



## **Myntra's EORS-15 set to attract 60 million visitors with platform geared to handle 15,000 orders per minute at peak**

*1mn styles from over 5000 brands on offer for the biggest year-end fashion carnival*

*~ 25,000 Kirana partners to cater to 80% of the overall deliveries, spanning over 27000 pin codes*

*350+ brands across 2900+ stores to help drive the event as part of omnichannel integration*

**Bengaluru, December 09, 2021:** The 15<sup>th</sup> edition of Myntra's biannual EORS, the nation's mega fashion carnival, is arriving to bring cheer to millions of shoppers ahead of the new year. EORS will be held from **18<sup>th</sup> to 23<sup>rd</sup> December** and will offer shoppers the biggest EORS collection ever of **1 million styles, from over 5000 brands**, at great value. The 6-day event is slated to cater to the fashion, beauty and lifestyle needs of over 40 lakh unique customers across the country with the demand expected to rise by 2.5X of BAU days. With over 20% higher traffic over the previous winter edition, Myntra expects about 700k new customers during the course of the event, with ~45% of the overall traffic coming from tier 2 and 3 cities and towns.

As a responsible corporate organisation, Myntra firmly adheres to all the safety protocols and guidelines issued by the government, in addition to the organization's own practices. Myntra continues to encourage cashless and contactless deliveries including various other measures to maintain social distancing.

**Green EORS** - Myntra will go plastic-free with delivery packaging made from recyclable paper. As a leading player in the fashion, lifestyle and beauty space in the country, Myntra has taken the lead in enabling its seller ecosystem to adopt sustainable packaging alternatives, creating positive environmental impact across the entire supply chain. In addition, Myntra uses recycled paper for cushioning articles and has replaced plastic for inner packaging wherever possible. Giving a strong boost to its efforts in sustainability, two of Myntra's largest fulfilment centres, located at Bilaspur and Bhiwandi are solar power enabled.

### **What consumers can look forward to?**

Consumers can cherry-pick their favourite fashion wear, beauty products, accessories, home decor and more at the best possible price points from a range of brands such as H&M, MANGO, Levis, Puma, Nike, Roadster, BOAT, Mama Earth, Urbanic, Biba among others. The December edition of EORS also offers the best opportunity to shop for trendy winter wear from a range of domestic and international brands, as well as beauty, skin and hair care products.

Expanding its omni network further, Myntra has integrated 350+ brands and 2900+ stores across the country under its omni-channel delivery model which is over 1.7X more than the previous winter edition of EORS held in December last year. Omni-channel services are being offered in over 42 cities and across 1.4 lakh styles, with some of the leading brands integrated under this system over the last three months being Status Quo, Woodland, Soch and Columbia among others. Myntra's omnichannel network will facilitate direct delivery of merchandise from the stores to the consumers' doorstep, allowing brands to reach a wide base of customers, in a safe way.

Myntra has just launched Style Cast, which is an exclusive zone for Gen-Z shoppers in particular on the Myntra App with participation from over 60 brands. Style Cast will offer over 3000 styles during EORS around the themes, Winter Wonderland, Romanticism, and Winter Crush.

### **Scale and enhancements for last-mile delivery**

Myntra's popular Kirana model, will cater to pin codes across the country, giving an impetus to their earnings. About 25000 kirana partners, including franchises, will cater to 80% of all deliveries this



EORS. Myntra's Kirana model offers store owners an alternate source of income and livelihood which is amplified during EORS owing to the sheer volume of deliveries.

Myntra's omnichannel network will facilitate direct delivery of merchandise from the brand partner stores to the consumers' doorstep, allowing brands to reach a wide base of customers, in a safe way.

### **Early bird advantages during EORS**

Myntra will continue to offer its innovative event constructs such as 'price reveal' and 'early access' during the event on **17<sup>th</sup> December** where the Elite and Icon base of Myntra's Loyalty Program customers will enjoy exclusive early access to the event, while others seeking this option may do so by paying a nominal fee. First time shoppers can avail flat Rs 500 off alongside free delivery for a month, while Elite, Select & Icon insiders can enjoy free shipping during the entire event.

