

# Lulu hypermarket launches diverse range of Indian products in Saudi stores, highlighting trade ties between Saudi Arabia and India

Commerce Minister of India Piyush Goyal praises the initiative.

30 Oct 2024, Riyadh: In a significant move reflecting the depth of trade cooperation between Saudi Arabia and India, Lulu Hypermarket introduced a wide range of Indian-made products across its stores as part of the Diwali festival. This initiative highlights the store's commitment to supporting the industries of both countries and showcasing the quality of products to customers in the Kingdom.

The launch featured a special focus on Indian products, with the presence of Piyush Goyal, India's Minister of Commerce and Industry. It showcased new selections like Ladakh apples, supported by international trade initiatives, alongside Indian "Cavendish" bananas, and dragon fruit, emphasizing their quality for Saudi consumers. Over 50 new products were introduced, including premium A2 ghee, millet-based breakfast cereals, and organic beauty items.

Indian commerce and industries minister Piyush Goyal praises the initiative and calls Lulu group chairman Yusuff Ali M.A as the 'Roving Ambassador of India.'

"As the leading retail organization in the Middle East, Lulu's commitment to showcasing high quality Indian products exemplifies the diverse acceptance of Indian products across the nations. This initiative not only supports local industries but also strengthens the economic ties between India and Saudi Arabia" said Piyush Goyal, Minister of commerce and industry India.

This initiative aims to promote the products of India, including the taste and culture of our country, among the national population and the large expatriate community residing in the region. We are on track to open our 100th store in the Kingdom of Saudi Arabia within two years, which will ensure direct job opportunities for 10,000 Saudi nationals," said Yusuff Ali M.A., Chairman of Lulu Group, on the occasion.

The event also included vibrant cultural performances, with local students presenting traditional dances to celebrate cultural diversity, complemented by a

Saudi drumming troupe performing traditional music, creating a festive atmosphere.

This initiative is part of Lulu's broader strategy to expand its offerings, having added over 10,000 products to the store, making it a preferred destination for consumers seeking quality goods.