

Mumbai Duty Free launches first Lego store in India



Mumbai Duty Free has launched the first Lego store on the Indian subcontinent. This Lego shop-in-shop (SIS) is housed in the main departure store of Mumbai International Airport's Departure terminal.



As it is constantly working to offer something new and exciting to its traveling customers, Mumbai Duty Free has strategically planned worked on this concept since 2019.

The brand now plans to expand in multiple airports in India after seeing its initial success. More than 300 SKUs are available in the shop-in-shop, and a special launch promotion of free giveaways on minimum spend of INR 3000 is being offered.



Speaking on the launch, Mr. PK Thimmayya, CEO at Mumbai Duty Free said- "Identifying a great opportunity in Toys & Experiences category, partnering with the iconic LEGO brand was a natural progression for us and we are extremely excited about this launch. I am sure that our customers will appreciate our constant work in bettering their shopping experience at Mumbai Duty Free."

Pietro Giraudo, Senior Key Account Manager APAC commented: "We are truly excited to see our first airport Shop-in-shop concept developed in India together with Mumbai Duty Free, which will enable us to reach more children and delight travellers. We are confident that this is only the first step and are very much looking forward to expand our presence in the country together with our partner."