

Delhi Duty Free introduces last-minute shopping cart



Delhi Duty Free's mobile shopping cart is designed like an airplane and will include the core product categories

Delhi Duty Free has become the first retailer in the subcontinent to offer a mobile cart at airport gates to boost sales and make duty free shopping more convenient.

The cart seeks to convert passengers waiting at the gate, especially those who rush to the gate and are unable to enter the main duty free stores.

Designed like an airplane, the mobile cart will include the core categories such as liquor, perfume, cosmetics, confectionery and tobacco. Additionally, Shop & Collect will be available soon.

Delhi Duty Free developed the cart in partnership with Maini Group, a company that was the first in India to design and manufacture eco-friendly electric vehicles.

"The mobile cart is the ideal way to reach more passengers at large airports like Delhi International Airport," Delhi Duty Free said.