

Ministry of Finance Integrates LuLu Retail with Federal Digital Procurement Platform through New 'Punch Out' Feature

Dubai: In a significant move to enhance the efficiency and transparency of government procurement, the Ministry of Finance has signed a strategic agreement with LuLu Retail Holdings to integrate its B2B e-commerce platform, LuLuOn, into the UAE federal government's digital procurement system.

Through this integration, federal entities can now access LuLu's wide-ranging product catalogue directly within the government's e-procurement platform using a feature known as 'Punch Out.' This functionality enables users to browse, select, and finalize purchases from LuLu without leaving the procurement system, streamlining the process and improving workflow efficiency.

The collaboration supports the Ministry's broader objective of digitizing procurement operations and expanding access to vetted suppliers. The Punch Out feature is expected to significantly shorten the procurement cycle, from up to 60 days to just a few minutes, while improving cost control and transaction transparency.

As part of the agreement, federal entities will also benefit from exclusive institutional pricing on LuLu's products, ranging from food and groceries to operational supplies, backed by LuLu's extensive global sourcing and fulfillment capabilities.

Currently, the Federal Catalogue includes more than 120,000 products and services across 35 categories, provided by over 400 registered suppliers. The Ministry remains committed to enriching this platform through strategic public-private partnerships that deliver value and innovation to government operations.