

Single Day Record Sales at NS Salon of Mumbai International Airport

Mumbai, 11 November, 2022: NS Style Salon providing express beauty and grooming services for both men and women inside the Chhatrapati Shivaji Maharaj International Airport (CSMIA) achieved a **record sale of INR 1 lakh in a day** versus a daily average sale of INR 15,000 to INR 20,000 per day. Now observing over a 400% rise in sales in 2022.

The growth in sales is a direct impact of the positive and growing demand of both domestic & international passengers at CSMIA. With unique service packages, that have been meticulously researched basis passenger feedback, CSMIA has been the pioneer in introducing **India's first airport salon**. CSMIA was the first airport to get approvals for hair-cutting instruments in India.

With travelers looking for a quick styling and salon services at airport, NS Style Salon has achieved this feat with discerning passengers visiting the salon on the 4th of November, 2022.

Celebrities such as Sunny Leone, Radhika Madan, Nora Fatehi, Nikki Tamboli, Kajal Agarwal, Anusha Dandekar, Rakhi Sawant, Mahira Mishra, Shradha Arya amongst others are the regular A-listers who visit the salon.

Keeping the Quality of Service (QoS) in mind, NS Style Salon provides professional express services for passengers on the go. The Salon's customer base includes 65% men and 35% women with 20 to 30 clients visiting per day with 95% domestic and 5% international passengers. The salon adheres to all the Standard Operating Procedures of salon operations as per international standards.

NS Style Salon is situated at Terminal 1-C, Departure, Opposite Gate 26 and at the second at Terminal 2, Domestic Departure, next to Irish Café. Passengers can pre-book their salon appointments on the number: +91 7506358444

About NS Style Salon

NS Style Salon' formerly known as NailSpa Experience started as a nail spa in 2009 and evolved into a unisex style salon by 2017. It also recently launched a Holistic Luxury salon brand 'Zah Salon & Spa' under its umbrella. With a presence in over 12+ premium locations across Mumbai, Goa & Dubai, NS Style Salon has succeeded in becoming the first to open an outlet at the T1 and T2 terminals that offers perfect grooming services. The 21st-century global citizen is always on the move – either for business or pleasure. Today, people peg a lot of importance on grooming and looking their best at all times. A good looking person is a confident person with a great vibe. Many travellers looking for a quick grooming-fix at the airports.

About Mumbai International Airport Limited (MIAL):

Mumbai International Airport Limited (MIAL) is managed by Adani Airport Holdings Limited (AAHL), a subsidiary of Adani Enterprises, the flagship company of the globally diversified Adani Group. MIAL is a Public-Private Partnership (PPP) venture between AAHL, holding a majority stake of 74%, and the Airports Authority of India, holding the rest 26%. AAHL aims to converge India's biggest cities in a hub and spoke model through the Group's proven strength in developing and managing complex transport & logistics hubs.

With a strong understanding of modern-day mobility requirements, the Adani Group's vision for MIAL is to reinvent Mumbai International Airport as India's biggest aerotropolis, where the traditional airport nucleus of passenger and cargo infrastructure will be reinforced by interdependent clusters of commercial and residential infrastructure to create the nation's busiest airport ecosystem.

MIAL has been further envisioned as a global air-travel focal point where domestic and international flyers actively engage in business and leisure supported by metropolitan expansion that catalyses aviation-linked businesses and employment opportunities. At MIAL, we intend to create distinctiveness with an experiential offering that puts Mumbai first.