

EMKE Group Chooses Bosch Public Address for its Malls and Lulu Hypermarkets



BOSCH

Invented for life

Industry:

Shopping malls, Hypermarkets, Supermarkets - Retail chain

End User:

EMKE Group with its brands of Lulu hyper & supermarket chains is by far the biggest gulf based operator. Established in 1966, the group has a total of 58 stores across the Gulf. Over the years EMKE Group/Lulu hypermarkets has chosen Bosch Public Address for its malls and hypermarkets. Currently the group operates supermarkets and hypermarkets in UAE, Oman, Qatar, Kuwait, Yemen and Saudi Arabia. The EMKE group has over 15,000 employees in its various operations spread across the Middle and Far East, Asia and Africa with interests in retail, manufacturing, food processing, exports/ imports and travel.

Business Objective:

The design of each mall or hypermarket is an art in itself. BGM and Public Address solutions were to be tailor made for Lulu Hypermarkets each with its unique configuration of zones and local BGM. The staff needed flexibility and ease of use. Reliability and durability topped the list of requirements set forth by the Project Management team as the mall was to operate for years on. Stringent quality standards were to be met and reliable products were sought.

Solution:

The Bosch Plena range of products in conjunction with UAE partner Al Ghandi Electronics were able to meet the various requirements for the Al Barsha Hypermarkets.

With its system preamplifiers and boosters, no feat was impossible. Zone configurations were set for its call stations located at reception, security and GM's office and call to prayer overrides were possible with its priority override and Vox inputs. Sound projectors were used in the carparks and specially fabricated mounting brackets were used in areas with ceiling loudspeakers.

Al Ghandi Electronics were on standby for sales, service and maintenance issues.



Lulu Al Barsha -Dubai, UAE

Result:

Top Mall uses Top Product.

The Lulu Al Barsha Mall, a 510,000 sq. ft. hypermarket (largest hypermarket of the group) with more than 1000 carparks has an up-to-date Public Address and BGM system from Bosch.

When asked why choose Bosch, Mr. Santhosh Kothenath, Project Manager Dubai and Northern Emirates says:

“ We have had no problems with Bosch Public Address and their systems and Al Ghandi Electronics was always in touch with us for our requirements”

Another satisfied customer is all we can say!

Installed by:

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