

Company profile LuLu Group International

LuLu is the fastest growing retail chain in the Middle East.

LuLu Group International today is a highly diversified entity with operations spanning a vast geographical landscape. Spearheaded by the retail division, the Group has interests in Imports & Exports, Trading, Shipping, IT, Travel & Tourism and Education.

The group is currently active in 21 countries and operates 136 retail stores. The group has announced a massive expansion plan over the next 10 years.

Hypermarkets, Supermarkets and Department Stores

The Group opened its first supermarket in the early nineties in Abu Dhabi and gradually expanded to cover different parts of Abu Dhabi. With the launch of LuLu Centers, the department store format, the Group began to expand in other Emirates and by the late nineties had firmly established its presence in the regional retail sector.

The year 2000 saw the Group embark on an aggressive expansion plan with the opening of the first [LuLu Hypermarket](#) in Dubai. The rest as they say is history. Today the LuLu Hypermarkets, Supermarkets and Department Stores control 32% of the retail market share with 136 stores spread across the GCC, India and Egypt and is regarded as the retail pioneer constantly setting new benchmarks for the industry.

Firmly following the tagline "LuLu, where the world comes to shop", the Group has always tried to be a one stop shop for the multi-ethnic community of the region with an international mix of products as well as staff of different nationalities. The 500,000 plus shoppers who patronize LuLu daily are the true testament to the popularity of the LuLu brand.

Shopping Malls

Line Investment & Property LLC (LIP), a wholly owned subsidiary is charged with spearheading the Group's foray into the shopping mall and mixed use project segment. In the last 6 years of its operations, LIP has successfully launched several major projects viz., Mushrif Mall, Khalidiyah Mall, Al Wahda Mall, Al Raha Mall, Mazyad Mall and Al Foah Mall. It has also won the management rights of the prestigious Madinat Zayed Shopping Centre and Gold Centre in Abu Dhabi.

Currently this division is working aggressively to launch new projects in Dubai, RAK, Muscat, Doha, Kuwait, Bahrain and Saudi Arabia with 11 malls in various stages of construction. Currently LIP manages a Gross Leasable Area (GLA) of more than 8 Million sq.ft and plans to add another 5 Million

sq.ft of prime retail space in 2012 with new malls in Abu Dhabi, Fujairah, Muscat, Doha, and Kochi in India.

Fresh & Frozen Foodstuff

Large scale import and wholesale distribution of fast moving consumer goods enable the Group to stay competitive in the dynamic marketplace. Direct imports guarantee quality products with excellent value for money while state-of-the-art logistics ensures their effective distribution to the retail network. EMKE Stores handle a wide range of FMCG and are reputed ship chandlers in Abu Dhabi while EMKE General Trading takes care of the Dubai & Northern Emirates markets with a well trained staff and a large fleet of modern delivery vehicles.

Retail & Wholesale Distribution

Al Tayeb Cold Stores are the exclusive importers of many of the leading brands in frozen meat, poultry, vegetables and dairy products viz., Doux, Frangosul, Dat Schaub, Tyson and Heinz Watties. This division has an excellent infrastructure setup including extensive cold storage facilities and distribution network. Al Tayeb Meat Est. undertakes import and distribution of fresh and frozen Indian meat and poultry.

Matchmaking event Target sectors:

- Private label products
- FMCG (branded)
- Fresh meat
- Frozen food
- Fruits and Vegetables