

Flemingo International to open 300 square meters electronics store in Bangalore Airport



Manishi Sanwal, the CEO of Flemingo Travel Retail revealed that Flemingo International will be opening its first duty-free electronics store at Bangalore International Airport this year

Flemingo Travel Retail (FTR) CEO Manishi Sanwal has revealed that Flemingo International will be opening a 300 square meters duty-free store in Kempegowda Bangalore International (BLR) Airport.

This new store will be a milestone for the company in many ways – it will be the company’s first store at BLR airport and the first duty-free electronics store for BLR Airport. Flemingo International owns FTR, its Mumbai-based subsidiary which has duty-free stores in India and Sri Lanka.

In an exclusive interview with Asia Duty Free Magazine, Sanwal said that the new store will sell electronics, fashion, watches and eyewear, but the bulk of the store will be focused on electronics.

Describing the store as “beautiful”, Sanwal said the new store will have a “shop- in-a-shop” concept.

“We are looking at creating multiple shops in shop within a big space. Each ‘shop’ will represent a different category in electronics. You will have a zone of computer, a zone of phones and audio,” Sanwal explained.

The new store, which has not been named, is scheduled to open in July this year. Flemingo International was awarded the contract to manage store in 2019, for a period of two years.

BLR Airport is the third busiest airport in India, behind Delhi and Mumbai. It has a single terminal serving domestic and international flights. From FY2018 to 2019, the airport served a record 33.3

million passengers, which is a 23% year-on-year growth. Domestic passengers made up the majority of the passengers.

Focus on electronics and luxury watches

In the same interview, Sanwal also shared that electronics and luxury watches will be the focus areas of the company in the future. The new store is a reflection of the company's direction.

Explaining the rationale for tapping on these two categories, Sanwal said: "We are seeing a lot of growth in these two categories. Both categories have pent-up customer demand. People are consuming these products and being duty-free, we are in the position to provide better price, which makes the customers come to us."

"Additionally, all of us spend more money in our electronics than we do in liquor or tobacco or beauty," noted Sanwal.