



## Myntra partners with Wildcraft to offer personal protective face masks on its platform

The company aims at providing essential protective masks to customers during the lockdown. One of the few of its kind, the re-usable outdoor mask offers a 3 layer particle filtration system to shield against particulate matter and microbes.

**Bengaluru, April 7, 2020:** Myntra today announced that it has partnered with Wildcraft, India's leading head-to-toe outfitter and fastest growing outdoor gear, clothing and footwear brand, to offer high quality personal protective masks on its platform. As part of its commitment to serve customers during this unprecedented time and enable them to stay safe, the company will provide access to protective equipment during the nationwide lockdown owing to COVID-19.

The ensuing shortage of protective masks across the country and restricted access during the lockdown, has prompted Myntra to collaborate with Wildcraft and cater to this demand. Myntra's strong delivery network and wide reach will enable the company to deliver masks to millions of customers within the safety of their homes.

Wildcraft HYPASHIELD protection mask - offers a - three layered filtration system for three types of particles. The outer layer is engineered to filter coarser dust particles, while the middle layer offers anti-bacterial, govt. approved lab-certified filtration efficiency, along with splash resistance to prevent droplet penetration. The innermost layer, made of super soft fabric, is closest to skin and offers moisture management with an anti-bacterial finish.

The masks are built for protection and comfort and fit a wide range of face shapes and sizes. They adhere to the highest standards of quality and safety and are washable and hence, reusable leading to a significant reduction in per-usage cost as well as making them environment-friendly. These special masks are available in in packs of 3, 5 and 7 and are priced at Rs. 200/piece.

**Amar Nagaram, CEO, Myntra, said,** "We are looking at serving our customers in the most meaningful way during these trying times and have partnered with Wildcraft to bring high quality protective masks to people across the country. We are thankful to the government for their support and proud to serve the nation in the fight against COVID – 19 by providing our customers access to essential protective items right at their doorsteps and enabling them to stay safe indoors."

**Siddharth Sood & Gaurav Dubish, Founders - Wildcraft, said,** "It is an opportunity to serve the nation and its citizens in parallel. We plan to step into the Personal Protective Gear (PPG) segment with a set of products under the HYPASHIELD umbrella meant to keep civilians, security, delivery, students, and medical personnel etc., protected in the long run. Apart from masks, we have safety overalls, sleeping bags, safety kits in the development pipeline"

Myntra has taken several measures to ensure the safety of its supply chain and delivery network including regular deep cleaning and sanitization of its facilities. All delivery partners have been equipped with sanitizers and protective masks and are covered by a COVID – 19



insurance which includes pay and benefits in case they are quarantined or diagnosed with the disease.

### **About Myntra:**

Myntra is India's leading platform for fashion brands and pioneer in m-commerce play. An integral part of the Flipkart Group, Myntra brings 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 is today the preferred shopping destination in India.

### **About WILDCRAFT:**

Wildcraft is a brand born for the open air. Whether it's a hill or a mountain, the forest or the countryside, the great outdoors can invigorate you like no other and Wildcraft equips you with the means to experience it. A head-to-toe outfitter, the company's product portfolio includes jackets, shoes, rucksacks, sleeping bags, tents and travel accessories for trekking, camping and other outdoor pursuits like backpacking. Wildcraft products are designed to work with, not against, the elements and are available in over 200 exclusive stores and 5,000+ multi-branded stores in over 500 cities in India & abroad, with research, development & manufacturing units in Karnataka and Himachal Pradesh. Wildcraft currently commands a leading position in the outdoor & adventure space on the back of R&D led product-innovations, distribution and strong brand positioning. The company's inspiring growth story has seen it develop from a hobbyist 'garage' brand 10 years ago to a USD 100 Mn brand-sales firm committed to enabling and enhancing India's pursuit of the great outdoors.

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