

Lulu Group was founded in the year 2000 with a hypermarket in Dubai and since then has successfully acquired a huge consumer base and has expanded their presence in various other countries like India, Indonesia, Malaysia, Yemen, Egypt and many more.

DELIVERING QUALITY, BUILDING RELATIONS

Lulu Group today has a turnover of more than US\$ 6.9 billion with staff strength of more than 40000 and has 145 stores across the 21 countries it operates in. With such numbers, Lulu Group is considered as a key player in the economic scenario of the Middle East.

Lulu Group International is an ardent follower of ethical business practice and believes that only quality and service attract customers. The brand's products have been certified by various certifying agencies like ISO and Dubai Quality Appreciation Program.

The group has taken special care that its customers are taken care of and enjoy the best of privilege. It has partnered with banks in the Middle East to create co-branded cards that help loyal customers gain special privileges and rewards every time they shop.

Lulu aspires to become a global retail brand by retaining the No. 1 position it holds in its area of operation and aims to expand its reach to the worldwide retail market.

Lulu gives its consumers a unique shopping experience and an unmatched quality in terms of product and services. The group is continuously working towards extracting new market opportunities and adding value to their business associates.

INNOVATING FOR GOOD

To improvise and do their best in retail market, Lulu has always been innovating. They call it one of Lulu's key strengths. The brand adopts every new technology to enhance shopping experience. The company was the first to deploy Intelligent Building Management System, which was a step towards a huge green initiative. Lulu also was the first to introduce Wireless Technology in retail operations.

The group has its own manufacturing and outsourcing facilities spread across East and Southeast Asia, the Indian subcontinent and Africa. With one of the largest fleets of modern delivery vehicles, the Group today effectively manages the stock position in its vast network of retail stores across the region.

Lulu Group actively plays a significant role in shaping a better tomorrow and has brought several CSR initiatives that work for saving water, greener environment, support in natural disasters, etc. The Group is also a part of the Dubai Cares foundation.



Lulu Group

WHERE BUSINESS IS ALL ABOUT PEOPLE

'People do not buy goods and services. They buy relations, stories, and magic.' This holds true in case of Lulu Group International, a diversified brand which not only focuses on retail market but also has interests in Hypermarkets, Shopping Malls, Imports & Exports, Trading, Shipping, IT, Travel & Tourism and Education

