

# LuLu Eyes Bigger Market Share For Its Own Lables



## Launched their newly rebranded Private Label products during the ongoing SIAL ME 2018

**Abu Dhabi:**Lulu, the top retailer in the Middle East today launched their newly rebranded Private Label products during the ongoing SIAL ME 2018. Lulu products which was introduced 10 years back in select categories is today a top seller across 140 stores of LULU group across the ME, India and the Far East.

The rebranded and enhanced range of Lulu products are sourced from best companies in more than 40 countries and tested and certified by some of the top Global regulatory authorities.

Speaking to media after the launch Yusuffali MA, Chairman of LULU Group said “we have been constantly innovating and upgrading the quality and offerings of our Lulu products and we are delighted to note the tremendous boost we have been receiving from the market. Initially our plan was to sell few products in select categories, but with each passing year we have been adding new categories and product range. Our primary goal has been “highest quality products at most affordable prices”. Consumers are very always looking for better value for money and we are committed to providing better price by limiting our overheads and “middle men”.

Currently LULU sells almost 2500 products under its own label, from fresh food to dairy, packed food, confectionary and frozen food. In nonfood category, it has hygiene and home care products.

“As we are on a fast expansion mode, we expect to double our product range in the next 2 years. We also are focusing on sourcing more locally produced products to support the UAE food processing industry and today we launched cooking oil produced in Abu Dhabi” Yusuffali added.

On the sidelines of SIAL ME, lulu also signed a licensing agreement with Warner Brothers to sell a range of products with famous cartoon characters such as Looney Toons, Tom & jerry, Superman, etc. These products will be exclusively targeting children with a range of confectionary, biscuits, juices etc.

**Photo Caption:** HH Sheikh Mansoor Bin Zayed Al Nahyan, Deputy Prime Minister of the United Arab Emirates and Minister of Presidential Affairs, being shown the newly launched Lulu products by Yusuffali MA, Chairman of Lulu Group. These products are produced in Abu Dhabi.