

## *Navi Mumbai and Vishakhapatnam duty-free shops emerge winners under the motivational scheme run by AITD-ITDC*

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In an endeavor to promote growth & scalability, Ashok International Trade Division(AITD), an integral part of the India Tourism Development Corporation(ITDC) introduced a motivational scheme program that monitored the growth in financial targets achieved by the duty-free shops. The scheme evaluated the quarter & annual growth of all the duty-free shops across 14 seaports operated by ITDC.

At the Motivational Scheme Award Distribution Ceremony held at The Ashok, New Delhi, Shri G Kamala Vardhana Rao (IAS), Managing Director, ITDC, and Shri. Lokesh Kumar Aggarwal, Director (Finance) ITDC felicitated Shri Mukesh Kumar Sharma, representing the Navi Mumbai seaport Duty-free shop, and Shri A. Venkataramana from the Visakhapatnam seaport Duty-free shop who was adjudged as the Platinum Star Performer and Golden Star Performer for their stellar contributions respectively.

Talking about the same, Shri Piyush Tiwari, Director (Commercial & Marketing), ITDC mentioned, "ITDC is ecstatic about the results of FY 2021-22 of the division. The division's financial performance has been the best in the last 14 years, both in terms of revenue and profits even during the challenging times of the pandemic. Furthermore, our aim is to grow cruise tourism around India's coastal towns and to expand the AITD division to a larger base by covering all coastal areas of India."

Ashok International Trade Division (AITD) currently operates duty-free shops at 14 major seaports in India. In FY2021-22, the trade division witnessed its highest-ever turnover and profit since FY 2008-09.