

Majid Al Futtaim launches its flagship grocery retail brand ‘HyperMax’ in Bahrain

● ‘HyperMax launches across six locations in Bahrain, delivering top-quality products at competitive prices, ensuring a memorable experience for customers

● ‘With a workforce of over 1,600 team members, Majid Al Futtaim will continue to nurture competitive talent while supporting Bahrain’s Vision 2030

● ‘Through partnerships with over 250 local farmers, suppliers, and SMEs, HyperMax strengthens local supply chains and food security, contributing actively to a more sustainable local economy

Manama

Majid Al Futtaim, a leading shopping mall, communities, retail, and leisure pioneer across the Middle East, Africa, and Asia,

has launched its independent-owned flagship grocery retail brand, HyperMax, in Bahrain. Born in the region and backed by global expertise, HyperMax offers a wide variety of products, placing special focus on fresh, local produce, ensuring customers in Bahrain enjoy choice, affordability, and everyday excellence.

Supporting Bahrain’s Vision 2030, HyperMax is partnering with over 250 Bahraini farmers, producers, suppliers, and SMEs to create more sustainable supply chains, strengthen local businesses and contribute to the country’s economic growth and prosperity with a workforce of over 1,600 colleagues.



Mohamad El Khatib, Head of Operations at Majid Al Futtaim Retail – HyperMax Bahrain, commented: “With over three decades of deep-rooted experience in the region, Majid Al Futtaim has consistently delivered exceptional quality and value to its customers. The launch of HyperMax marks a key step in our ongoing commitment to placing communities and customers at the centre of everything we do. By championing local source-

ing, we are building a dynamic ecosystem that makes fresh, high-quality grocery products more accessible and affordable. At Majid Al Futtaim, we continue to blend world-class operational excellence with a nuanced understanding of local preferences—ensuring a diverse product offering that meets global standards while celebrating the unique tastes of Bahrain.”

He added: “Through Hyper-

Max, we aim to continue driving economic self-reliance and sustainability through partnering and empowering Bahraini farmers, suppliers, and talent, in alignment with Bahrain Vision 2030.”

HyperMax has launched six stores across Bahrain in addition to an e-commerce platform reflective of an omnichannel strategy focused on maximising reach, convenience, and delivering a modern, customer-first shopping experience.

Experience family-friendly launch activities at HyperMax’s flagship store, located at City Centre Bahrain, from 6:00 pm to 10:00 pm.

India, US to hold trade talks amid tariff storm

AFP | Mumbai, India

India and the United States are set to hold trade discussions in the capital New Delhi today, officials and Indian media reports said, as the two countries seek to resolve a tariff row.

The world’s most populous country currently faces steep US tariffs on most of its exports and has so far failed to clinch a trade deal that will ease this burden.

US President Donald Trump’s decision to bump up tariffs on India to 50 percent last month in retaliation for New Delhi’s continued purchases of Russian oil as he seeks to pressure Moscow over the war in Ukraine has also strained ties between the two nations.



But despite the diplomatic chill, the leaders of both countries said recently that they remain committed to continuing negotiations.

Officials will hold in-person discussions on trade on Tuesday, The Indian Express newspaper reported, citing remarks made by commerce ministry official Rajesh Agarwal at a briefing on Monday. Broadcaster NDTV said Brendan Lynch, assistant trade representative for South and Central Asia, will be part of the US delegation and noted that the talks would



merely be a “precursor” to an eventual full-fledged round of negotiations.

The discussions come a week after Trump announced that talks would continue between New Delhi and Washington to address trade barriers.

“I feel certain that there will be no difficulty in coming to a successful conclusion for both of our Great Countries!,” he said in a post on his Truth Social platform last week, without offering further details.

Indian Prime Minister Narendra Modi, in response, said the two nations were “close friends and natural partners” and that teams were working to conclude discussions “at the earliest”.

Zain Bahrain and Ericsson expand Network across Kingdom to elevate customer experience

● Zain Bahrain and Ericsson partner to enhance customers experience with faster speeds, stronger coverage, and greener connectivity across the Kingdom

● The agreement will upgrade mobile and fixed broadband services, preparing the network for 5G advanced use cases

● The partnership is part of Zain Bahrain’s USD 100 million investment to power Bahrain’s digital transformation journey over three years.

Manama

Zain Bahrain, a telecommunications and technology industry innovator in the Kingdom, has signed a new agreement with Ericsson to expand and modernize its network, ensuring faster connections and a wider range of state-of-the-art services for consumer and Enterprise customers across the Kingdom.

This agreement is a fundamental part of Zain Bahrain’s planned USD 100 million investment over three years, aimed at powering Bahrain’s digital transformation.

The investment will directly improve the digital

Petra Schirren, President of Ericsson Gulf at Ericsson Europe, Middle East and Africa



tal experience for Zain Bahrain customers, ensuring seamless video streaming, and VoWiFi calls, robust indoor coverage, and advanced mobile internet.

The upgrades will also prepare the network for future innovations, enabling smart services, advanced 5G applications, and next generation solutions that will enrich people’s lives, work, and connections.

For enterprise

customers, the expansion will provide a solid foundation to adopt advanced digital services, cloud solutions, and industry-specific applications that drive growth and efficiency.

The agreement also places a strong emphasis on sustainability. By deploying energy-efficient technologies, Zain Bahrain will significantly reduce the network’s environmental footprint while delivering superior connectivity.

Ammar Al-Ketbi, Zain Bahrain Acting CEO, commented, “This partnership is another significant step in our journey to provide the best digital experiences in Bahrain. By investing in modern, sustainable infrastructure, we are ensuring that our customers, whether they are gamers, entrepreneurs, or enterprises, enjoy faster, more advanced solutions. This investment also lays the foundation for tomorrow’s digital ser-

vices in the Kingdom. At the core of all these efforts is our unwavering commitment to placing the customer at the heart of everything we do.”

Petra Schirren, President of Ericsson Gulf at Ericsson Europe, Middle East and Africa, commented:

“Our con-

tinued collaboration with Zain Bahrain is exemplified by this expansion and modernization agreement. It reflects our shared commitment to advancing digital infrastructure in the Kingdom and supports Zain Bahrain’s digital transformation journey for a more sustainable and efficient telecommunications environment. By providing Ericsson’s advanced solutions, we are enabling Zain Bahrain to meet the growing demands of its customers while maintaining a strong focus on network performance and energy efficiency.”

Zain Bahrain’s partnership with Ericsson builds on a long-standing relationship focused on innovation and customer experience. The latest agreement underscores a shared commitment to advancing Bahrain’s digital transformation and creating a connected future for all.



Ammar Al-Ketbi, Zain Bahrain Acting CEO