

Delhi Duty Free records highest ever monthly sales



The DDFS executive team

Delhi Duty Free reports today that its monthly sales in November surpassed INR₹1.49 billion (US\$18.2 million), making it the highest monthly sales ever.

"The year has been fantastic, and we continue to build on the momentum, with Delhi Duty Free already exceeding pre-pandemic sales levels. In addition, Delhi Duty Free has returned to pre-pandemic levels of staffing," reads the press release.

Over the next few months, Delhi Duty Free will continue to invest in the retail experience, the release continues.

To support the busy holiday and New Year season, the retailer says it has planned several storewide promotions and brand activations as well as offers on top brands across categories.

"The credit for achieving the feat of highest monthly sales goes to teams across departments and our focus on continuously improving customer value proposition," said Ashish Chopra, CEO of Delhi Duty Free. "In addition, we continue to invest in staff skills and enhanced training. DDFS is on track to maintain its current growth rate through 2022 and beyond. I'd also like to thank our suppliers and, of course, our loyal customers, who have all contributed to our success."