



Myntra expects ~5.5 million customers to shop during the biggest-ever edition of its upcoming 'Big Fashion Festival'

Big Fashion Festival is slated to be held from October 3 to 10, 2021; Early Access for Myntra Insiders, its loyalty program members, starts October 1

Set to showcase its biggest collection of 1 million styles; increased the number of brands on the platform by 40% over the previous edition

Expects ~ 1.1 million unique first-time customers during the period

Host of benefits for New Users and Myntra Insiders including free shipping and other attractive offers

Scales kirana network by ~ 30% taking store count to 25,000 stores; to fulfill over 70% of the festive deliveries across the country

Bengaluru, September 28, 2021: On the back of the biggest ramp-up of its festive collection ever, sharp value offers, tech prowess and robust and seamless delivery infrastructure, Myntra is expecting ~ **5.5 million unique customers** during its upcoming Big Fashion Festival, with a **~1.8X** increase in traffic over the previous edition. This edition of the mega fashion event is expected to see a massive uptick in demand, at **4X** over BAU and **1.6X** over the last festive season, with **~40%** contribution coming from **tier 2-3 markets**. The tech capabilities of the platform are geared to handle **1 million concurrent users at peak**. About **1.1 million first-time shoppers** are expected to participate in this edition of the event.

Myntra's 360-degree marketing campaign, for the festive season, with over **100 national and regional celebrities and popular influencers**, is expected to reach **~150 million** people. Myntra is also riding strong on the concurrence of Big Fashion Festival with its stellar partnerships with T-20 teams RCB and CSK, to maximise its reach further.

Scheduled to be held between **October 3 and 10**, with Early Access for Myntra Insiders, Myntra's loyalty programme members starting **October 1**, this is the biggest-ever edition of the Big Fashion Festival with the largest-ever catalogue of brands, collections, styles and designs this festive season. The fashion, beauty and lifestyle major is offering its largest-ever assortment of **~1 million styles** and has ramped up **the total number of brand partners by ~40%** over the previous edition of the event, taking the count to **7000 brands**, making it one of the biggest fashion events of the country this festive season.

The biggest-ever selection of brands & styles across categories on Myntra:

Numerous brands have been launched on the platform ahead of the 8-day marquee event offering a one-of-a-kind opportunity for shoppers to pick the latest designs and styles, **from ethnic wear, kids wear, women's wear, men's wear, wearables, watches, jewellery, beauty & personal care, footwear home décor and gifting among others**, from some of the most popular brands, for shoppers to revel in festive spirits throughout the year. This time, customers can pick from the collections of more domestic and international brands than ever before, along with regional festive ensembles, ace their celebratory festive looks.

Brands to look out for include: D'decor, Story@Home, Zaveri Pearls, SWAROVSKI, H&M, Max, WAP- Biba, W, Urbanic, Vero Moda, Levi's, Mango, H&M, Anouk, Roadster Life Co, PUMA, Marks & Spencer



Brands with the latest collection up for grabs include: *Dermafique, Anastasia Beverly Hills, ECCO Shoes, Saucony Shoes, Syska Appliances, Columbia Shoes and many more*

Leading Myntra fashion Brands include: *Roadster Life & Co., Libas, Anouk, HRX, Dressberry, Mast & Harbour, House Of Pataudi*

Benefits for first time users:

Expecting ~11 lakh first-time shoppers on the platform, Myntra has an array of benefits for them during BFF, such as coupons worth Rs 1000 that can be used for future purchases from across categories and free shipping for a month to embrace the festive fervour. In addition, there are offers for new signups starting right from the pre-buzz period which can be used as the event commences. New users can also anticipate a one-time special cost saving on their first purchase during the event.

All shoppers can also look forward to winning exciting coupons from multiple brands every day with fresh scratch cards being handed out daily on the pre-buzz page.

Offers for Myntra Insiders- Members of Myntra's Loyalty Program:

With **Early Access starting on October 1** midnight, Myntra Insiders can enjoy a host of related benefits including, exclusive completely-free early access to the sale starting this period, along with free shipping for 6 months until 15 February, 2022, Insider exclusive value offers from over 150+ brands such as PUMA, Vero Moda, Roadster Life & Co., Nike, Levi's and more, as well as gift vouchers from top brands and additional rewards.

Unique offers & innovative deals:

All Myntra customers will be able to avail **10% instant discount on ICICI and Kotak Mahindra debit and credit cards** during the event. There will be a '**Grand Opening Hours**' offer for the first 2 hours of the event. Myntra **has also launched a 'Play & Earn' feature** where users will be able to play games and earn exciting vouchers from the stars they've earned. Additionally, there will be a **Lightening Deal** window every day between 12-4 pm and **Crazy Deal** window with top deals that are live across the event.

Role of omni-channel:

As a pioneer in the space, Myntra has also ramped up its omni network by over **2.5X** of the last festive season and integrated over **2600 stores** from more than **300 brands** on its platform to ensure that the customers get their orders delivered to their doorstep in optimal time. The services are offered in over **40 cities** and across **1.2 lakh styles**. Some of the brands that have recently been added under Myntra's omni-channel model are **Tommy Hilfiger, Amante, Soch, Lee and Wrangler**.

Speaking about Myntra's upcoming Big Fashion Festival, Amar Nagaram, CEO, Myntra said, "We are extremely excited and eagerly await the opening of the biggest edition of our Big Fashion Festival, which is among the nation's largest festive shopping carnivals for fashion, lifestyle and beauty. With the festive season upon us, this event will offer a never-before festive shopping experience to shoppers across the country, with the largest selection at sharp value offers. An event of this unprecedented magnitude is also set to provide thrust to our ecosystem, especially the artisans, MSMEs, and our Kirana store partners. We look forward to offering a joyous and rewarding experience to our wide base of existing customers as well as over a million new customers."



Logistics & Supply Chain:

Myntra has given a major boost to its supply chain network, including MENSA (Myntra Extended Network for Service Augmentation) partners and has increased its capacity of last-mile deliveries by expanding its kirana store network by **~30%** taking the count of its kirana store network to over **25000**, to reach customers across the country. Myntra has also announced hiring **~11000 ground staff** for its last-mile and contact centre, strengthening its SCM capabilities further.

Festive launches ahead of Big Fashion Festival:

Elevating the shopping experience further, this year, in a special segment, select brand launches and limited editions of festive designer collections from across categories, are showcased under 'Big Festive Launches', ahead of the Big Fashion Festival. Shoppers have been able to wishlist their favorites from the pre-buzz page on the Myntra platform. These include festive collaboration between Pantaloons and popular designer Krishna Mehta, Bollywood diva Shraddha Kapoor's collaboration with Indya, Pothys exquisite range of beautiful south silk sarees, Fossil's collection of suave watches and Airdopes 101 from the cutting-edge home-grown brand, boAt, among others.

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.