



Myntra Set for its Big Fashion Festival with the Addition of a Fulfilment Centre in Kolkata; Significantly Ramps-up Overall Storage Capacity

Adds 1 Fulfilment Centre, 3 Mother Hubs, 12 Satellite Hubs and 171 Distribution Centres across the country ahead of its Big Fashion Festival

The new Fulfillment Centre will help create ~ 2500 seasonal jobs opportunities while helping optimise delivery timelines for the peak season

The total storage area at Fulfilment Centres pan India to cross 11 lakh sq ft

Bengaluru, September 27, 2021: Ahead of the most awaited festive period, Myntra has strengthened its supply chain network across the country, with the addition of 1 fulfilment centre (FC), 3 mother hubs, 12 satellite hubs, and 171 distribution centres to significantly enhance capacity for higher storage volumes and optimise last-mile deliveries further.

The new fulfilment centre in Kolkata, added just ahead of Myntra's upcoming Big Fashion Festival, slated to be held from October, 3 to 10, measures over 2 lakh square feet and is designed to store up to ~45 lakh items, catering to the upcoming festive demand and creating employment opportunities for about ~2500 people to begin with. This facility also serves as a hub for the eastern region, which is an important market for Myntra, with its mature fashion shopper base. With this expansion, Myntra now has a total of 5 fulfilment centres, in Binola, Bilaspur, Bhiwandi, Bangalore and Kolkata, which are spread across an area of over 11 L sq ft in all. Two of these are also solar power-enabled.

In addition, Myntra has added 3 new mother hubs located at Bilaspur, Chennai and Kolkata, taking the collective processing area of its mother hubs to over 6 Lakh sq ft in all. With this addition, the total 30 mother hubs in India will have ~10k staff to enhance customer experience. Myntra's upcoming Big Fashion Festival is set to witness a major scale-up in the handling of products across geographies, which will now be aided through these capacities.

Myntra's fulfilment centres are specialised facilities where products are received from sellers across the region and processed and packed. These then go to the mother hubs, which act as a sortation centre for moving shipments to the distribution centres across the network. Myntra uses advanced automation in sorting, storing, quality control and packing at the fulfilment centres.

Since the previous edition of Big Fashion Festival, Myntra has also added 171 new last mile distribution centers across the country, taking the total count to 1330.



Speaking on Myntra's preparedness for the festive season, Amar Nagaram, CEO, Myntra, said, "Our tech-pivoted fulfillment and distribution centres with their state-of-the-art infrastructure, play an important role to elevate the quality-of-service experience we are able to offer to our customers, on the back of optimised delivery timeline, especially during peak periods such as the festive season. With the expansion of our overall storage and processing facility, we are geared up to deliver a fulfilling festive shopping experience for our growing customer base."

~4 million customers shopped for 13 million items during the previous edition of 'Big Fashion Festival' last year. Myntra is expecting a strong demand this year as well and this capacity addition will play an integral role in optimizing the delivery experience for our growing shopper base this festive season and beyond.

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.