

## **VIVA Supermarket, a Landmark Group Venture, Marks Significant Entry into Oman**

**Dubai, UAE, 26 November 2023:** Landmark Group announced its ongoing expansion in Oman with its venture VIVA Supermarket, making it a significant chapter in the group's journey in Oman.

With the purpose of bringing exceptional value to consumers, Landmark Group started its journey in Oman in 1992 with Babyshop. Today it has consolidated its position through its well-loved brands - Home Centre, Centrepoint, Max, Emax, Fun City with a footprint of more than 90 stores across the country.

Founded in 2018 with a steadfast commitment to delivering high-quality, affordable grocery VIVA is today recognised as a trusted food discounter, catering to diverse communities. With over 80 stores across the UAE and the recent launch of its third store in Oman since September 2023, VIVA has solidified its position as a go-to destination for groceries and household goods.

The supermarket brings exclusive brands and private labels, offering a perfect fusion of quality and affordability with most products of European product quality. This commitment to providing a unique offering has contributed to VIVA's growing popularity among consumers seeking value without compromising on excellence.

Landmark Group's purpose is deeply rooted in its overarching commitment to innovation, sustainability, and partnerships, as highlighted by Renuka Jagtiani, Chairperson of Landmark Group: "Landmark Group's success is a testament to the trust and loyalty extended to us by countless individuals and our partners. Our journey is intricately intertwined with the aspirations of our consumers, making it as much theirs as it is ours. We are happy to now introduce VIVA supermarket to Oman, confident it will be relevant to the community as our established brands."

Landmark Group attributes its enduring success to a focus on entrepreneurial spirit and innovation. Georg Fischer, CEO & Founder of VIVA, stated, "At VIVA, we strive to deliver our promise of fresher, cheaper and better everyday to our customers. Our emphasis on ethical business practices and customer-centric strategies is the cornerstone of our success. As we expand, we remain dedicated to providing communities with not just groceries but great value through our unique, affordable products."

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