

## Cabeau Expands into all major airports in the Indian Subcontinent

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Cabeau's award-winning Evolution Pillow and Evolution Cool pillows will soon be available throughout the Indian Subcontinent

Cabeau has announced its partnership with [BBM Bommidala Group](#), a leading Indian business conglomerate operating within the travel retail industry, to launch Cabeau's products across the Indian Subcontinent. This collaboration will allow Cabeau will be available at every major airport in the region by the end of the year.

The partnership will allow Cabeau to reach new customers and elevate its presence in the Indian Subcontinent, bringing *travel made better* to millions of travelers. Cabeau will be shown on digital displays along with product pole displays, optimizing sales opportunities for each retailer. Duty Free stores at leading airports will carry the brand's award-winning Evolution Pillow and Evolution Cool pillows, with additional travel retail channels offering the pillows and Cabeau's expanded product line in 2018.

"We are excited for our new relationship with the BBM Bommidala Group. Having tracked trends in this very large and unique market, Cabeau believes it has found a solid partner for the ISC-region" explains Denz Vanderlist, Director of International Sales at Cabeau. "We look forward to growing our brand's global presence and enhancing the travel experience in India, beginning with the busy holiday season."

Raja Bommidala, Director & CEO Sector head at BBM Bommidala Group, enthuses, "BBM group is delighted to partner with Cabeau, which has established itself as a leading provider of travel comfort products around the world. With our travel retail business, we promise a one-stop solution for duty free and duty paid distributorship for the Indian Subcontinent Region, and are eager to bring Cabeau's exceptional portfolio to airports throughout the ISC-region."

For more information about Cabeau, please visit [www.cabeau.com](http://www.cabeau.com).