



## **Myntra concludes EORS-15 connecting 5000 brands with 40 lakh shoppers through 6.5 million orders, giving a strong impetus to the industry**

*~220 mn traffic sessions clocked, 52% of the new shoppers from tier 2&3 cities*

*Top 25% of the 25,000 Kirana partners witness ~220% increment in their income over BAU*

**Bengaluru, December 24, 2021:** The 15<sup>th</sup> edition of Myntra's biannual flagship event, EORS, culminated with **6.5 million orders** placed by **4 million customers** from across the country, catered to by over **5000 brands**, giving another major fillip to the industry, particularly in the fashion, beauty and lifestyle space. The Beauty and Personal Care category witnessed the highest demand at **150%** over the previous winter edition during the 6-day event. Most popular categories included, Women's western wear, Men's occasion wear, Men's casual wear and Women's sportswear. Other noteworthy categories were Footwear and Women's leisure and travel accessories. **52%** of the new shoppers who shopped on Myntra for the first time were from **tier 2-3 cities and towns**.

### **Key Highlights:**

- 11 orders processed every second
- 57% of the shoppers were women
- ~220 million traffic sessions clocked in all
- The fastest delivery was within 4 hours of placing the order
- 49% of the shoppers were a part of Myntra's loyalty program, Insider

The winter edition of EORS this year also witnessed some pre-pandemic fashion shopping habits and preferences with choice of products, especially for working professionals, with customers shopping generously for office and everyday wear, considering the possibility of commencement of work from office for many. Sweaters, Shirts and Jeans were thus in high demand in the metro cities. Watches and Wearables witnessed over **80%** growth in demand over the previous winter edition, while demand for Men's workwear grew at over **60%**.

Responsible for spreading joy among millions ahead of Christmas and the new year, the top 25% of the 25,000 Kirana partners witnessed **~220% increment** on average in their income over BAU. Among metros, Delhi, followed by Bangalore, Mumbai, Hyderabad, and Pune witnessed the highest orders, while Ghaziabad, Indore, Jaipur, Imphal, Patna and Panipat, led the demand in tier 2 and 3 regions respectively.

**Speaking on the success of EORS 15, Sharon Pais, Chief Business Officer, Myntra, said,** "The 15th edition of EORS offered a strong platform for our customers and brand partners to engage with each other while creating the ground for our Kirana partners to augment their income during the holiday season. We see events of this scale as an opportunity for us to continue to drive value for various facets of the ecosystem while enabling people across the country to meet their fashion, beauty and lifestyle needs from the safety and convenience of their homes. EORS-15 has been unlike any other in the past on many counts. Among various unique aspects, it was also the first edition to offer live commerce phenomenon at scale, especially the first brand-led live shopping experience on Myntra, where Bollywood Superstar Hrithik Roshan engaged close to 1 lakh visitors in a single session for his brand HRX."



### Here's what people shopped during EORS 15:

- Customers bought ~8k T-shirts, 3.5k Kurtas, 5.1k jeans, 4.5k shoes, 1.35k headphones, 1.3k handbags and 550 perfumes **every hour on an average**, during the 6-day event.
- Nike black leather casual shoes, Roadster sweatshirts, Boat Airdopes, Rockerz and black storm smartwatches, were among the leading items in their respective categories.
- The top items shopped by men were Sweatshirts and T-shirts while women preferred Kurtas.
- Most popular brands included Puma, Roadster, HRX, H&M, Maybelline, Boat and Libas.
- The highest order value by a customer was INR 1.22 lakh, while the most expensive product bought was a Versace Watch costing > INR 95000.
- While Delhi-NCR bought the most number of sweatshirts, it was T-shirts for Bengaluru, dresses for Hyderabad, shirts for Chennai, jackets for Pune, personal care products for Ludhiana and Shoes for Shillong that emerged as favourites.

### 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.