



Myntra's ongoing EORS-15 is also the greenest, going plastic free and reducing dependency on the grid

*Complete elimination of plastic in outer packaging ; saving over **1.4k tonnes** of plastic material from being used in 2021*

In addition, 2 out of 5 fulfilment centres operate on renewable energy, another return processing centre is now solar powered, helping reduce CO2 emissions

Bengaluru, December 21 , 2021: The 15th edition of Myntra's flagship EORS, being held from 18th to 23rd December, will be the most environmentally-friendly EORS edition to date, with a slew of environmental friendly initiatives undertaken by Myntra over a period of time. Investments in paper packaging in place of plastic packaging and solar power utilisation, are two broad areas where Myntra has made significant in-roads in its commitment towards building a greener enterprise.

Myntra operates 5 Fulfilment Centres (FCs) across India, of which the ones located at Bilaspur in Haryana and Bhiwandi near Mumbai in Maharashtra are solar powered. In addition to this, Myntra has enabled roof-mounted installation for a solar plant at one of its RPCs (returns processing centres) in Mumbai, taking the collective capacity of solar panels to 2.35MWp.

Another important area where Myntra has achieved immense headway in sustainability, is packaging. As of November 2021, Myntra has completely discontinued the use of polythene covers or plastic for outer packaging and replaced it with paper packaging. This has led to reduction in plastic consumption by over **1.4k tonnes in 2021** thus far. Myntra has also replaced plastic tapes with paper tapes, saving another **~115 tonnes** of plastic this year and is using recycled carton shreds for inner packaging wherever possible.

Myntra's sustainability journey has been marked by an orchestrated effort to create a positive environmental impact. With the goal of going **100% plastic-free packaging** achieved, Myntra is set to leave a profound mark on the industry. One of the other key earlier initiatives by Myntra include, partnering with **Canopy**, a not-for-profit environmental organization, to ensure that the packaging used does not encourage deforestation, by scaling packaging from recycled and alternative materials. Myntra is also the first fashion e-commerce company in the country to partner with the **Better Cotton Initiative**, the largest cotton sustainability programme globally that aims to make cotton farming sustainable. In addition, through '**Myntra For Earth**', a dedicated store offering conscious collection on the Myntra app, the company offers thousands of styles from over 90 brands to provide ethically and consciously made fashion, lifestyle and beauty products to customers looking for eco-friendly choices.

The six-day event, scheduled from 18th to 23rd December, is slated to cater to the fashion, beauty and lifestyle needs of **over 4 million unique** customers across the country, with **~25000 Kirana partners** delivering their orders in recyclable paper packaging, thus making it the greenest EORS thus far.

Sharing her excitement for the ongoing greenest EORS, Sharon Pais, Chief Business Officer, Myntra, said, "At Myntra our commitment towards sustainability is entrenched into multiple facets



of the organisation, be it sourcing, manufacturing, storefront or delivery. With the 15th edition of our flagship EORS underway, we are excited about the fact that we will serve our customers across the country with their orders delivered in plastic-free sustainable packaging. It is also heartening to see how our partners have also joined us in this mission.”

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.