

Mumbai DF launches its first customer loyalty program



With 2020 coming to a close, MDF is ready for a new beginning and to welcome back its consumers with a new value proposition that offers three different tiers of enrollment

As the travel retail industry slowly embarks on a long journey toward its former glory, Mumbai Duty Free (MDF) by Flemingo Travel Retail Limited is welcoming back its consumers with a new value proposition – the retailer’s first customer loyalty program: Flemingo Privilege.

Dearly missed by MDF, this new offering allows its shoppers to avail a wide range of additional benefits on their purchases including accumulation and redemption of points, loyalty exclusive offers and other special services. Designed in harmony with MDF’s motto to deliver greater value to shoppers, Flemingo Privilege is sure to delight all returning Mumbai international travelers.

Ensuring guaranteed savings, this program allows customers to accumulate and redeem points on every transaction. Furthermore, as part of its launch, every loyalty customer will receive an additional 5% discount on their next transaction over and above the accumulation and redemption of points.

This program features three different tiers of enrollment – RED (basic), SILVER (intermediate) and PLATINUM (premium). The qualifying amount for enrollment into this proposition is INR 7,500, which unlocks tier RED. A customer can then upgrade to a higher level of membership through spending more or accumulating points.

The system of points is designed to grant higher benefits to upper tiers. Under tier RED, INR 100

spent by a customer equals 1 point, under SILVER, same INR 100 spent equals 1.15 points, while a PLATINUM customer enjoys 1.25 points on spending INR 100 in-store. As a result, the more you shop, the more you save and the closer you get to upgrading to the next tier.



Designed in harmony with MDF's motto, Flemingo Privilege ensures guaranteed savings through the accumulation and redemption of points on every transaction

Launched on November 9, this program has already experienced an overwhelming response from customers with more than 100 enrollments in under 24 hours. With such a promising release and so many exciting benefits to look forward to, Flemingo Privilege will make the return to duty free shopping a memorable experience.