



## **Myntra sets record with ~100% growth in orders over the previous edition of Big Fashion Festival; 4 million customers shop during the event**

*Onboards 1 million new customers during the event, registering 105% growth in new customers over the previous edition; Base of new customers skewed towards tier 2&3 cities*

*Posts 100% growth in visitors, with over 45 million customers visiting the platform during the event*

*Clocks 6 billion views on the Myntra store front during the event*

### **Key Highlights:**

- 4 million Customers shopped during the Sale
- 50% sales from tier 2 and 3 cities
- 5.67 million orders placed
- 51% of shoppers were women
- At its peak, saw 9000 orders per minute and ~6.7 lakh visitors per minute
- 106% rise in traffic on the platform over the last edition
- 70% deliveries being fulfilled by kirana store partners, through Myntra's MENSA network

**National, October 23, 2020:** Myntra's 'Big Fashion Festival', held between 16-22 October, capped off its week-long extravaganza with **4 million customers** shopping for **13 million items** across categories, clocking **2X growth** in orders and customers over the previous edition. The mega fashion shopping event brought the festive cheer to shoppers across all parts of the country, with tier 2 and 3 contributing to about 50% of overall sales.

An unprecedented number of **1 million new customers**, shopped during the Big Fashion Festival, registering 105% growth in new customers over the previous edition. Among the new customers, t-shirts, shirts, jeans and sweatshirts, casual shoes and kurtas, were popular with men, while kurtas, kurta sets, tops, dresses and jeans were popular with women. Top brands among the new customers were, Roadster, HRX, Highlander, Mast & Harbour, Libas, Sassafras, Dressberry and Vishudh, among others. Emerging non-metro cities contributing to the new customer growth included Lucknow, Patna, Ranchi, Visakhapatnam, Jaipur, Surat, Nagpur and Bhopal, during the seven-day event. **Tier 3-cities witnessed a growth of 180% in new customers**, which was led by Imphal, Udaipur, Shillong, Karimnagar, Muzaffarpur, among others.

**Speaking on the occasion, Amar Nagaram, CEO, Myntra, said,** "Myntra has successfully kicked-off the festive cheer for the fashion-forward shoppers across India this year, by offering the best value on the widest selection of styles and designs from leading brands, at the Big Fashion Festival. With tier 2 and 3 cities emerging strong during the event, tier 3 cities have witnessed a 180% growth in new shoppers as compared to the previous edition. Using our omnichannel network, with over 1000 stores and 100 brands, we have been able to fulfill customer deliveries in close to ~11,000 pincodes. The massive success of this event has renewed the spirits of brands, sellers and delivery partners, including our



partners from the MENSA network that is delivering 70% of our orders across the country. The event has set the tone for the new season, all the way up to the end of the year.”

### ***What did people shop at the Big Fashion Festival***

- *5400 pairs of footwear sold per hour during the sale*
- *130 women's kurtas and kurta sets sold every minute*
- *150 t-shirts sold every minute / 2.5 t-shirts sold every second*
- *Highest value of an item purchased was Rs.1.9 lakh and highest order value was Rs. 3.3 lakh*
- *'Black, blue and pink ' were the most preferred colours by shoppers*
- *Bangalore bought the most number of masks while Delhi bought the most number of sanitisers*

### **High traction categories**

The top 3 categories that sold the highest number of units were, Men's Jeans & Streetwear, Women's Westernwear and Women's Ethnicwear. The festive season drew a significant portion of shoppers to the ethnic section, with Ethnic wear registering a 100% growth compared to the last edition. Kid's wear too recorded a strong growth of 130% over the previous edition, with shoppers opting for brands such as H&M, Max, YK, UCB, GAP, Gini & Jony, among others. Demand for Beauty and Personal care products witnessed significant growth at about 72% over last year's festive event. Myntra Fashion Brands, with brands such as Roadster, HRX, Anouk including others, contributed about 26% to the event.

### **Most popular brands of Big Fashion Festival**

The top brands that witnessed high traction during the event included Biba, W, Libas, H&M, Levis, Jack & Jones, Tommy Hilfiger, Puma, Nike, Roadster, HRX, Anouk and H&M.

Leading omnichannel brands that experienced high demand from customers included, MANGO, GAP, CHARLES & KEITH, ALDO, Louis Philippe, U.S. Polo Assn, Allen Solly, Peter England.

The platform saw a 100% jump in users over the previous edition. Shoppers from tier 2 and 3 cities shopped enthusiastically, contributing 50% to the overall sales.

Shoppers who missed undertaking their festive shopping during the Big Fashion Festival can now look forward to a range of value offers from Myntra's upcoming Diwali sale event, which is slated to commence on November 30.

### **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 5000+ 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 27,000 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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