



Myntra Beauty Launches Luxury Ayurvedic lifestyle brand 'Amrutam'; Strengthens position in Beauty & Personal Care with flagship range of natural haircare and skincare solutions

Ahead of the festive season, Myntra Beauty launches Amrutam's foremost Ayurvedic formulations for skincare and haircare solutions

Myntra's exponentially growing BPC shopper base to be targeted through this partnership

National, September 13, 2021: Ahead of the festive season, Myntra bolsters its Beauty and Personal Care portfolio with the alluring addition of 'Amrutam', one of India's leading luxury Ayurvedic lifestyle brands, on its platform. The association marks Amrutam's first-ever partnership with an established e-commerce vertical, apart from engaging directly with consumers through owned channels. This also signifies Amrutam's ambition to expand across the country, by hinging on Myntra's expansive shopper base, tech-pivoted exceptional customer engagement, and strong reach.

Amrutam's genesis lies in permeating the essence of Ayurveda to enhance physical, mental and spiritual well-being, to feel truly beautiful. With over 30 years of expertise in the Ayurveda industry, Amrutam aims to build a global community that follows a lifestyle defined by Ayurvedic principles to suit modern needs and endorses the idea of *'health is beauty'*. Amrutam's holistic range of made in India products in the Beauty and Personal Care space includes healthcare, skincare, haircare and other lifestyle products, mostly under the moniker of 'Kuntal care'.

Ayurvedic luxury products are gaining strong traction in India owing to their perceived efficacy and the nation's historic affinity for the ancient science of medicine. Growing consumer inclination towards products crafted with natural ingredients and minimal environmental impact are attracting large groups of online shoppers to brands such as Amrutam. As a brand that focuses on customers across age groups, this partnership sets the perfect ground for Amrutam to reach its key audiences by leveraging Myntra's growing cohort of beauty and personal care shoppers.

Some of the flagship products of Amrutam that have just been launched on Myntra include, popular Kuntal Care Hair Spa, Kuntal Care Shampoo, Kuntal Care Hair Oil and Bhringraj Hair Therapy, among others, at an average price point of INR 650, with the rest in the pipeline in the run up to the festive season. Amrutam has carved a niche for itself in the luxury Ayurvedic space since its inception, by emphasizing on holistic wellness, thus earning itself a place in the hearts of a community of over 1,00,000+ happy consumers, in a relatively short span.

Myntra currently houses over 600 domestic and international brands in the Beauty and Personal Care segment. As the category continues to swiftly scale, Myntra Beauty showcased a significant triple digit growth on an average in the last quarter, with a majority of shoppers from tier 1, 2 and 3 cities, apart from the metros. This gives a strong impetus to brands looking



at engaging with this cohort of shoppers, spread across the country, to channelize their consumer engagement efforts through Myntra.

Speaking on the launch of Amrutam, Ayyappan Rajagopal, Chief Business Officer, Myntra said, “Myntra today has emerged as the preferred destination for beauty and personal care products for brands and consumers alike. The innumerable options from leading brands spread across categories in this segment has allowed us to cater to the evolving needs of online shoppers over time in the online beauty and personal care category, with a steady 70% growth in basket size since last year. The launch of Amrutam on our platform offers a strong boost to the premium segment in our Ayurvedic products portfolio, enabling us to cater to our thriving cohort of diverse beauty and personal care shoppers.”

On their association with Myntra, Agnim Gupta, Principal - Tech & Growth, Amrutam, stated, “We have been ardent admirers of Myntra since its inception, the decision to partner with Myntra was a fairly easy one owing to their distinguished shopping experience and customer centric approach. At Amrutam, we have always focused on superior customer experience and hence, reaching a wider audience through a platform that understands and prioritizes customer experience makes us proud to be associated with Myntra.”

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.

About Amrutam

Amrutam is an Ayurvedic Lifestyle Brand and a Wellness Community. All our products are made with authentic ayurvedic, herbal and natural ingredients. Based out of the globally-known, culturally-rich town of Gwalior and Established as a family-run business in 2006, over 15 years ago, today it is a thriving community of more than 1,00,000+ ayurvedic enthusiasts growing internationally.