Lulu Unveils ‘Festival of Promotions’ with Mega Shopping Deals and Rewards Across UAE

Lulu announces AED 100 million worth of promotions, discounts and raffle prizes for the two-month year-end shopping season

Abu Dhabi, 2 November 2026: LuLu Group has announced a mega year-end shopping bonanza under the theme ‘Festival of Promotions’, bringing together AED 100 million worth of promotions, discounts and raffle prizes across its UAE stores during November and December. The announcement was made at a press conference attended by senior LuLu officials, leading brand partners and representatives of the media. The initiative comes as the UAE enters its peak shopping and tourism season, with Global Village already operational, Dubai Shopping Festival approaching and the country's 55th Eid Al Etihad celebrations around the corner.

Speaking at the press conference, Salim M.A., Director of LuLu Group, expressed confidence in the positive momentum of the UAE retail sector. “We are witnessing renewed optimism in the market, supported by the proactive initiatives of the UAE leadership to boost economic activity, tourism and consumer confidence. With major exhibitions, international events and shopping festivals gaining momentum, we expect an exciting year-end season. At LuLu, we are fully prepared with an extensive lineup of promotions, attractive prices and rewarding shopping experiences. Our objective is to offer exceptional value to customers while contributing to the positive retail sentiment across the UAE.”

The promotional season is already underway with ‘10,000 Trolleys – We Pay Back’, a customer reward campaign in association with P&G, the LuLu World Food Festival, presented by Puck and powered by Fairy, and the ‘LuLu Wali Diwali’ celebrations. The upcoming calendar begins this week with the launch of Winter Fashion Collections at LuLu Fashion Store and REO, followed by Super Friday from 19 November, powered by Huawei, featuring major deals across electronics, appliances, fashion, groceries and other categories. A dedicated Beauty and Wellness promotion will begin on 25 November, followed by Eid Al Etihad Deals from 28 November, highlighting AWWAL – Emarat, LuLu's initiative to promote UAE-grown, UAE-produced

and UAE-made products. The Festival of Deals will launch in the first week of December, coinciding with the Dubai Shopping Festival season, while Christmas and New Year promotions, including special Midnight Sales during the final week of December, will conclude the shopping extravaganza.

Highlighting the promotional calendar, V. Nandakumar, Director – Marketing & Communications, Lulu Group, said, “We have brought together our biggest shopping events, festive campaigns and customer reward initiatives under one umbrella to create excitement throughout the season. With something new happening almost every week, customers can look forward to exceptional savings, exciting prizes and special shopping experiences across all major categories. Our strong partnerships with leading brands will help us deliver greater value and more rewarding offers to shoppers.”

LuLu also highlighted the strong growth of its online and quick-commerce business, particularly LuLu Minutes, which has witnessed increasing customer traffic and acceptance. The Group recently launched its all-new LuLu app, featuring upgraded technology, a more intuitive shopping experience and enhanced convenience, including money remittance services. With its extensive store network, global sourcing capabilities and expanding digital platforms, LuLu aims to make the final two months of 2026 a memorable shopping season for customers across the UAE.

Also present at the press conference were LuLu Group Directors Thamban K.P., Huzefa Rupawala and Ajay Nair; Operations Managers David Boome and Martin William; and other senior officials of LuLu Group.