin Mohammed Al Nahyan, Representative of Ruler for Eastern Region, inaugurated today Lulu Hypermarket, the biggest multipurpose shopping mall in Al Ain city in the presence of Sheikh Diab bin Tahnoun Al Nahyan, Yusuffali MA, Managing Director of EMKE Group and number of Government Officials and shoppers.

H.H. Sheikh Tahnoun cut the ribbon to declare the official inauguration of hypermarket. He toured the hypermarket and was briefed by Yusuffali MA, Managing Director of EMKE Group about the new shopping mall centre.

The group has planned to open 13 more hypermarkets and shopping malls in the Gulf region by the end of 2010 with a total investment of Dh1.7 billion, while Abu Dhabi alone will have six more stores by the end of next year.

"Even though there have been talks of economic slowdown in the market, we have decided to carry on with our expansion plan of reaching the figure of 100 stores by the end of 2011," Yusuffali MA, Managing Director of the group, said.

We see tremendous market potential here and have done serious research before finalising the exact location," Yusuffali said.

Each of our stores have well defined catchment area and target shopper base, which ensures that we are

easily accessible to the bulk of residents here and bordering Buraimi.”

“We are setting new benchmarks in quality with the opening of each new store, he said and added: “So, even though the basic store layout remains the same, the shopper will see many new value additions compared to the earlier hypermarkets,” Yusuffali said.

The total area of the new store is 250,000 square feet. Apart from the usual supermarket and department stores, the new hypermarket offers facilities of a mini shopping mall. It has many speciality stores such as Damas, Malabar Gold, mobile shops, coffee shops, watch counters, optical and pharmacy, money exchange etc, effectively making it a mini shopping mall. Located in Kuwaitat area with easy access from Buraimi, the hypermarket has ample parking facility for more than 1,000 cars and will offer attractive products and prices for the forthcoming Ramadan season.