



Myntra introduces 'Alterations' as a service to enhance online fashion shopping experience, ahead of its flagship End of Reason Sale

Partners with 200 tailors in the first phase; providing them an additional source of income

Service launched in Delhi, Mumbai, Bengaluru and Kolkata

Bengaluru, December 03, 2019: Myntra, the country's leading destination for fashion and lifestyle announces the launch of 'Alterations' as a new value added service for its customers. The first of its kind feature enables shoppers to opt for alteration services at their doorstep for apparel purchased on Myntra. The company has partnered with tailors for providing this service, enabling them to earn an additional income and grow their business. The feature is being rolled out ahead of Myntra's End of Reason of Sale in December to make online shopping more convenient for its customers and attracting a cohort of offline only customers to try online shopping.

In the initial phase, the service is being launched in Delhi, Mumbai, Bengaluru and Kolkata, offering length alterations for jeans and trousers for men. In the next phase, the service will extend to size alterations for women including products such as kurtas and kurtis. Myntra has so far tied up with 200 tailors, located in zones that have a large number of Myntra customers in these cities. Customers will be able to opt for alteration service once the product is delivered. The tailors will pick up the product from the customer's residence after taking necessary measurements and deliver them to the customer, within 24 hours to 48 hours. The alteration service is being offered at no extra cost to customers.

Speaking on the launch, Amar Nagaram, Head – Myntra Jabong, said, "Launching alteration services on Myntra replicates a key offline phenomenon that further bridges the gap between online and offline shopping experiences for customers. It is aimed at making online shopping more convenient while reducing returns due to size and fit issues. As an organization, we are committed to strengthening the small and medium businesses within our ecosystem and this service provides us an opportunity to work with tailors across the country and provide them an opportunity to augment their income while also enhancing their business and customer interaction skills through training. We have introduced this service in 4 cities ahead of our End of Reason Sale and will extend this to 80% of our customer base over the next one year."

The basic criteria for tailors to associate with Myntra include, a tailoring shop with the necessary equipment, at a convenient location and the expertise to execute the alterations as per predefined standards. Myntra's on-ground team will train tailors on using the platform to cater to requests from the neighbourhood and the necessary customer engagement skills.

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.



CONTACT DETAILS:

Myntra: Priyanka Waghre | +91 9886729295 | priyanka.waghre@myntra.com

Torque Communications: Richa Sheth | +91 9986241443 | richa@torquemail.com