

Mumbai Duty Free brings “Gully Boy” to Mumbai International Airport



Customers at Mumbai Duty Free’s Mumbai International Airport store stand to win “Gully Boy” movie tickets

In celebration of Valentine’s Day in February, Mumbai Duty Free (MDF) is bringing the stars of Bollywood movie “Gully Boy” to their Mumbai International Airport store.

MDF’s partnership with Excel Entertainment’s “Gully Boy” was unveiled with a meet-and-greet with the cast – Alia Bhatt and Ranveer Singh. To further promote the partnership, MDF created a “Gully Boy” photo zone in-store. The photo zone features a street style and rugged décor with tin foil posters, cut-outs, drums and a boombox and microphone.

Additionally, MDF will also be running a promotion in store where customers will get a chance to win movie tickets. A few lucky winners will also get to meet the cast of the movie.

Commenting on the partnership, **Manishi Sanwal, CEO Flemingo Travel Retail Ltd. Said:** “In addition to a quality duty-free shopping experience, we take great pride in being a part of associations like these that leave an indelible impact on the minds of our customers. In- store Bollywood experiences have now become a tradition and differentiating factor at Mumbai Duty Free, one that is both cherished and celebrated by customers and also appreciated and acknowledged among the travel retail industry.”

MDF had previously run a similar campaign for Bollywood superstar [Shah Rukh Khan’s movie “Pay Zero”](#) last year.