

Ospree brings Bollywood star power to travel retail with Fateh promotion



Bollywood actor Sonu Sood delighted travelers and employees alike during the promotional event in Ospree's Mumbai location

Ospree Duty Free has launched a promotional partnership with Zee Studios to celebrate the release of Bollywood film "Fateh," bringing star-studded entertainment to travel retail locations across India.

The campaign, running from January 4-18, spans Ospree's duty free network in Mumbai, Lucknow, Jaipur, Amritsar and Ahmedabad. Shoppers spending ₹6,500 (US\$75) or more during the promotional period can win movie tickets or exclusive merchandise from the film, which stars Sonu Sood and Jacqueline Fernandez.

The promotion kicked off with a special appearance by lead actor Sonu Sood at Ospree's Mumbai Airport store on January 4, coinciding with the film's January 10 release date. The retailer has transformed its stores with themed displays and visuals to create an immersive environment reflecting the movie's atmosphere.



From January 4-18, travelers through Mumbai and Ospree's other locations will have the chance to meet and take selfies with stars of new Bollywood film, "Fateh"

"We are thrilled to partner with Zee Studios and bring the excitement of Fateh to our stores," says Gaurav Singh, CEO of Ospree Duty Free. "Sonu Sood's visit to our Mumbai store added incredible energy to the campaign and created unforgettable memories for our customers. This collaboration reflects our ongoing effort to provide unique and memorable experiences for our customers by merging entertainment with travel retail."

This initiative represents a growing trend of travel retailers leveraging entertainment partnerships to enhance the shopping experience and drive engagement with traveling consumers.