

Mumbai Airport reports highest monthly sales in December as a result of successful marketing campaign

By **Jas Ryat** on January, 8 2018 | Retailers





Mumbai Duty Free promoted their 'Mumbai Duty Free is now free' this December. The promotion resulted in a stunning 20% increase in sales

Mumbai Duty Free posted the highest sales in a single month this past December. The increase of more than 20% over last year was achieved with improvement in both penetration and average ticket value. The positive result was due to the first successful global marketing campaign of 'Mumbai Duty Free is now free', encouraging people to spend more at the store.

'Mumbai Duty Free is now free' is a unique customer value program that was launched in July. The shoppers at Mumbai Duty Free receive exclusive discounts vouchers, cash backs and privileges worth USD \$200. Any customers who shop more than the threshold are eligible for the 'Mumbai Duty Free is now free' envelope with the following free gifts inside.

Citibank and Vodafone have partnered to provide immediate benefits to the traveler. Online retailers like Myntra and Urban Ladder work to drive lifestyle shopping; and domestic air tickets and hotel privileges from Ixigo and Yatra respectively inspire customers with lifestyle utility benefits.

The partnered brands also engaged in pre-departure marketing, making travelers aware of this exclusive proposition. The brands used their databases to deliver the offer. It helped in driving awareness and also assisted in urging pre-informed traffic in to store.

The campaign delivered a growth in Pax spend, which led to one of the highest ever monthly sales. A threshold to participate in the program and attractive cash back offers on select cards led to a significant increase in average ticket value. The increase in tickets resulted in Mumbai Duty Free seeing additional customers stopping by and indulging in the flagship promotion.

Talking on the association, Mr. Ananth Narayanan, CEO Myntra & Jabong said, “We are very excited with our association with Mumbai Duty Free, and have seen an exceptional response on the promotion. I would call it a perfect offline to online integration, and look forward to a continued partnership.”

Commenting on the success, Manishi Sanwal, MD, Mumbai Duty Free said, “It has always been our endeavor to provide the best value to a customer shopping at Mumbai Duty Free. With this campaign giving more than double the value back, a customer is practically shopping for free at our store, which has resulted in the best December ever!”

The campaign generated a lot of excitement and enthusiasm from the customers, which resulted in highest sales in the month of December. This has been the maximum monthly sales that Mumbai Duty Free has ever generated.

Mumbai Duty Free attributing its success to this marketing campaign looks forward to a successful 2018.