Alpha Orient Lanka Duty Free Launches ‘Step Inside The Circuit’

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Customers who purchase selected products from the Alpha Orient Lanka Duty Free Arrivals Outlets at Bandaranaike International Airport will qualify for daily and monthly prizes, in addition to a grand mega prize, the promotion will take place till June 30.

Approximately six daily prizes will be awarded via scratch cards and the lucky winners will walk away with F1 Car Shaped USB Drives (4GB) and F1 T-shirts, whilst monthly winners will be selected through a lucky draw and stand the chance to win one of three F1 Grand Prix race experiences, including a Grand Stand F1 pass, return air ticket and hotel stay for 2 nights.

The Mega prizewinner will stand the chance to experience celebrity treatment as they enjoy the F1 Singapore Grand Prix, in true style. The lucky winner will walk away with a Silver Pass for the F1 Singapore Grand Prix, return air ticket and hotel stay.

Commenting on this novel promotion, Dimantha Kinigama, CEO, Alpha Orient Lanka, said, “Many people see F1 racing as the best competition in motor sport. Attracting over a billion fans around the world, with an exciting night racing in Singapore and with India hosting the F1 in October, there is huge interest amongst Sri Lankans about F1. As a result, Alpha Orient Lanka decided to bring the F1 experience to traveling passengers at the BIA”.