

Lulu Brings the Essence of India to the World: Sunjay Sudhir, Indian Ambassador to UAE

Iconic India Utsav Launches Across Lulu Hypermarkets

Week-long Campaign Showcases Unique Indian Products, Honoring India's Rich Culture and Heritage

Abu Dhabi, 13 August 2025: In celebration of India's Independence Day, Lulu has launched India Utsav across all Lulu Hypermarkets in the Middle East and North Africa region. This vibrant week-long festival, taking place from 14 to 22 August 2025 brings the best of Indian products to customers, highlighting the country's rich culture, heritage, and diverse offerings across multiple categories.

The campaign was officially inaugurated by Sunjay Sudhir, Indian Ambassador to UAE, in the presence of Yusuffali M.A, Chairman of Lulu Group, along with Rohit Mishra, Counsellor - Trade & Investment, Dharm Singh Meena, First Secretary - Economic Affairs, Embassy of India, and other senior officials.

"Festivals like India Utsav play a significant role in strengthening our export markets and showcasing the incredible diversity of Indian products to the world. Lulu is truly bringing the essence of India to global audiences and strongly supporting the Make in India campaign. As the leading exporter of Indian goods, Lulu is not only promoting Indian products internationally but also contributing to job creation and economic development," said Sunjay Sudhir, Indian Ambassador to the UAE.

During the inauguration, Yusuffali M.A expressed his pride in Lulu's continued cultural initiative. "India Utsav is a testament to our ongoing commitment to strategic cooperation and cultural exchange. We are proud to celebrate India's flavors, traditions, and heritage with our shoppers. As the largest importer of Indian products to the UAE, we are targeting \$2 billion in imports this year. We're especially thankful to the Indian Embassy for their consistent support."

This colorful festival showcases a wide array of Indian products, with special promotions on staples like rice, breakfast powders, cereals, spices, meats, ready-to-cook snacks, and everyday groceries. The campaign also emphasizes organic products, millets, nutritious grains, popular street foods, traditional sweets, biryanis, and regional delicacies, available both in-store and online.

Adding to the festive atmosphere, India Utsav will feature cultural performances, offering customers a truly immersive and unforgettable Indian experience.