

Mumbai Duty Free goes digital for flagship campaign relaunch



Mumbai Duty Free is attracting customers with exclusive deals and discounts from partner brands while ensuring minimal contact

Mumbai Duty Free (MDF) has relaunched its flagship campaign - Mumbai Duty Free Is Now Free - with an all-new digital spin.

The new campaign aims to attract MDF customers with exclusive deals and discounts from partner brands while ensuring minimal contact.

Moving towards digitization, customers can use all partner brands' discount vouchers digitally by scanning a barcode using their smartphones.

For the campaign, MDF partnered with popular downtown players across e-commerce, lifestyle, hospitality, personal care, travel and tourism and more.

The list of partners includes a beauty and hair brand, VIP chopper service, a fashion and designer clothing portal, luxury online shopping portal, flight ticket partner, food aggregator, boutique chocolate brand and a popular cricket coaching online platform.

All customers spending INR 5,000 (US\$67) and above at Mumbai Duty Free stores are eligible to receive a Mumbai Duty Free Is Now Free gift card containing a barcode. Upon scanning the code, customers are redirected to an online form to complete their contact details. The brand vouchers are then generated instantly and sent to customers via email.

Collectively, the campaign offers customers discount vouchers worth more than INR 20,000 (US\$267).

Talking about the new, improved campaign, Mr P.K Thimmayya, CEO, Mumbai Duty Free (Mumbai Travel Retail Pvt Ltd), said: “We wanted to welcome and celebrate the return of international travel on a grand scale, and relaunching Mumbai Duty Free Is Now Free seemed like the perfect way to do it. This time, while designing the campaign, we have ensured not only greater value for customers but also added convenience through digitization, thereby continuing to deliver on our promise of a great duty free shopping experience.

“With so much excitement to look forward to, it’s about time to put the pandemic behind us and get ready to globe-trot and experience the joy of duty free shopping once again.”