



*Obviously Essential*

HB Duty Free World for Diplomats  
Located conveniently inside Kabul Serena 5 star hotel

---

# HB Introduction

- HB Beauty Perfumes & Cosmetics Ltd t/a HB Duty Free World (Afghanistan based), where you can find great deals on our large selection of fragrances for both men and women. We aim to provide you with the highest quality discount perfumes and cosmetics, at a fraction of the cost that you would pay somewhere else. All of our perfume and cosmetics products that we sell are genuine designer brand names.
- Our goal is to focus on the fragrances you want and provide them at the absolute lowest prices, and our shop in Afghanistan includes a multitude of products in your favorite fragrance. Word of mouth has always been our best customer referral program and now we have the internet. We work very hard at providing quality products and guaranteed outstanding customer satisfaction.
- HB stocks one of the largest fragrance selections in Afghanistan including many niche and 'hard-to-find' brands. Our customer service is second to none and the majority of products are priced very competitively all year round (many at less than duty free) so no unwanted impulse sales – they provide what you want, when you want and at a great price.

# HB Duty Free World

- HB Duty Free World aim is to offer ultimate airport and diplomatic shopping experience, we are the Afghanistan's leading duty free retailer and introducing over 5000 products from different products which we are the only official partner in Afghanistan.
- We always try to bring you the very latest products at great value prices.
- As the name implies, duty-free shops sell products without duty (local import tax).
- By buying goods from HB Duty Free World , you excluded from paying the duty that HB Duty Free World import goods (like perfumes and cosmetics) and that HB stores ordinarily include as part of a product's list price.
- Our utmost premium selection of product ranges from fragrances to cosmetics and skin care.
- During the stay in Afghanistan HB Duty Free World is the only place to buy any of thousands of items at the great savings against Afghanistan's high street prices.

## Why HB Duty Free World for diplomats inside Serena 5-star hotel?

- Serena Hotel is one of the most famous and finest hotel in Afghanistan
- The hotel is located in the center of Kabul city, capital of Afghanistan
- The hotel has an comprehensive security for all diplomats and tourist & situated in a very convenience location of the city
- Serena hotel stands among the beautiful gardens
- Kabul Serena hotel is surrounded with most ministry buildings, Central Bank and other high ranked governmental buildings such as Presidential palace, Ministry of Finance, Ministry of Foreign Affairs, Ministry of Education, Ministry of Justice, Ministry of Mines, NDS National Directorate of Security, Ministry of Culture
- The hotel is situated in central Kabul, 20 minutes' drive from Kabul International Airport.

# Kabul Serena Hotel / HB Duty Free World, in the center of governmental places

- Presidential Palace 200 meters
- National Directorate of Security 200 meters
- Ministry of Mines 100 meters
- Ministry of Justice 100 meters
- Ministry of Foreign Affaris 100 meters
- Ministry of Finance 100 meters
- Ministry of Education 100 meters
- Ministry of Culture 200 meters

Thank you for your time.

