

Osprey Duty Free's Gaurav Singh reflects on a momentous year and shares future ambitions



Gaurav Singh, CEO of Osprey Duty Free talks about the growth of the company as it turns one

Osprey Duty Free celebrated its first anniversary at this year's APTRA Conference in Mumbai, marking a key milestone. The occasion followed Mumbai Travel Retail Private Limited's rebrand as Osprey Duty Free at the APTRA India Conference in Delhi one year ago. This year, Osprey marked the anniversary as a Platinum Sponsor, hosting a vibrant dinner gala and generating social media buzz with the hashtag #OspreyTurns1. On day one of the conference, CEO Gaurav Singh reflected on a successful first year, remarking that "the journey has been fantastic" while highlighting Osprey's strong momentum and ambitions in India's travel retail sector.

A growing footprint

In just one year, Osprey has rapidly expanded its presence across key Indian airports, including Mumbai, Ahmedabad, Amritsar, and Jaipur, backed by significant investments in both arrival and departure terminals.

Internationally, Osprey took its first step into overseas retail with Le Marché Duty Free at the Eurotunnel terminal in Coquelles, France. “We wanted to start small and test the waters,” Singh said, adding that the new outlet has seen double-digit growth in its first year.

Still, the company’s primary focus remains India. He emphasized India’s retail potential, citing a 21.5% CAGR over the next few years. “I see opportunity in terms of how the growth is driving the overall business,” Singh said.

Framework for success

At the heart of Osprey’s strategy is the AEIOU framework, which, according to Singh, has been a key driver behind the brand’s rapid growth and operational clarity. The framework includes:

A - Advertisement: Promoting the right brands in the right places

E - Essential: Stocking what travelers want, need and expect

I - Impulse: Triggering on-the-spot purchases

O - Offers: Delivering the right pricing and promotions

U - Uniqueness: Working with brands to create something special and unique

Singh also pointed to Osprey’s integrated model as a key strength: “We operate as a holistic unit,” he said. “We’re one of the few organizations offering a true package deal.”

Brand power and experiences

Strong brand partnerships are central to Osprey’s strategy, delivering curated selections, high-touch service, and collaborative initiatives. The retailer is also developing in-house intellectual properties (IPs) across categories such as watches, sunglasses, and beauty, while investing in dynamic shop-in-shop zones that enhance the shopping experience. One standout experience is the Gran Cru Club, a premium wine library showcasing over 120 labels.

In addition to its core categories like liquor, perfume, and confectionery, Singh stated that Osprey is branching out into fashion and luxury, as well as prioritizing strategic store zoning to enhance product discovery.

Tech-driven retail

With pre-order penetration already at 14–15% and climbing, the company is doubling down on tech-driven convenience. Through the Adani One app, travelers can browse and reserve products ahead of time, soon enhanced by a “share a basket” feature that lets friends or family create curated shopping lists for pickup.

At checkout, digital invoicing is cutting transaction times by up to 60% and eliminating the need for paper receipts. This data is also fueling smarter customer engagement on the back-end, tailoring real-time and personalized offers.

“Gen Z is growing rapidly and has very different need-states compared to regular or business travelers,” said Singh, pointing to the importance of personalization.

Osprey has also introduced Equated Monthly Installments (EMIs), enabling customers to spread out payments. “People are buying more because their purchase spend gets amortized over time,” Singh noted, adding that it’s a win-win model that benefits both travelers and the business.

Self-checkout systems are also in the pipeline, boosting convenience and personalization.

Creating moments that matter

Singh also spotlighted Osprey’s successful “Speed Breakers” concept: mini activations such as live DJs, musicians, and magicians placed just after immigration. “These little experiences help travelers relax, linger, and engage,” Singh said, noting that curated products placed nearby make it easy to shop. “And of course, we have excellent sales staff to support and guide them.”

The company is also elevating service with personalized meet-and-greet experiences and white-glove touches that go beyond the retail floor.

Singh believes that “India is right on the cusp of growth.” As Osprey heads into its second year, the company is set on becoming a one-stop partner for travelers and global brands alike. “We’re offering a complete package,” Singh concluded. “We’re excited to co-create and partner in meaningful ways.”