

LuLu opens new hypermarket in Riyadh

UAE-based LuLu Group opened its newest hypermarket at Exit-30 Khurais road in Riyadh, boosting its retail presence in the Saudi Arabia. The group's 112th hypermarket was inaugurated by Prince Saud Bin Abdullah Bin Abdul Aziz in the presence of Hamid Ali Rao, India's ambassador to the Kingdom; Prince Bandar Bin Khalid Al Saud; Kamel S Al Munajjed, chairman of the Saudi-India Joint Business Council; Yusuffali MA, managing director of the Lulu Group; Saifee T Rupawala, CEO; Asharaf Ali MA, executive director; and Shehim Mohammed, regional director.

"We are clear in our approach to expansion and are fully committed to continue our forward march. I'm also very confident about the economic situation in Saudi Arabia and have full trust in the vision of King Abdullah Bin Abdul Aziz," says Yusuffali MA, adding that LuLu will open eight more hypermarkets in different parts of the Kingdom over the next 24 months.

The 240,000 sqft hypermarket comprises a fresh food section for fruit, vegetables, dairy products, meat, fish and hot and cold ready-to-eat food; a huge area dedicated to department store items such as electronics, IT products, home appliances, sports, stationery, furnishings & furniture and fashion brands for ladies, gents and kids; and 40 cash counters to ensure a hassle-free experience for shoppers.

The hypermarket also houses family entertainment centre Sparkys, Darbar Restaurant offering authentic Indian fine



Prince Saud Bin Abdullah Bin Abdul Aziz, Hamid Ali Rao, Prince Bandar Bin Khalid Al Saud, Yusuffali MA, Kamel S Al Munajjed, Saifee T Rupawala, Asharaf Ali MA and Shehim Mohammed touring the new hypermarket



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dining, coffee shops, accessories, Arabian Oud perfumes, watches, mobiles, gifts & accessories, apart from ATMs, money exchange and pharmacy.

The hypermarket is expected to become a shopping destination of choice for Riyadh residents. In the true Lulu tradition across the Gulf, it

will feature the widest choice of world-class brands at the fairest prices under one roof. LuLu's winning formula of value-for-money quality shopping will delight Riyadh shoppers looking for a pleasurable shopping experience and the economy it offers.

It is also expected to provide job opportunities for Saudi

youth. LuLu Hypermarkets employ close to 32,000 people in its various operations so it has a clear human resource development policy when it comes to providing training and job opportunities to Saudi youth. The chain employs Saudi nationals in almost all categories and these employees are also regularly sent to other countries for further training and growth prospects.

"Providing job opportunities to local youth is one of our core focus areas and we will continue to recruit more nationals in our operations in different categories from frontline sales staff to technical and managerial positions. With oil prices showing positive growth and recession a thing of the past, we see tremendous development taking place in the Gulf economies and we intend to play our part in the growth process," asserts Yusuffali.