

Lulu Partners with Al Lul Group to Develop New Retail Destination in Baniyas, Abu Dhabi

Abu Dhabi : LuLu Retail has announced a strategic partnership with Al Lul Group to develop a new retail destination in Baniyas East, as part of its plan to open 20 new stores across the region in 2025.

A Memorandum of Understanding was signed by Mossad Al Mansuri, Chairman of Al Lul Group, and Saifur Rupawala, CEO of LuLu Retail, in the presence of Ali Almansoori, CEO of Al Lul Group, and Yusuffali M.A, Chairman of Lulu Group.

In collaboration with LuLu, Al Lul Group will undertake the construction of Baniyas digital mall and a modern 70,000-square-foot hypermarket, which will be operated by Lulu upon completion. The project is scheduled for completion by the end of March 2026 and is expected to become a key retail landmark in the region. This partnership reflects a shared commitment to enhancing the local retail landscape and contributing to economic growth. It also aligns with the strategic vision of both companies to deliver world-class shopping experiences while supporting community development.

“We are excited to collaborate with LuLu on this flagship project. The new hypermarket will offer quality and value to shoppers, create employment opportunities, and boost the local economy,” said Mossad Al Mansuri, Chairman of Al Lul Group

The new hypermarket will feature a wide range of products, including groceries, fresh produce, electronics, home goods, and lifestyle items, reaffirming Lulu’s reputation as the shopping destination of choice across the region.