



## **Myntra announces elevation and appointment for senior leadership roles in HR and Tech & Product**

**Bengaluru, January 18, 2022:** Myntra has appointed Nupur Nagpal as its Chief Human Resources Officer (CHRO) and has elevated Raghu Krishnananda who was the Chief Technology Officer, to be its Chief Technology & Product Officer (CTPO).

Nupur Nagpal will be responsible for leading the HR roadmap towards building and scaling the organisation as well as enriching Myntra's human capital. Nupur joins Myntra from Sprinklr, where she was leading the people function for JAPAC markets as VP-HR. Her past experience includes leadership roles with Prione Group of Companies and Amazon in addition to stints with Tata Group, Virgin Mobile, WNS Global Services among others. An HR veteran, Nupur has over 20 years of experience in initiating and delivering organizational change, culture building, and delivering sustained business results across the e-commerce, telecom, and insurance industries.

Myntra aims to leverage the synergies of the Tech and Product function to get future-ready with a deep focus on such capabilities. Raghu Krishnananda who was the Chief Technology Officer has been elevated as the Chief Technology & Product Officer. In his new role, he is slated to provide unified strategic leadership and facilitate the enhancement of the organization's technology vision, building future capabilities across the product, UX, and engineering organization, while also championing customer experience and ensuring product delight for users. Raghu has contributed significantly to building the tech platforms and growth story for Myntra and has demonstrated product leadership across various roles in his previous stints. Lalitha Ramani, after nearly two years of her association with Myntra as Chief Product Officer, has decided to pursue interests outside the organisation.

Myntra, recently also announced the elevation of Achint Setia as the Head of Marketing. Achint, in addition to his role as the Head of Social Commerce 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 H&M, Levis, U.S. Polo Assn., Tommy Hilfiger, Louis Philippe, Jack & Jones, MANGO, Forever 21, Urbanic, Marks & Spencer, W, Biba, Nike, Puma, Crocs, M.A.C, and Fossil 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.