

Lulu Launches India Utsav to Celebrate India's Republic Day

Week-long campaign showcases authentic Indian products and rich cultural heritage.

Abu Dhabi : In celebration of the 77th Republic Day of India, Lulu has launched its flagship event, India Utsav, across its stores. The week-long festival offers customers an opportunity to experience India's rich cultural diversity through a wide range of authentic Indian products across categories.

The event was inaugurated by Rohit Mishra, Counsellor - Trade and Investment, Embassy of India, in the presence of Saifee Rupawala, CEO of Lulu, along with other senior officials.

Speaking on the occasion, Rohit Mishra highlighted Lulu's role in strengthening trade and cultural ties between India and its global partners. He noted that initiatives such as India Utsav help promote Indian products internationally while creating a familiar and better shopping experience for Indian communities abroad.

"We are organising India Utsav for the 28th consecutive year. Over the years, it turns into a shopping festival of the region with a wide range of authentic Indian products. The festival reflects the strong ties, shared values, and long-standing relationship between India and UAE. Our sourcing from India has now crossed USD 1 billion and continues to grow each year. India Utsav provides a unique platform for customers to experience India's products and culture," said Saifee Rupawala, CEO of Lulu.

India Utsav features a wide selection of Indian products, including premium food items, fresh fruits and vegetables, organic produce, millets, and agricultural products from various regions of India, including the North East. The festival also showcases electronics, home appliances, fashion, and household essentials.

Shoppers can also enjoy an extensive range of freshly prepared Indian cuisines, including biryanis, curries, popular street foods, traditional sweets, and millet-based bakery products. Special offers and discounts are available on rice, spices, breakfast mixes, ready-to-cook foods, meats, groceries, and other essentials. The offers are available both in-store and online during the campaign.

Also present on the occasion were Shabu Abdul Majeed, Director of Lulu Global Operations; Abubacker T., Director of Project Development; Ajay Kumar, Director of Abu Dhabi and Al Dafrah Region and others.