Insiders can also avail offers of up to 20% on 150+ brands and redeem top brand vouchers against insider points. Myntra's 'shout & earn' program will allow users to invite their friends to EORS and get extra offers of up to Rs 150 per friend who just visits the EORS page and does not necessarily shop. On the payments front, there are exciting offers from banks such as ICICI, offering a 10% off on both credit and debit cards, Axis bank is offering a 10% off on credit cards, while users of Paytm can avail a flat Rs 150/- cashback on wallet transaction.

### **Key Categories to look out for this EORS**

For the 15th edition of the event, **personal care, accessories, kids, and sports** are among the key categories from a growth perspective, while **winter wear and winter essentials** are a big bet from a seasonal standpoint, for which a curated collection from the popular brands is being made available at sharp pricing and value offers. The Kids wear category has witnessed a 100% YoY growth so far on Myntra this year and for EORS-15, over 350 domestic and international brands will offer 1.1L+ styles, at sharp pricing during the event.

In the Beauty & Personal Care segment, Myntra has registered a 2.5X YoY growth and will be offering 38,000 styles from over 750 brands in the segment during EORS. Myntra has added over 50 brands including Dermalogica, Anastasia Beverly Hills, W Beauty and Pilgrim ahead of this flagship event. Brands such as Wow Skin Science and Mamaearth are offering BOGOs, while premium brands like MAC, Kama Ayurveda and Forest Essentials are offering exciting free gifts with purchase.

**Speaking about EORS, Sharon Pais, Chief Business Officer, Myntra, said,** "EORS is the nation's most awaited fashion carnival and we are poised to present the best collection at sharp value offers from across categories, for our customers. With 14 editions to our credit, we have come a long way in understanding the pulse of fashion-conscious shoppers and that gives us an edge in terms of curating the best for every customer cohort. We are looking at a significant portion of new customers meeting their current fashion and beauty need states, through our social commerce platforms, especially M-Live that was launched recently. Our ~25000 Kirana partners will play a pivotal role in enhancing the experience of EORS for our customers, while also having an alternate source of income."

### **What brand partners look forward to from EORS-15**

Myntra has been at the forefront of the industry during the course of the pandemic, creating the necessary ground for sellers, big and small, to engage with their audience during the most difficult times, especially around the 2nd wave. In addition to this, thousands of artisans and weavers have benefited from Myntra's initiatives which helped sustain their livelihoods by way of regular orders, irrespective of sales on the platform during the lockdowns. All these initiatives have augmented the confidence and trust of Myntra's brand partners on Myntra, who are now gearing up for EORS to give their businesses the necessary thrust to scale their business.



**Echoing the excitement of brand partners at large, Vivek Gambhir, CEO, boAt, for EORS-15 said "We are excited to partner with Myntra as the title sponsor for their upcoming EORS – which is regarded as one of the biggest fashion carnivals in the country. Both Myntra and boAt are quintessential fashion-forward brands and have been able to elevate India's style quotient. We have a long-standing relationship with Myntra as they have played a key role in shaping consumer perception when it comes to audio accessories and smartwatches. This partnership is aimed at celebrating the joy of festive buying and introducing lifestyle brands to the new & growing fashion-conscious population."**

Myntra has launched over 90 new brands on its platform ahead of the event, including prominent names such as Missguided, Justice, DeFacto, Fire-Boltt, Anastasia Beverly Hills, Swiss Beauty, and Pilgrim, among others.

### **Consumer engagement & marketing initiatives**

This season, Myntra has designed and launched an all-encompassing marketing campaign which sums-up the proposition of the grand scale of the entire event, while urging consumers to shop with just any reason. Over 120 high impact influencers and celebrities are slated to drive awareness for the event. The EORS TVC campaign has actors Hrithik, Dulquer, Simbu, Kiara, Disha and Samantha, driving event and category-wise communications.

### **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.