

Kreol Travel Retail kicks off FIFA merch sales at Cochin DF



Kreol Travel Retail is selling FIFA-licensed merchandise at Cochin Duty Free

Kreol Travel Retail kicked off its sale of FIFA-licensed merchandise at Cochin Duty Free in Kerala, India.

Kreol Group CEO Lal Arakulath tells *Global Travel Retail Magazine* that thousands of impassioned fans from Kerala have traveled to Doha, Qatar to watch the FIFA World Cup matches.



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Arakulath says FIFA World Cup has "taken notice of the World Cup fever in Kerala," where fans have erected giant cutouts of players Lionel Messi, Neymar and Cristiano Ronaldo in the middle of a river in Kerala's Kozhikode district.

"Kreol Travel Retail is facilitating this outpouring of affection for the game by making FIFA-licensed merchandise available for purchase at Cochin Duty Free outlets," he says.