



# Myntra registers its biggest ever End of Reason Sale with 50% rise in orders over last year

68 % new customers from Tier 2 and beyond

**Bengaluru, December 26, 2019:** Myntra sets a new record with the 11<sup>th</sup> edition of its flagship, End of Reason Sale, being the biggest ever with a 50% rise in orders over last year. The four day fashion carnival witnessed 2.85 million customers placing 4.2 million orders for 9.6 million items.

Six lakh new customers participated in the four day sale, with 68% of them coming from tier 2 & 3 cities and towns. **Jackets, Jeans, Sweatshirts and Tshirts** were some of the most popular products among shoppers.

Myntra processed 4000 orders per minute in the first hour of the sale reaching 13000 orders per minute at peak with women's western wear, ethnic wear and men's jeans and street wear being the highest selling categories. Among metros, Delhi NCR tops the list of contributors to the sale, while Jaipur tops the list of tier 2 and 3 cities. Myntra Insiders, or members of Myntra's loyalty program contributed to 57% of EORS revenues and registered 6.4 lakh new Insiders.

## *Key Highlights*

- 13000 orders per minute at peak
- Beauty and Personal care was the fastest growing categories
- 1.17 lakh Rupees – Highest order value by an individual shopper
- Libas women yellow kurta was the most popular among shoppers with 7.5k+ units sold
- Roadster black shirts were the most popular among men, selling 4.5K+ units
- Tshirts – 8 lakh units sold
- Jeans – 6.09 lakh units sold
- Jackets – 4.68 lakh units sold

**Speaking on the success of EORS-11, Amar Nagaram, Head, Myntra Jabong, said,** “We have just concluded the most successful EORS in our history with a 50% rise in orders over last year. We broke several records this edition, acquiring six lakh new customers, registering over 115 million sessions on the platform and 4.2 million orders which is the highest ever for any EORS. Contribution from tier 2 & 3 cities continues to grow, with 57% orders and 68% of new customers coming from these regions. We are extremely proud of these milestones and will continue to drive value for brands and customers and remain committed to providing our ecosystem of partners, including kirana stores and tailors, better income opportunities through events like EORS.”

## **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 3000 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 23,000 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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