

Lulu brings AI-powered robotic shopping experience to UAE stores

UAE's first in-store robotic media network combines AI-powered shopping assistance with an interactive platform for brands

Abu Dhabi, UAE: Lulu Retail has introduced the UAE's first in-store robotic media network, bringing AI-powered personal shopping assistance to customers while creating a new interactive platform for brands to engage with shoppers at the point of purchase.

Launched in collaboration with Kody Holdings, the network features AI-powered Odigo robots deployed across Lulu stores in the UAE. The initiative brings together artificial intelligence, automation and retail media to create a more interactive and personalised in-store shopping experience.

Moving autonomously across stores, the robots can assist shoppers in navigating departments, locating products and discovering ongoing promotions. At the same time, they serve as an interactive retail media platform, enabling brands to communicate with customers closer to the moment of purchase.

The technology also allows campaign content to be updated in real time and customised based on location, store or market, giving brands greater flexibility to deliver more relevant and targeted communication to shoppers.

"Technology continues to play an important role in enhancing the shopping experience at Lulu. This initiative brings together AI, automation and retail media to strengthen customer engagement while providing our brand partners with an innovative new platform to connect with shoppers," said Saifee Rupawala, CEO of Lulu Retail.

The initiative marks another step in Lulu's adoption of emerging technologies across its retail operations, using AI and automation not only to improve convenience for shoppers but also to create new opportunities for brands to engage with consumers inside the store.