

Mumbai Duty Free achieves highest monthly sales in December 2018



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Bollywood star Shah Rukh Khan with Manishi Sanwal (right), CEO of Mumbai Duty Free at the launch of the retailer's 'Pay Zero' marketing campaign

Mumbai Duty Free (MDF) has broken its record for the second time in a row by posting the highest monthly sales in December 2018.

The retailer achieved a sales growth of over 21% last December and an overall annual growth of 27% over last year's record-breaking numbers. MDF attributed the stunning results to their innovative marketing campaigns – The Big Bollywood Campaign, Pay Zero and The Great Duty Free Sale.

Mumbai Duty Free's marketing campaigns help drive sales

In December, MDF conceptualized their 'The Big December' campaign to capture the significant increase in airport traffic during the holiday season.

As reported previously, MDF also launched their '[Pay Zero campaign](#)' featuring Bollywood superstar Shah Rukh Khan's movie Zero to leverage on its relationship with Bollywood. As part of the campaign, the store was adorned with life-sized movie posters and character cut-outs. MDF customers had the chance to win movie merchandise and some lucky winners got to meet the movie star cast. The main highlight of the Pay Zero campaign was winning shopping gift cards worth INR 1000 (US \$14) daily, allowing the winners to shop for 'free' at MDF.

Additionally, MDF introduced a series of free shopping gift cards as part of its "The Great Duty Free Sale" with the aim to increase overall penetration and spending at their store. Simultaneously, MDF also launched an end-of-season sale at all fashion and luxury stores, offering up to 50% discount on purchases across a wide array of high-end brands along with additional gift cards worth INR 1000 (US\$ 14) and INR 5000 (US\$ 71) to reward its high-spending customers.

All these campaigns helped to increase conversion and also incentivized existing customers to shop more, resulting in an encouraging 16% growth in spending per pax in the month of December alone.

Commenting the successful year, Manishi Sanwal, CEO - Flemingo Travel Retail Ltd. said, "It has been a great year for us and we are extremely proud with the results. We aim to continuously experiment and innovate with our strategies, and such positive results only encourages us more. We are determined to creatively innovative more in 2019 and offer newness to the industry".

Flemingo Travel Retail Ltd operates retail outlets such as the Indian Gourmet Food, Electronics and select retail outlets for luxury and fashion brands at Terminal 2 at Mumbai International Airport.