

Press Release

Oman Avenues Mall completes third phase of its transformation journey with launch of the largest cinema complex in Oman with Mexican operator Cinépolis Cinemas

November 25, 2019

MUSCAT: Sultanate's iconic destination for shopping, dining, and luxury experience, Oman Avenues Mall, has announced that it has completed its third phase of the four-stage extensive transformation course it embarked in the past year. The extraordinary leisure destination will mark the significant milestone with the launch of Cinépolis Cinemas, the leading world-class cinema exhibitor's operations in its premises.

As a part of the grand celebrations organised to solemnise the conclusion of the third phase of transformation voyage, Oman Avenues Mall will be dressed in a carnival theme with variety of entertainers performing across different parts of the mall to regale visitors. To bring an exciting experience to shoppers, the mall has planned a celebrity appearance and performance by well-known Lebanese pop singer, entertainer, actress and television personality, Maya Diab.

With the four-phase transformation plan on track, Oman Avenues Mall is already offering an incredibly exhilarating ambience and opportunity for customers to 'Celebrate Everyday'.

Mr. Gogi George, General Manager, Development and & Leasing, Lulu Group International said, "Being a mixed-use destination, as part of this transformation journey, we want to continue capturing the cosmopolitan, multi-ethnic, pluralistic and vibrant spirit of Muscat. Our upscale multi-phased renovation promised to bring about a redefinition of the luxury shopping, leisure and dining experience. We are pleased that the wide-ranging transformation that has been completed thus far is already delivering a superlative and unique customer experience that is unparalleled in Oman."

He added, "We are constantly trying to evolve by keeping our finger on the pulse of what people aspire. We are delighted that the transformation journey till now has augmented the overall experiences of the mall to best reflect its splendor and charm. We will continue to furnish an outstanding impression and are committed to boosting our offering to create a superior visitor experience. While the cinema complex Cinépolis Cinemas, will extend a premium movie going experience to the visitors, the rejuvenation and inclusion to the retail-mix will give our customers access to global trends from the world of fashion.."

Cinépolis

At Oman Avenues Mall, Cinépolis Cinemas has 15 auditoriums and 1,474 seats which includes Luxury, Macro XE and Junior concepts. The 4,396-squaremeter cinema promises guests a state-of-the art experience. The cinema offers a blend of rocking leather seats and fully reclining leather seat auditoriums, cutting-edge sound and high-definition projection technology. A chic lounge space designed for socialising with friends and family is of modern design.

Cinépolis Cinemas was founded in Mexico in the city of Morelia, Michoacán in 1971. Today it has positioned itself as the world's 3rd largest movie theatre circuit, operating 796 cinema complexes, 6,241 screens and over 1,038,001 seats across 17 countries worldwide. A Mexican owned movie theatre chain, Cinépolis Cinemas entered the Middle East through a partnership with the privately-owned business conglomerate, Al Tayer Group, who operates leading, quality-focused businesses in various sectors including Automotive, Retail, Real Estate, Construction, Healthcare, Logistics, Engineering and Manufacturing.

Cinépolis Gulf CEO, Ashish Shukla said, *“Cinépolis is bringing to Oman its globally recognised experiences. We know how much the community in Muscat loves movies, and we are relishing the opportunity to present a wonderful cinema experience that can be enjoyed by all. The launch of the first luxury offering for Cinépolis Cinema in Oman is a milestone for the brand and we are honoured to bring our world-class offering to Muscat. We thank the Lulu group for giving us this wonderful opportunity and we look forward to expanding our partnership with them across the various geographies we work in together.”*

At present, Oman Avenues Mall offers a wide-ranging ensemble of retail choices spread across 72,000 square metres of built-up space in 1,45,000 square metres. This consummate shopping destination has a remarkable league of retailers unparalleled by any other shopping centre in Oman. Located in the heart of the city with a host of distinctive amenities and services, Oman Avenues Mall delivers a refreshing experience for customers.

From branded apparels to fashion accessories, jewellery to personalised gifts, electronic appliances to entertainment options, multi-cuisine restaurants to cafes, Oman Avenues Mall offers an all-in-one shopping, dining and entertainment experience to locals and tourists alike.