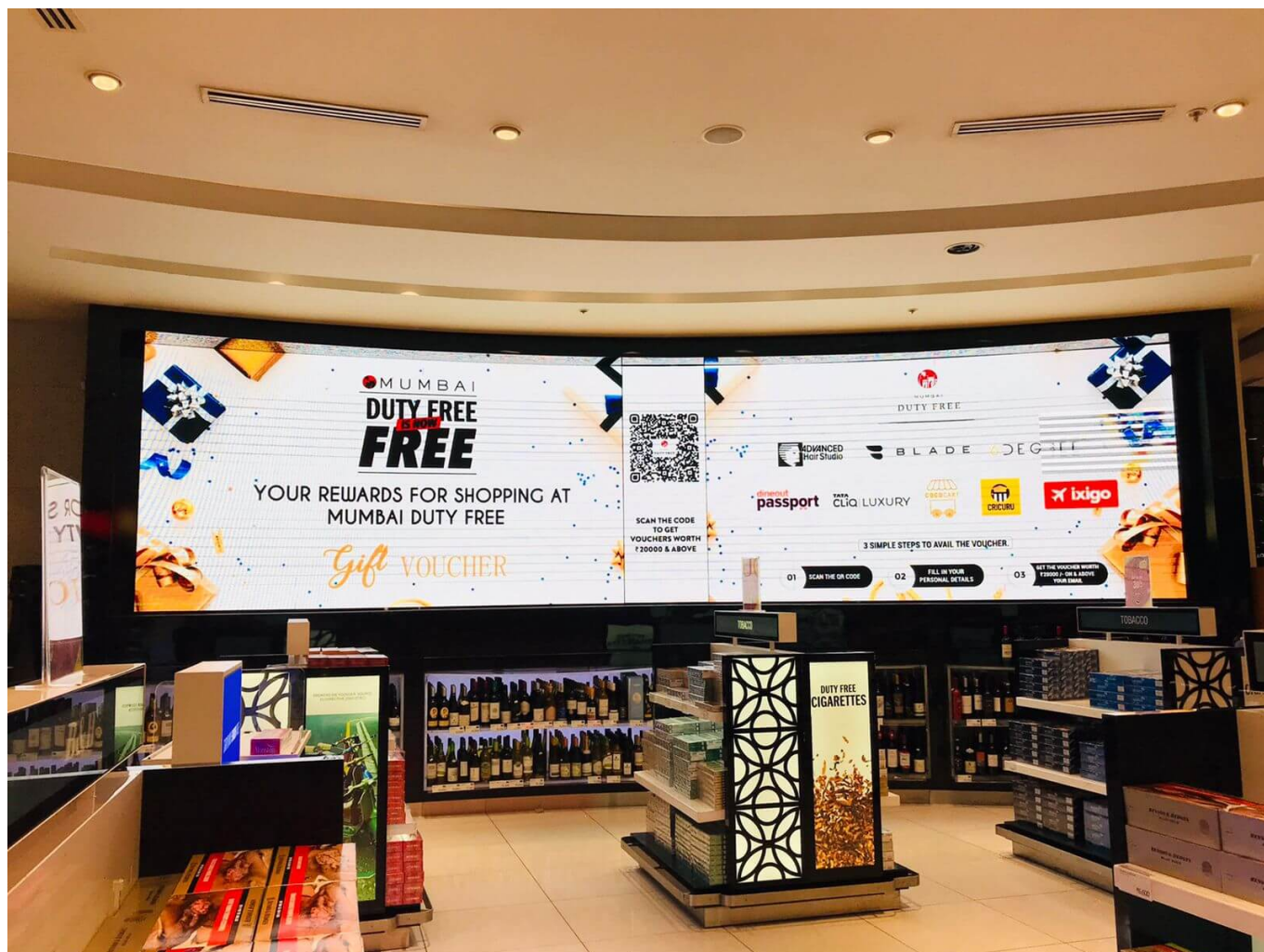


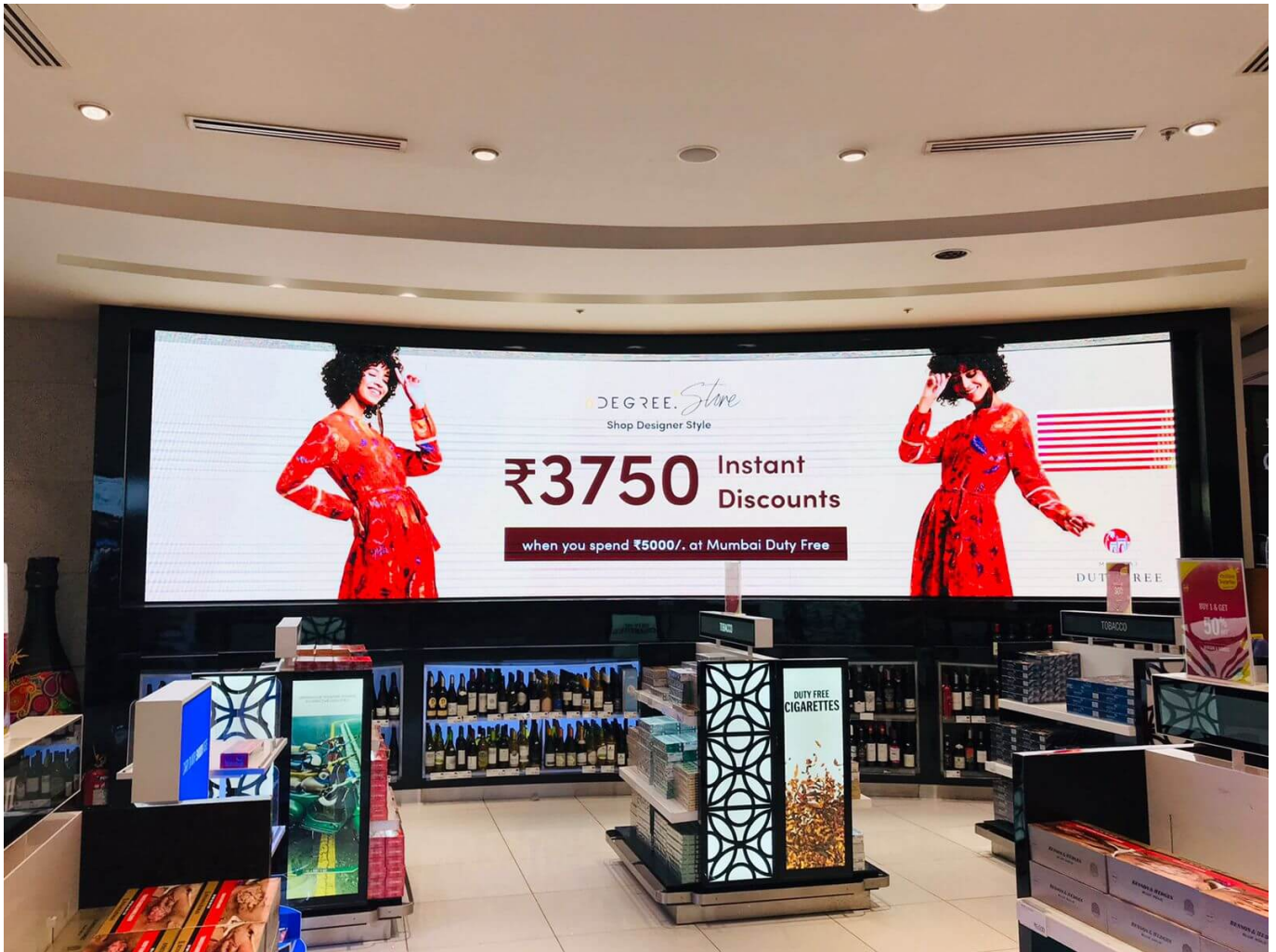
Mumbai Duty Free achieves great success during flagship campaign



Mumbai Duty Free's relaunch of its flagship campaign — with a digital component this time — offered a memorable shopping experience to customers

Mumbai Duty Free recently re-launched its four-month flagship campaign - Mumbai Duty Free Is Now Free — with the objective of rekindling the spirit of duty-free shopping as international travel resumed.

For the campaign, the retailer partnered with premium brands across e-commerce in multiple categories to present an unparalleled value proposition through discount vouchers, redeemable coupons and complementary experiences.



The new digital aspect brought more engagement and a greater value proposition

Customers were able to avail all discount vouchers digitally by just scanning a barcode using their smartphones. By adding this all-new digital spin, the retailer was able to engage with more than 46,000 customers during the campaign duration, collectively offering a value proposition worth US\$11.9 Million.

With a redemption rate of 17% on partner brand platforms, this new and improved version of the campaign has definitely marked a promising start to the year for Mumbai Duty Free.

Commenting on the success of the campaign, Mr. P.K Thimmayya, CEO, Mumbai Duty Free (Mumbai Travel Retail Pvt. Ltd.) said "All of us at Mumbai Duty Free were very excited about re-launching the campaign, given it was our first step towards digitizing our marketing campaigns. We're very pleased to see the promising outcome and it has encouraged us to keep innovating, thereby providing a memorable shopping experience for all our customers every time they fly via Mumbai.