

Hyderabad car giveaway is latest in string of HPPs

Hyderabad Duty Free (HDF) - a 100% subsidiary of GMR Hyderabad International Airport Ltd. (GHIAL) - and drinks giant Diageo have given away a Mahindra TUV 300 vehicle to frequent flier, Surya Pathapati, in a high profile promotion.



This was the part of the 'Johnnie Walker Rewards You' promotional campaign organized at Hyderabad Duty Free.

To participate in this mega promotion, passengers had to purchase a Johnnie Walker (JW) product in one transaction valued at \$50 and above. This entitled the participants to receive a coupon/entry card. At the end of the promotional event, a winner was chosen in a lucky draw.



Hyderabad Duty Free Retail tied up a deal with airline, Cathy Pacific, to give passengers store discounts from July to the end of September.

This is just the latest in a string of high profile promotions and prominent discount initiatives laid on by Hyderabad Airport and some of its most important partners.

CATHAY PACIFIC TIE-UP

As previously reported, Hyderabad Duty Free Retail tied up a deal with airline, Cathy Pacific, to give passengers store discounts from July to the end of September.

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Left: Mr. SGK Kishore, Chairman, Hyderabad Duty Free Retail Limited (second from right) along with the relatives of the prize winner and key dignitaries of HDF and GHIAL.

The airport's retail and F&B portfolio has grown in recent months to include three new retail stores at its domestic terminal from sportswear brand Puma, multi-brand watch retailer Helvetica, and Indian outdoor company Wildcraft.



Mc Café is located on the Car Park Level of the airport.

The airport was also keen to publicise the arrival of a Mc Café – the first in an Indian airport – and Subway to its list of global F&B brands.

Mc Café is located on the Car Park Level of the airport and Subway, a popular American fast food

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restaurant franchise, is available at Airport Village (Arrivals level) and also on the car park level of the airport.

TRB BUSINESS