



## **Myntra customers donate over 26 million ‘Myntra Insider’ loyalty points through GiveIndia, aiding supply of over 14,000 oxygen cylinders amounting to 1.5 lakh kgs of life-saving oxygen**

*Over 33,000 Myntra customers have so far supported the drive for fulfilling oxygen requirement for COVID patients across the country*

*The composite value of the funds collected in partnership with GiveIndia through various initiatives ~ INR 10 million*

**Bengaluru, May 25, 2021:** Myntra, India's leading lifestyle and fashion destination, has partnered with GiveIndia, one of the largest and the most trusted donation platforms in the country, for a multi-faceted fundraising initiative. With a commitment to supporting the nation in this need of hour, Myntra has enabled its customers to contribute generously, using their ‘Myntra Insider’ points, to COVID relief efforts, including towards the cost of refilling oxygen cylinders. Launched in May this year, the drive allows customers to use their Insider Points (the loyalty program points accumulated from shopping on the platform), to contribute to the cause, without having to actually contribute real money.

Since the commencement of the drive, over 33,000 customers from various cities have come forward and contributed more than 26 million Insider points. The donations through Myntra Insider points have helped in adding 1.5 lakh kilograms of oxygen and facilitating medical care facilities at over 11000 homes for the needy. Myntra is also extending support to healthcare heroes and critical patients at COVID centres and hospitals by providing essential medical supplies through its fundraiser campaign with GiveIndia. The composite value of the funds collected in partnership with GiveIndia, as part of both the activities, so far amounts to nearly INR 10 million.

Myntra’s association with GiveIndia is a testament to the use of technology for the good of the community while enabling customers with a seamless and effortless donation program.

**Speaking on the initiative, Amar Nagaram, CEO, Myntra, said,** “We are proud to play the role of an enabler, by providing our customers the opportunity to donate their Myntra Insider points for the larger good of the community. We are committed to and are constantly working towards identifying and initiating activities that contribute to the nation's collective efforts of saving lives and fighting the pandemic. We have also extended COVID Relief measures to our employees and partners and amplified our contributions towards supporting the current healthcare needs of the nation through our partnership with GiveIndia.”



**GiveIndia CEO and Founder 2.0 Atul Satija said,** "We are very grateful to Myntra customers, who have become a valued part of our COVID relief work. Like last year, they have again come forward to support critical needs during the COVID crisis - this time raising funds to augment the overburdened health infrastructure. It is a wonderful example of India's citizens rallying together to help each other during the nation's greatest hour of need."

Launched in September 2018, 'Myntra Insider' is a unique loyalty program that offers a comprehensive package of tiered benefits and privileges for top Myntra customers as they engage and shop more on Myntra. The loyalty programme boasts of a host of one of its kind benefits, such as fashion advice through personalised styling sessions, VIP access to flagship sale events, and exclusive access to limited edition launches and collections. In addition, Myntra Insiders can also save big with exclusive vouchers and deals from Myntra and other lifestyle partners in the fitness, entertainment, health, food and travel space.

**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.