

# Mumbai Duty Free launches latest campaign tie-up with Bollywood movie “The Sky Is Pink”



P.K. Thimmayya, CEO of Flemingo Travel Retail with the lead actress of the film “The Sky Is Pink”, Priyanka Chopra. This is the first Bollywood promotion for Mumbai Duty Free’s new CEO

Mumbai Duty Free (MDF) has launched its latest promotional tie-up with the movie “The Sky Is Pink’s” production company.

As part of the campaign, Mumbai Duty Free adorned its store with live-sized posters, digital signages and character cut-outs of the movie star cast which includes Bollywood superstar Priyanka Chopra. Priyanka Chopra was also invited to launch the campaign in stores and meet lucky customers for photo opportunities.



Mumbai Duty Free has decorated its stores with posters, signages and character cut-outs of “The Sky Is Pink”

The retailer also organized a contest to engage with customers. Those who beyond a certain spend threshold are given discounted tickets for the film. At the same time, MDF also ran a lucky draw where winners got a chance to meet the entire film star cast, allowing them to create great memories of shopping at MDF.

Commenting on the campaign, P.K. Thimmayya, CEO of Flemingo Travel Retail Limited said: “It was a pleasure to be able to carry on one of Mumbai Duty Free’s most cherished and award-winning campaigns. Bollywood associations are an integral part of MDF’s experiential offerings as a retailer, setting us apart from all other duty-free operators. In addition to customers, these associations have also been greatly appreciated and acknowledged among the travel retail industry, giving us the confidence to keep this tradition going.”

In- store Bollywood experiences have been an important pillar of MDF’s marketing strategy for over four years now. Given Mumbai’s close connection to Bollywood, these associations always serve as a unique value adding experience for international travellers flying via Mumbai.