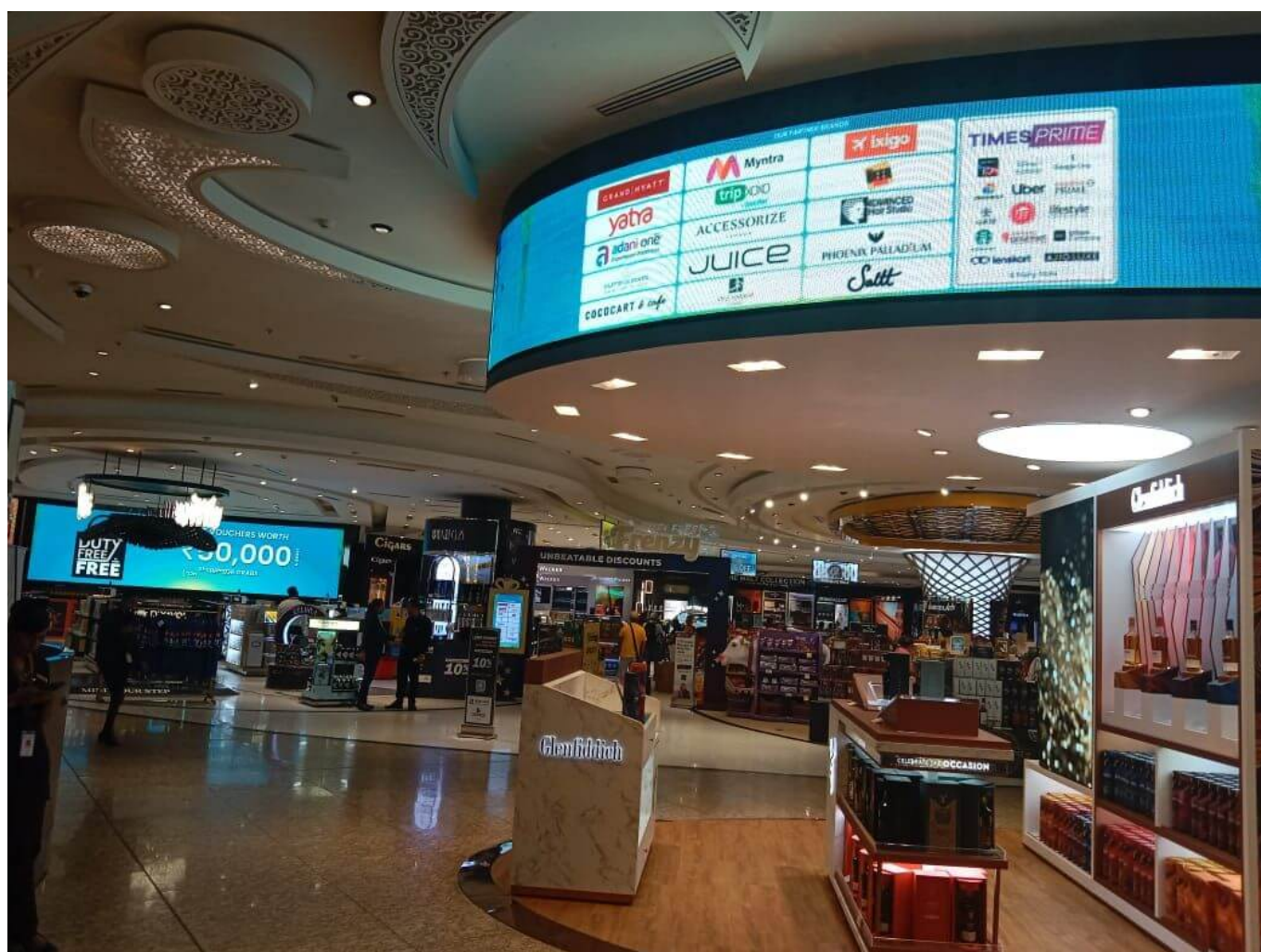


# 'Ospree Duty Free is Free!' returns with exclusive offers from 16 brands



The 'Ospree Duty Free is Now Free!' campaign will run until May 2 next year

Ospree Duty Free has announced the return of its flagship campaign, 'Ospree Duty Free is Now Free!' (ODFIF) at Chhatrapati Shivaji Maharaj International Airport, Mumbai.

According to the travel retailer, the campaign "is back and better than ever", offering consumers perks from a range of premium and luxury external partner brands, including Adani One.

Each year the campaign is upgraded and has now expanded to 16 brands including Accessorize London, Beer Café, Juice Salon, SaffronStays, Grand Hyatt, Phoenix Palladium, Prime Time Membership at the lowest price and Trip XOXO. ODFIF continues its existing partnerships with Myntra, Yatra, Ixigo, Advance Hair Studio, Salt, Oleander Farms, and Coco Cafe.



The campaign offers high-value vouchers depending on spend

Customers can receive high-value vouchers based on their shopping amounts:

- Spend INR40,000 (US\$480) and get a voucher worth INR100,000 (US\$1,200)
- Spend INR20,000 (US\$240) and get a voucher worth INR50,000 (US\$600)
- Spend INR10,000 (US\$120) and get a voucher worth INR20,000 (US\$240).

The redemption process is easy and digital-led. Passengers receiving the voucher scan the QR code, which takes them to a consumer information page to authenticate by providing their name, passport number, etc. Upon submission, the voucher is sent as a PDF to the consumer's WhatsApp number. The PDF includes all partner brand redemption links, allowing customers to redeem the offers they prefer.

Avishek Bambii Das, CEO of Osprey Duty Free, said, "At Osprey Duty Free, we understand the importance of a seamless travel experience. We know our loyal customers appreciate exceptional value. That's why the Osprey Duty Free is Now Free campaign expands to more partnerships and has a user-friendly digital redemption process. With a few clicks, travelers can unlock a world of savings and enjoy their well-deserved rewards."

The campaign will run until May 2, 2025.