

Lulu Group Unveils Its Next Phase of Growth Evolution 'LuLu 2.0' , Driven by Technology, AI, Innovation and Omnichannel Retail

Dubai, UAE : LuLu Group today marked a significant milestone in its growth journey with the inauguration of its new Digital and Omnichannel Transformation Office in Dubai, officially launching LuLu 2.0 — the Group's next phase of growth evolution firmly anchored in technology, artificial intelligence, innovation and a fully integrated omnichannel retail ecosystem.

Built on over five decades of customer trust in quality, value and service, 'LuLu 2.0' reflects the Group's strategic response to changing market dynamics and evolving consumer expectations. The initiative brings together digital platforms, physical retail strength, advanced analytics and AI-driven capabilities to deliver seamless customer experiences across stores, mobile platforms and home delivery.

As the region's number one full-line retailer, LuLu is leveraging its leadership position to shape the future of retail by creating a connected ecosystem where offline and online operate as one powerful omnichannel model.

The newly launched transformation office brings together an exceptional pool of global talent across technology, product innovation, analytics and digital operations, while also nurturing young professionals from UAE universities — building strong long-term digital capabilities within the Group.

A key highlight of LuLu 2.0 is the launch of Agentic Commerce, the first of its kind in the hypermarket segment across the entire MENA region, in partnership with Mastercard. This next-generation AI-powered shopping capability enables intelligent digital agents to assist customers in product discovery, personalised recommendations and secure payments, redefining the future of digital retail experiences.

Commenting on the milestone, Yusuffali M.A., Chairman of LuLu Group, said "LuLu 2.0 represents our commitment to continuously evolve with our customers and the changing world of retail, while remaining rooted in the trust and values that have defined us for more than five decades. Technology, AI, innovation and omnichannel retail are not

separate initiatives — they are the foundation of how we are strengthening our core business for the future. By combining the strength of our physical network with world-class digital capabilities, we are building a smarter, more connected LuLu that will continue to lead retail transformation across the region.”

The LuLu 2.0 strategy focuses on owning customer relationships, digital platforms and data intelligence, enabling hyper-personalisation, intelligent supply chains, faster fulfilment and continuous innovation across all markets.

The Digital and Omnichannel Transformation Office will act as the central hub for developing next-generation retail solutions, including AI-enabled commerce, predictive analytics, digital payments, automation and enhanced customer engagement across channels.

The launch ceremony was attended by LuLu Group’s senior leadership including Yusuffali M.A., Chairman; Saifee Rupawala, CEO; Ashraf Ali M.A., Executive Director; Saleem V.I., COO; Global Directors Salim M.A. and Shabu Abdul Majeed; Yesu Yarlagadda, Head of Omnichannel, V. Nandakumar, Director – Marketing & Communications; Mohamed Anish, Chief Information Officer, along with senior management and key stakeholders from across the Group.