

Mumbai Duty Free re-launches new and improved flagship marketing campaign

By **Elena Owyong** on May, 10 2019 | Retailers



Mumbai Duty Free's flagship marketing campaign "Mumbai Duty Free Is Now Free Shopping Festival" is grander than before with new offers from partner brands and discounts on various duty-free products



All the promotions and deals under Mumbai Duty Free's campaign are available across all the retailer's stores at both the departure and arrival terminals

Mumbai Duty Free (MDF) has announced the launch of its new and improved flagship marketing campaign. The campaign, titled "Mumbai Duty Free Is Now Free Shopping Festival" runs for 75 days till Jun 30, 2019.

In a press release, the retailer shared that it was building on the success of last year's campaign. Calling the festival, a "shopping extravaganza to suit all tastes and pockets," MDF said that it offers exclusive deals and discounts on duty-free products across various categories such as spirits, fragrances, cosmetics, wellness products, confectionary, gourmets, accessories, among many others.

Commenting on the improved campaign, Manishi Sanwal, CEO, Mumbai Duty Free (Flemingo Travel Retail Ltd.) said "We cater to a segment of customers who treasure additional value on their purchases and so it has been our constant endeavor over the years to ensure that they receive the same."

"A campaign like 'Mumbai Duty Free Is Now Free' allows us to provide a unique combination of multiple lucrative offerings that not only ensure that shopping at Mumbai Duty Free is an experience worth travelling for, but also sets new standards for the travel retail industry."

Deals to look forward to

According to MDF, international customers can pre-plan their purchases and enjoy additional shopping benefits through MDF's exclusive tie-ups with online travel aggregator Goibibo and Indian online travel company MakeMyTrip, which will send out emailers to their Mumbai-based customers offering discount vouchers worth US\$8. The vouchers are redeemable at MDF stores.

This year, the festival also aims to attract international customers by partnering UnionPay International to give an exclusive 10% discount on all fashion and luxury purchases made using UnionPay cards.

Beyond that, MDF also provides customers with value-adding benefits such as cashback from banking partners and free shopping money with gift cards. For instance, all international passengers flying via Mumbai will receive an US\$5 shopping gift card for their purchases at MDF. MDF is also continuing its Citibank cashback offer from last year. Customers will receive 15% cashback on their duty-free purchases at MDF Arrivals and Departures stores, with a maximum cashback of INR 1500 (US\$21.50) and 15% cashback on their fashion and luxury purchases.

MDF also explained that one key element that makes this year's festival grander than last year's is the inclusion of an entirely new set of offers from partner brands. This includes dining partner Eazy Diner which is offering a free 3-month membership (worth US\$12) for Eazy Diner Prime and Mumbai luxury shopping mall Palladium which is offering discounts worth US\$29 that can be redeemed at select stores within the mall, among many others.

All the promotions and deals are available across all MDF stores at the departure and arrival terminals.