



Superstar Hrithik Roshan's HRX pioneers brand-led live shopping experience on Myntra's EORS-15

This marks the first ever brand-led live session by an Indian Superstar on Myntra's recently launched social commerce platform to promote Brand HRX during the ongoing EORS

The live session led by Hrithik Roshan for HRX attracted ~100k users, allowing them the opportunity to shop live

Record sales for a particular brand on M-Live for a single session so far

Bengaluru, December 23, 2021: Hrithik Roshan, becomes India's first superstar to introduce a large group of shoppers who had gathered on Myntra's M-Live platform, to an expert-led live shopping experience for his brand HRX during Myntra's mega flagship EORS-15. The event was one-of-its-kind in the Live commerce shopping experience landscape in India. In line with the global trend of Live commerce, the HRX brand, in an innovative move had its founder Hrithik Roshan, introduce brand-led live shopping on Myntra.

HRX set out to offer a personalised shopping experience, and as Myntra's brand ambassador and owner of brand HRX, Hrithik Roshan engaged with a live audience on Myntra's M-Live platform. The activity was a success on Myntra's M-Live App, raising customer excitement which translated to record sales for a particular brand on M-Live for a single session so far on the opening day of the 6-day fashion shopping carnival. The session witnessed a whopping **6.5K comments in just 30 minutes**. The event allowed shoppers the opportunity of a lifetime to shop live with one of India's most celebrated Superstars, Hrithik Roshan, who is also a fashion and fitness icon. In the 30 minutes of stimulating shopping experience, Hrithik spoke about his fitness brand HRX in detail, including the collection he had specifically curated for the occasion, his fitness journey and personal experiences that inspire the brand's philosophy and product designs.

The interactive session witnessed Hrithik engaging with the audience directly and responding to their questions, while showcasing HRX products, resulting in real-time sales. The conversation flowed from Hrithik's idea of fitness, mental health and daily exercise routine, to the right gear among others.

Incepted in 2013 with a vision to motivate people to be the best versions of themselves, HRX is known for its contemporary product innovations and consumer-first approach. The brand and its creator and owner Hrithik, have leveraged this latest social commerce technology to engage more closely with their audiences, marking another pioneering feat as the first brand to do so on M-Live.

About **100k users** participated in the live session with Hrithik, making the most of this rare opportunity.

Commenting on the event, Hrithik Roshan, said, "We at HRX strongly adhere to a customer-first approach, while staying in line with the demands and trends of the digital commerce sector. Live commerce is an up and coming shopping trend across the globe, and we saw the opportunity to introduce this novel experience to the Indian audience at Myntra's EORS. The team at Myntra was happy to align with our thoughts and feature HRX on Day 1 of their event, through their live shopping App, M-live. The event was hugely rewarding for me as the owner and a creative contributor at HRX. I had the opportunity to see and learn first-hand about the likes, needs and requirements of HRX



customers. Our aim hereon is to further personalise HRX products for the masses, making it a convenient brand of choice for everyday functional use."

Speaking on the occasion, Achint Setia, Vice President and Head of Social Commerce, Myntra said, "By blending elements of expert-led product discovery and ease of purchasing, Myntra's M-Live is here to allow brands to build deeply engaged communities. M-Live offers a great solution for brands to engage with their fan communities, both for BAU engagement as well as for special events and new launches."

Bridging the gap between inspiration and shopping, much to the delight of the shoppers, M-Live will be hosting a series of live sessions to inspire customers to shop from the ongoing EORS-15.

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.

About HRX:

HRX, India's first home grown fitness brands founded in 2013 by Hrithik Roshan and Exceed Entertainment, is a platform for bringing like-minded people together to believe in the philosophy of becoming the best version of themselves, empowering a billion people to 'be their own hero. The name represents the X-factor, signifying one to push oneself towards the path of excellence to achieve the best outcome possible. An example of a successful 'Make in India' story, HRX aims to revolutionize the fitness scenario in India, as a value-for-money, high-quality alternative to international brands.

For more information, please visit:

Website: <http://www.hrxbrand.com>

Instagram: <https://www.instagram.com/hrxbrand/>

Facebook: <https://www.facebook.com/hrxbrand>

Twitter: <https://twitter.com/hrxbrand>

Linkedin: <https://www.linkedin.com/company/hrxbrand>