

Lulu Group Opens New Stores Near Holy Sites to Enhance the Pilgrimage Experience

In partnership with Kidanh, the Lulu stores are designed to serve a diverse and growing community of pilgrims with reliable, high-quality products in convenient locations

Makkah: As part of efforts to enhance pilgrim services, Lulu Group has partnered with Kidanh Development Company, under the supervision of the Royal Commission for Makkah City and the Holy Sites, to open new retail stores near key pilgrimage locations, including Mina, Arafat, and Muzdalifah. These stores are already operational, providing easy access to essential items such as food, beverages, and personal care products.

The agreement was signed by Muhammed Al Mejmaj, Executive Manager at Kidanh, and Bashar Naseer Al Basher, Executive Administration Manager of Lulu Group, as part of this initiative.

The project aligns with Saudi Vision 2030, which focuses on improving quality of life and expanding private sector involvement in national development. This partnership marks a significant step toward enhancing the overall Hajj experience through effective public-private collaboration.

Kidanh's development strategy includes modernizing traditional market areas near the Holy Sites to better serve the needs of pilgrims through modern infrastructure and organized retail services.

The new Lulu outlets are designed to meet the needs of this diverse and growing pilgrim community by offering trusted products in strategically located stores. Retail outlets have already opened, and shopping is underway, making Lulu one of the first major retailers to begin operating in close proximity to the Holy Sites. This reinforces Lulu's commitment to service excellence and community support.