



News Release

Inflight Sales Group Reinforces Leadership Position in Asia with addition of Garuda Indonesia

New program to be launched with effect from 1st April 2016

Hong Kong, 08 Dec 2015 – Inflight Sales Group (ISG), one of the industry’s leading inflight travel retail specialists, has been awarded a partnership with PT Garuda Indonesia (Persero) Tbk to offer duty free and duty paid retail programs on board Garuda Indonesia with effect from 1st April 2016. Together with the current contract with Citilink, a low-cost subsidiary of the same group, ISG has strengthened its footprint in Indonesia and the agreement continues the growth momentum within ISG.

ISG Executive Director Vimal Rai said: “Winning a competitive partner selection process is always delightful! ISG now stands ready to deliver an exciting and dynamic inflight retail program for Garuda. We are confident to take it to the next level, commensurate with Garuda’s 5-star status as an airline. We, together with the PT Rodamas Wirasakti team in Indonesia, have had a long history of retail partnership with Garuda already, and after a short break, we are happy to be bringing new insights and innovations to the airline’s inflight retail offering.

ISG Managing Director Tony Detter added: “While we are expanding in the European market, we continue to see great potential in the Asian market. With the extensive network that Garuda is flying and its forecasted growth, we foresee that there is an opportunity to further expand ancillary revenues through inflight sales.”

About Inflight Sales Group

Inflight Sales Group (ISG) is the pioneer of airline concession operations, management and marketing, with more than 30 years of airline duty free concession and travel retail management experience. First founded by Jean-Marcel Rouff in 1982 to supply amenity kits and as an exclusive distributor of duty free products from the leading prestige brands, today ISG has firmly established itself as a leading innovator in the airline duty free business, with a strong and loyal customer base. The ISG team is renowned for its engaging passenger and crew marketing programs, transparent service culture and unparalleled success in driving sales onboard its airline partners. More information is available online at www.inflightsales.com. Also follow ISG on LinkedIn (<https://www.linkedin.com/company/inflight-sales-group>).

About PT Rodamas Wirasakti

PT. Rodamas Wirasakti (Rodamas) was established in 1992, and was the first company in Indonesia to manage the business of selling exclusive items inflight. Rodamas is renowned amongst airline cabin crew in Indonesia for keeping in touch with them and for their unique methods of crew incentivisation and motivation. They have had a long-standing partnership with ISG for the duty free business in Indonesia.

About Garuda Indonesia

Garuda Indonesia is the airline of Indonesia with a fleet of over 140 aircraft – offering 600 flights a day to more than 70 destinations worldwide and an extensive network throughout the Indonesian archipelago. A frequent award winner for both service and passengers choice, Garuda Indonesia offers a unique “Garuda Indonesia Experience” which highlights the country’s warm hospitality and diverse culture. The progress of Garuda Indonesia’s transformation program can be seen from them achieving Skytrax’s 5-star airline rating, ranking as the 8th best airline in the world in the 2015, as well as winning the prestigious “The World’s Best Cabin Crew” award for two consecutive years (2014 and 2015), and “The World’s Best Economy Class” award in 2013, also from SkyTrax. Garuda Indonesia is a member of SkyTeam, the global airline alliance with 20 members, providing access to an extensive global network with over than 16,320 daily flights to 1,052 destinations in 177 countries.