



## **Myntra appoints Lalitha Ramani as Chief Product Officer**

**Bengaluru, April 17, 2020:** Myntra announces the appointment of Lalitha Ramani, as its Chief Product Officer. In this role, she will be responsible for driving product direction and finding innovative ways to better serve Myntra's customers.

Lalitha comes with over two decades of experience in Product Management, encompassing product strategy, brand building, revenue generation, mentoring top talent, including women in technology and more, with leading multinational corporations. Her expertise also includes launching new products and expanding existing product and business portfolios across domains like Ecommerce, Accounting and Supply chain management.

In her most recent role, Lalitha was Senior Director of Product Management at Walmart Labs, where she was responsible for leading product and design teams, helping millions of omni-channel customers across UK, Canada and Mexico markets save time and money. Prior to Walmart, Lalitha held numerous product positions at Intuit, Wipro, Sterling Commerce and i2 Technologies.

**Speaking on her appointment, Amar Nagaram, CEO, Myntra, said,** "Lalitha's broad product expertise and experience across industries will add immensely to the strength of Myntra's leadership team. We are currently at a very exciting phase of growth, leading the market with superior innovation in consumer engagement and product development, as we cater to all the fashion and lifestyle needs of shoppers in India. I look forward to working with her to strengthen our product proposition."

**Speaking on her appointment, Lalitha Ramani stated,** "Fashion ecommerce in India is at a tipping point. With my first-hand experience as a customer, I know that Myntra is best positioned to take advantage of this immense opportunity to educate and serve millions of fashion-conscious customers, providing reach to thousands of amazing brands. I am honoured to be a part of scripting that story."

Lalitha holds a BTech in Computer Science from Andhra University and a PGDM in Systems and Marketing from the Indian Institute of Management, Calcutta. Outside of setting up high-performing product management organizations, Lalitha is also passionate about getting more women into positions of leadership and enabling diversity at the workplace.

### **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.

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