



## Noida International Airport set to bring the best of retail and duty-free experience with Heinemann and BWC

**New Delhi, May 13, 2024:** Noida International Airport (NIA) has awarded the concession for retail and duty-free to a consortium of Heinemann Asia Pacific and BWC Forwarders Private Limited. This includes the concession for duty-free, to be operated by Heinemann, as well as master concessions for domestic retail and international duty-paid retail, to be operated by BWC Forwarders.

Passengers travelling through NIA will have a seamless and engaging experience with the Heinemann-branded stores, no matter where they fly. A first in domestic retail environment in India, an innovative market walkthrough concept will transform the shopping experience for domestic passengers. A wide selection of leading international brands and renowned Indian labels will be thoughtfully nestled in the domestic retail section to transform it into a captivating, dynamic and immersive space, where brands, each with its distinctive offerings, coexist harmoniously under a single roof.

There is a unique focus on incorporating elements of local culture and heritage to showcase the artisanal traditions of Uttar Pradesh, with an array of elegant regional artefacts, textiles, woodwork, jewellery, and metalwork, among other locally sourced masterpieces. The offerings will instil a strong sense of place and captivate passengers with the timeless allure of Uttar Pradesh's handicrafts and souvenirs, presenting a vibrant and exquisite collection that celebrates the artistry and cultural diversity of the region.

The international duty-free outlet at the airport will offer a wide selection of premium brands, providing a spectacular shopping experience for travellers. Some of the curated categories will include premium liquors, tobacco, confectionery, perfumes, cosmetics, fragrances, and exquisite chocolates. Additionally, there will be items such as fashion accessories, regional handicrafts, souvenirs, ayurvedic products, packaged food, as well as a variety of teas, coffees, and spices to ensure that even in the midst of busy travel, passengers can easily find delightful surprises for their loved ones.

**Mr. Christoph Schnellmann, Chief Executive Officer, Noida International Airport,** said, *"As we continue to develop Noida International Airport into a world-class facility, this partnership will provide a seamless blend of duty-free and retail shopping, catering to the diverse needs of our travellers. This will enable access to an array of premium and experiential options that will ensure our passengers' time at the airport is both enjoyable and memorable. We believe this collaboration will set a new standard for airport retail, creating an unparalleled shopping experience for travellers at Noida International Airport."*

**Mr. Marvin von Plato, Chief Executive Officer, Heinemann Asia Pacific,** said, *"We are excited to soon start operations at Noida International Airport together with our Indian consortium partners BWC Forwarders. The Indian growth story, particularly when it comes to travel and aviation, is an extremely exciting onwards and upwards journey to be a part of. We deeply thank the NIA team for their trust in appointing us as their very first retail partners. Together with BWC, we look forward to crafting an exceptional retail environment at Noida, and to continuously grow our shared business in India for the long term."*

**Mr. Raja Bommidala, Director, BWC Forwarders,** said, *"We are looking forward to partnering with Heinemann to bring a truly world-class traveller experience to India, merging BWC Forwarders' wealth of supply chain and logistics experience in Indian travel retail, with Heinemann's global expertise and*



*track record of operational excellence. We are proud to be part of Noida International Airport, the world's newest gateway to India."*

Noida International Airport will combine Indian warmth and hospitality with Swiss technology and efficiency to develop a modern, user-friendly design, inspired by India. The first phase of the airport, featuring one runway and one terminal, will have the capacity to handle traffic of 12 million passengers annually. Upon completion of all four development phases, the airport will be able to cater to 70 million passengers per year.

### **About Noida International Airport**

**Noida International Airport (IATA code - DXN)** will connect the greater Delhi area and Western Uttar Pradesh with other cities in India and the world. This world-class airport will combine Swiss efficiency and Indian hospitality to offer rich experiences and comprehensive commercial attractions and services to its passengers. NIA will be the first airport in its class in India to achieve net zero emissions, setting a new standard for sustainable airport operations.

**Yamuna International Airport Private Limited (YIAPL)** was established for the development, construction and operation of the greenfield project - the Noida International Airport. The company, a 100% subsidiary of Zurich Airport International AG, is responsible for the implementation of the public-private partnership project in close partnership with the Government of Uttar Pradesh and the Government of India. The concession period for Noida International Airport commenced on October 01, 2021 and will run for 40 years. At its opening, the airport will feature one runway and one terminal and handle a capacity of 12 million passengers – with the potential for further development in additional construction phases.

For more information, please visit [www.niaairport.in](http://www.niaairport.in).  
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### **About Heinemann Asia Pacific**

**Heinemann Asia Pacific** is the regional headquarters of Gebr. Heinemann, one of the world's foremost duty-free and travel retail operators since 1879. Heinemann Asia Pacific directly operates retail shops in Sydney Airport, Gold Coast Airport, Auckland Airport, Changi Airport, Hong Kong International Airport, Kuala Lumpur International Airport and the Lisboeta Macau. The company also has distribution partnerships with local duty-free operators in the region, supplying international products to airport, cruise line, border, downtown and diplomatic shops.

### **About BWC Forwarders Private Limited**

**BWC Forwarders Pvt Ltd** offers logistics services to its clients that are cost-effective and custom-tailored according to their needs. Since its origin, BWC Forwarders has carved a niche for itself as one of the major players in the logistics industry bringing competence to supply chain management in some of the most exigent atmospheres, offering unsurpassed individual service.

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