



## Starting EORS-14, Myntra will empower its customers with an unrestricted 'Style Exchange' option

*Shoppers on Myntra can now exchange items for any product without going through a refund cycle*

**Bengaluru, July 1, 2021:** In yet another industry-first, Myntra has introduced a new, product-tech feature, 'Style Exchange', allowing shoppers to exchange merchandise purchased for a completely different product on the platform, as opposed to typical options that only allow for a change in size or color for the item or plain return. This unique feature allows shoppers to place an exchange order, without having to wait for a refund or credit from the first. Customers can now return products while taking delivery of the newly ordered items, simultaneously.

Style Exchange is a first-of-its-kind capability in e-commerce and brings an offline store experience, for any other product of choice, with only the difference payable directly. Returns and exchanges are natural in the fashion world and this feature allows Myntra customers to shop seamlessly without any inhibitions.

Starting this EORS, customers will have the freedom to exchange a product that they would buy during the six-day event, instead of returning it. As part of this, they can immediately shop for a new style without waiting for pickup. The feature is designed in a way that both pickup and delivery of new orders would be done hand in hand, reducing customer interactions as well as creating an efficient and sustainable process of exchange.

Currently, Style Exchange is Live in about 85% of pin codes under Myntra's network and will be expanded to include 100% of the pin codes where normal exchanges are supported, over the next year. Style Exchange is allowed during the return windows that are different for different categories of products, which are clearly defined in the return policy, for each purchased item.

**Speaking on the announcement, Lalitha Ramani, Chief Product Officer, Myntra, said,** "Bridging the divide between online and offline experience, Myntra's 'Style Exchange' is a huge leap towards empowering customers with a more favorable returns and exchange policy. This gives our customers the freedom to indulge in a wide variety of fashion choices, without any operational restrictions, thus strengthening the confidence customers show in Myntra. Built in-house, this best-in-class solution is a testament of our customer commitment, towards democratising fashion using technology."

Returns or exchanges from metros/tier 1 cities are a notch higher than tier 2/3 or 4 cities, owing to factors such as higher speed and comfort levels with online shopping which is believed to contribute to this behavior.

**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.