

Lulu expands its value concept stores in UAE; New LOT opens in Musaffah, Abu Dhabi

Abu Dhabi: Lulu Retail has further expanded its value-focused retail concept, LOT, with the opening of a new store at Mazyad Mall in Mussafah, Abu Dhabi. The store was officially launched by Yusuffali M.A., Chairman of Lulu Group.

This strategic expansion reflects LOT's mission to provide affordable, high-quality goods to a broader customer base.

The new outlet marks the 22nd LOT store in the GCC and the 9th in the UAE.

Spanning 20,000 square feet, the store features a curated section of household essentials, kitchenware, and fashion for men, women, and children, all at competitive prices. A special focus is placed on UAE-made products, supporting local industries, alongside a variety of globally sourced items.

LOT's continued expansion across the GCC highlights the growing demand for value-oriented shopping and aligns with Lulu's vision of operating 52 LOT stores by 2025.

Also attending the event were Saifur Rupawala, CEO of Lulu; Ashraf Ali M.A, Executive Director of Lulu; Salim V.I., COO and Strategy Officer; Anand A.V, Director of Lulu International Holdings; Mujeeb Rehman, Director of Buying; Abu Bakker, Director for Abu Dhabi and Al Dhafra Region; and other senior Lulu officials.