



Myntra and Tissot partner to enable shoppers in India to buy Swiss watchmaker's premium watches online

Bengaluru, September 24, 2019: Today, Myntra and the world leader in the Swiss traditional watch industry, Tissot, have entered into a strategic partnership enabling shoppers in India to purchase premium watches online.

Tissot is one of the most popular watch brands in India, has actor Deepika Padukone and cricketer Virat Kohli as its International brand ambassadors. Known for its excellent craftsmanship and meticulous design, Tissot's latest and most cutting edge timepieces from its collections; Touch Collection, T-Sport, T-Lady, T-Classic, Heritage, T-Gold, and Special Collections; will now be available on Myntra.

There are more than 150+ styles for men and women starting from INR 15,000 onwards and furthermore Myntra's premium customers will be able to avail special benefits on purchase of Tissot's sporty and stylish timepieces. With ease of Myntra's online shopping platform, Tissot reinstates its commitment to providing the most innovative and best-in-class timepieces to its customers, 24x7 and on the move.

As India's leading destination for fashion and lifestyle products, Myntra has a large base of fashion forward and loyal customers across the country, making it the perfect partner for the Tissot to spread its footprint online in India. Myntra is also today, a destination for premium watches with more than 100 international and domestic brands on its platform.

Speaking on the occasion, Amar Nagaram, Head, Myntra Jabong, said, "Known for their quality, craftsmanship and elegance, Swiss made watches have a large fan-following in India and are a favourite among our shoppers. Watches are a fast growing category for us and we are excited to launch Tissot on our platform today. Myntra's popularity, reach and trust, makes it an ideal platform for discerning watch lovers to choose and pick from their favourite collection."

Mr. François Thiebaud, Tissot President SA, said, "Tissot is the leader in the traditional Swiss watch industry, exporting more than 4 million watches every year. The brand, established in 1853, stands by its signature, Innovators by Tradition. This unique partnership with Myntra is the first of its kind in India. I am confident Indian consumers will enjoy the opportunity to experience our latest collections and shop authentic Tissot products on the Myntra platform."

About Tissot

The plus sign in the Swiss Flag within the Tissot logo symbolises the Swiss quality and reliability Tissot has shown since 1853. The watches, sold all over the world, enable Tissot to be the leader in the traditional Swiss watch industry, exporting more than 4 million watches every year. Tissot stands by its signature, Innovators by Tradition. The high quality of the brand with every component is recognised worldwide.

Tissot has been named Official Timekeeper and Partner of many global events such as basketball with the NBA and FIBA; cycling with the Tour de France and the UCI World Cycling Championships; motorsports with MotoGPTM and the FIM World Superbike Championship and many more besides in the sports of ice hockey, fencing and rugby.



Key leading products include: Tissot T-Touch (The first tactile watch in 1999). Tissot Le Locle, a timeless, classic, automatic watch with 80 hours of power reserve. Tissot T-Race, “the sporty design”.

About Myntra and Jabong:

Myntra and Jabong are India's leading platforms for fashion brands and pioneer in m-commerce play. An integral part of the Flipkart Group, Myntra and Jabong bring together technology and fashion to create the best experience in the fashion and lifestyle space in India. The company has partnered with over 2000 leading fashion and lifestyle brands in the country such as Nike, adidas, Puma, Levis, Wrangler, Arrow, Jealous 21, Diesel, CAT, Harley Davidson, Ferrari, Timberland, US Polo, FabIndia, Biba and many more to offer a wide range in latest branded fashion and lifestyle wear. Myntra services over 19,000 pin codes across the country. With the largest in-season product catalogue, 100% authentic products, Cash on Delivery and 30-day Exchange/Return policy, Myntra and Jabong are today the preferred shopping destination in the country.

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