

# Mid-East retailer launches second hypermarket

Group to open four more Malaysian branches by end 2020

LULU Group International, one of the largest retail operators in the Middle East and North Africa, has opened its second hypermarket in Kuala Lumpur.

Domestic Trade and Consumer Affairs Minister Datuk Seri Saifuddin Nasution Ismail officially inaugurated the hypermarket in the presence of ambassadors from various countries, prominent local businessmen and other dignitaries.

The new hypermarket, which is also Lulu's 174th globally, is located at 1 Shamelin Mall in Cheras, Kuala Lumpur.

The sprawling 80,000sq ft hypermarket has been designed with the latest retail space concept and will serve Cheras residents and those from nearby areas.

At the event, Saifuddin and other dignitaries were led on a guided tour of the hypermarket by "Middle East retail king" — Lulu Group chairman Yusuff Ali M.A., who briefed them about the various sections, unique features and amenities of the latest hypermarket.

The hypermarket has dedicated sections for grocery, dairy products, fish and seafood, fruit and vegetables, meat and poultry, dry goods, fashion garments, electronics, IT, stationery, sports, footwear and luggage, among others.

A major highlight of the newly opened store is its exclusive "store-in-store" for all the "free from" food range, which offers an extensive and imported line of gluten-free, organic, sugar free, no-additives, no-preserved and other speciality food from around the world.

Yusuff said, "As declared during the inauguration of our first hyper-

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Yusuff Ali M.A.

market in Malaysia, we are firm on our expansion plans in Malaysia and are committed to launching four new hypermarkets in different parts of Malaysia before end of 2020.

"This includes projects in Setia City Mall, Bangi Gateway, Bachang (Melaka) and Johor Baru.

"We are also exploring other markets in Malaysia and expect to create more than 5,000 job opportunities for the Malaysian workforce."

Lulu Malaysia currently employs more than 300 Malaysians in its



Saifuddin checking out the fresh seafood available at the new hypermarket. Looking on is Yusuff (right).

two hypermarkets in Malaysia.

Yusuff added, "Lulu Hypermarkets support local small and medium enterprises (SMEs) to grow together by providing display spaces inside the hypermarkets, which will be a good platform for local companies to expand their business and also export their

products to the Gulf countries. "Presently, there are more than 100 local companies associated with Lulu Malaysia.

"In 2018, we exported Malaysian products such as fruits, vegetables, footwear, SME products, food and furniture worth US\$10mil to our hypermarkets around the world

and in year 2020, we expect this to grow to US\$15mil."

Also present at the event were Lulu Hypermarket chief executive Saife Ruppawala, Lulu Group International executive director Ashraf Ali M.A. and director Salim M.A. as well as other top Lulu officials.