



Myntra elevates Achint Setia as the Head of Marketing

Bengaluru, January 07, 2021: Myntra announces the appointment of Achint Setia, who currently leads the organization's social commerce business, as its Head of Marketing. In his new role, Achint will lead Myntra's marketing function while continuing to oversee the social commerce business. With this, his core responsibilities will include, scaling the Myntra brand, developing the marketing strategy including for large consumer-centric events, strengthening customer loyalty, and applying research-based insights into the business to fuel its growth.

In his current role as Vice President & Business Head, Social Commerce at Myntra, Achint has been instrumental in building new tech-pivoted social commerce experiences for the Indian market and overlooked the development and launch of Myntra Studio and Myntra Live Commerce, which marked Myntra's foray into social commerce at scale with influencer and content-led shopping. In addition to this, Achint played an important role in managing key brand partnerships for Myntra, such as IPL, and was earlier responsible for brand and digital performance marketing. Achint played a key role in conceptualizing, launching, and scaling Myntra Fashion Superstar, a one of kind digital fashion reality show, and in scaling the Myntra Loyalty Program (Insider) for Myntra's top customers.

As a seasoned leader, Achint brings close to 17 years of expertise in scaling businesses in consumer tech and media with cross-functional experience across marketing, strategy and M&A, content, product development, operations, and analytics, among others. In his past stints, he has worked with leading Indian and global majors including McKinsey & Co., Microsoft R&D, and Viacom18 Media. He is an avid public speaker and a passionate storyteller.

Achint holds a BE in Computer Engineering from NSIT and is an alumnus of Stanford's Graduate School of Business as well as the Indian School of Business.

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.