

# Lulu Hypermarket opens in Khamis Mushait

**Jeddah, 22<sup>nd</sup> May, 2024:** Retail major Lulu Group has further expand its presence in the Kingdom of Saudi Arabia as it unveiled latest retail destination at Khamis Mushait in Asir Province.

Khalid bin Abd Alaziz bin Mushayt, Governor of Khamis Mushait inaugurated the Hypermarket which is also 60<sup>th</sup> in Saudi Arabia in the presence of Yusuf Ali MA, Chairman of Lulu Group and other dignitaries.

The hypermarket is spread over 71,000 square feet in the popular Mujan Park Mall and comes packed with all the favourite shopping features that have made LuLu the fastest growing retail chain across KSA.

On the occasion Yusuff Ali said, "LuLu's growth story in Saudi Arabia is a testimony to the quality choices of Saudi shoppers who recognised the commitment of LuLu to deliver its brand promise of quality, affordability and variety. Brand LuLu has always been known for catering to shoppers based not only in city centers, but as well as the outskirt areas and suburbs, where people do not need to drive long distance. We commit to provide world-class shopping and we shall continue meeting the lifestyle needs of our clientele base.

He further added that, "we have also focused on promoting and providing local employment opportunities which have been critical to our success through a structured recruitment process that aims to provide necessary training and skill enhancement opportunities to local work force".

As part of our expansion plan in the Kingdom, "we will open another 17 more new hypermarkets in the near future, which will add more employment to the local youth.

"The onward march of LuLu Hypermarkets in Saudi Arabia signals our Group's commitment to the Saudi leadership's vision and energy for a bright future. Our growth would not have been possible without the support of all our stakeholders – especially our valued customers who have always patronized our quality and service and our management who have tapped retail trends and built network of stores on the foundation of excellence".

"We are proud to be part of Saudi Arabia's overall development and will continue to support sustainable development strategies. Thanks to the wise leadership" added Yusuffali.

Located in the first floor of the Mall, the store is designed with customer convenience at its core and with careful reference to the latest hypermarket layout design. There will be a well-stocked supermarket with the choicest selection of ingredients from across the world, fresh food in the Hot Foods section, bakery, the electronics section in LuLu Connect and the fashion store with both.

Shoppers have the convenience of 1,100 car parking slots and, inside the store, 12 cashier checkouts and four self-checkouts. There are also dedicated green checkout counters to encourage the company policy of giving ecologically aware customers priority. LuLu will also offer e-receipt checkout, in line with its green drive that seeks to promote paperless transactions.

Special features in-store include an emphasis on healthy and diet food choices, an extensive range of 'Free From' foods, pet foods, a seafood section that also extends to freshly made sushi and grilled fish, premium meats and an expansive imported product range.

Also present were Saifee Rupawala, CEO of Lulu Group, Ashraf Ali MA, Executive Director, Lulu Group  
Shehim Mohammed, LuLu Saudi Director, Rafeek Mohammed Ali, Regional Director, LuLu  
Hypermarket, Jeddah Region and other senior officials.