

# Bollywood superstar takes part in Mumbai Duty Free campaign

By **Hibah Noor** on July, 26 2017 | Retailers



Mumbai Duty Free has debuted its ambitious customer value program called “Mumbai Duty Free is NOW Free”.

Bollywood superstar Shah Rukh Khan launched the program by giving free movie tickets for his latest blockbuster “Jab Harry Met Sejal” to customers.

As a part of the program, free movie merchandise, movie tickets and signed posters can be won by Mumbai Duty Free customers.

For the “Mumbai Duty Free is NOW Free” campaign, the company has partnered with downtown brands to offer exceptional value. Any customer who shops at the stores above a threshold gets a surprise envelope. The envelope contains discount vouchers, redeemable coupons and complementary experiences from partner brands which the customer can use for making purchases

in India. These coupons together add up to equal or even more than the purchase value. The customer effectively makes his duty free purchase free of charge.

In the inaugural edition, company has partnered with Red Chillies for a chance to win movie tickets and meet the star cast of the movie. Other partnerships include: tour operators for exclusive discounts on travel bookings; lifestyle brands for online shopping vouchers; luxury malls for gift vouchers; and banks for cashback promotions.

Taking a step forward from its promise of “Best Value Guaranteed”, Mumbai Duty Free aims to offer customers the best value for their duty free spend, thereby enhancing the shopping experience.

Speaking about the association, Manishi Sanwal, Managing Director, Mumbai Duty Free said: “We are extremely delighted to have launched a global first marketing campaign, which is based on the principle of providing additional value. The inaugural edition of the campaign looks promising and the initial response from our partners, customers and staff is overwhelming.

“The campaign is here to stay; after all Mumbai Duty Free is all about ‘Best Value Guaranteed’.”

