

# World Duty Free Opens At BIA

Posted on



World Duty Free (WDF), managed by the duty free operator in Sri Lanka, Autogrill Lanka, subsidiary of the World Duty Free Group, was opened at the Bandaranaike International Airport by Prasanna Wickramasuriya, Chairman, Airport and Aviation Services (Sri Lanka ) (AASL).

“Our foot print spans across over 260 stores in 67 locations, across 16 countries spanning four continents. With World Duty Free Group’s presence in key international airports from Vancouver to Valencia and London to Madrid, we are proud and privileged to offer the brand to Sri Lanka,” said Dimantha Kinigama, CEO of World Duty Free – Sri Lanka.

Commenting on the World Duty Free launch, Prasanna Wickramasuriya, Chairman – Airport and Aviation Services (Sri Lanka) stated, “this is certainly a proud moment in Bandaranaike International Airport’s history and I believe such a prestigious and reputable Duty Free brand elevates BIA International Airport on par with key regional airports and global airports. This will no doubt be a proud moment for us.”

World Duty Free Group is an Autogrill Company which controls all its travel retail and duty free businesses. Autogrill provides food and beverage and retail services for people on the move. The company has its presence in over 1,200 locations across 37 countries employing over 62,500 people.

World Duty Free, commonly known as 'WDF', epitomises luxury. WDF presents world renowned brands imported directly from the brand manufacturers and offers all its customers a "memorable shopping experience". "We have depth in range and in all categories, such as spirits, tobacco, confectionery, perfume and cosmetics, fantastic promotions, an immaculate world class store layout and most importantly, we will have an unmatched level of Sri Lankan hospitality and customer service", Kinigama further added.

'Roberto Cavalli' Fragrance, the latest perfume brand in the Duty Free retail arena was also officially added to the WDF perfume range which already comprises of brands such as Chanel, Dior, Armani, Gucci, Davidoff, CK, DKNY and D&G. World Duty Free launched this perfume in Sri Lanka for the first time, with the help of, its 'promoter' - model and actress, Yureni Noshika.

Moreover, the iconic black and white WDF, duty free bag which would replace the red and white bag that travellers both arriving and departing from Sri Lanka have always been seen with, will further carry a sense of luxury and style.

With the launch of the World Duty Free at the Bandaranaike International Airport, all travellers who pass through would gain a sense of pride in getting the best possible duty free shopping deals, superior products and an unmatched level of service.







