

Mumbai Duty Free delivers more value to customers with fourth edition of The Whisky Festival

By **Elena Owyong** on November, 4 2019 | Retailers



Mumbai Duty Free has adorned its stores at the Chhatrapati Shivaji International Airport, Mumbai with posters, banners, digital signages to promote The Whisky Festival

Mumbai Duty Free (MDF) has kickstarted the fourth edition of “The Whisky Festival” this month at The Mumbai Duty Free Arrivals and Departures stores located at Terminal 2 of Chhatrapati Shivaji International Airport, Mumbai. The festival runs till December 2019.

MDF’s annual whisky festival offers discounts on a wide assortment of whiskies, free shopping money as well as complimentary experiences from partner brands and cashback. Seven couples also have the chance to win sponsored international trips.



Mumbai Duty Free's The Whiskey Festival is attracting customers with discounts on best-selling brands, discount vouchers from premium downtown brands and more

In a press release, MDF said they have various offers for customer favourites and best-selling liquor brands such as Johnny Walker, Glenfiddich, Jack Daniels, Macallan, Chivas and Glenlivet. Customers also have the chance to enjoy MDF's exquisite range of super-premium aged liquors such as Talisker 18 years, Singleton 18 years and many more.

This year, MDF is providing more value by giving customers who spend INR 6000 (US\$84.80) and above a complimentary customers rewards envelope with discount vouchers worth INR 10,000 (US\$141.30) on flights, hotels and more from MakeMyTrip, free shopping money from Vodafone worth INR 750 (US\$10.60) redeemable at MDF stores, a 15% discount from Trip XOXO on local and international holiday experiences worth INR 5000 (US\$70.60), a free three-month subscription for the 'All-City Pack' on the Dineout App by Gourmet Passport worth INR 899 (US\$12.70).

The highlight of the festival is a lucky draw for customers. This year, MDF has partnered digital travel platform Trip XOXO and Indian online travel company MakeMyTrip to give six couples a chance to win a free 4-day trip to Dubai during the Dubai Shopping Festival.

MakeMyTrip will offer customers holiday vouchers worth INR 50,000 (US\$706.40) redeemable on the MMT website and app. To enter the contest, customers can simply fill in their particulars and deposit it in a drop box at the MDF store. One lucky winner is selected weekly through a raffle draw.