



Footballing legend, Cristiano Ronaldo's CR7 Fragrance forays into the Indian market in partnership with Myntra

- *CR7 fragrance range to enter India through Myntra*
- *CR7 range, with presence in over 40 countries to launch on Myntra on May 4*

Bengaluru, May 4, 2022: Myntra announces the on-boarding and launch of sports icon and footballing legend, Cristiano Ronaldo's fragrance range, CR7 in India. Being launched in India for the first time through Myntra, CR7 will offer Cristiano's fans and sports enthusiasts a range of over 16 SKUs. The product range derives its quintessence from Cristiano's curiosity of always discovering new things and growing by renewing himself to new horizons.

Launched in 2017, CR7 is a brand built to convey Cristiano's values and lifestyle to his fans, the CR7 fragrance range offers his fans and sports enthusiasts an olfactive experience of his world. The fragrances are created to illustrate his passion, winning mindset and inspiration that drives the man himself. The brand is now present in over 40 countries.

CR7 caters to people in the age group of 14-40, with a keen interest in sports or Cristiano himself. Cristiano is among the most followed persons on Instagram and is also one of the most loved footballers in India and across the globe, making the brand's products extremely attractive and collectible.

CR7 will go live on Myntra with perfumes, body mists, deodorants, and gift sets. With beauty, and fragrance being some of the most popular categories on Myntra, the partnership with the platform will allow CR7 access to the country's fashion-forward customers who are always on the lookout for the best of global fashion and lifestyle.

CR7's deodorants will be available at INR 790, while the colognes (EDTs) at INR 4900 on average. Myntra has planned for a full takeover of the app set for the launch date on May 4. There is a competition on social media in the offing post-launch, where the winner gets a CR7 gift hamper worth INR 8000-10000.

Link to Cristiano's video - <https://www.youtube.com/watch?v=zNgwM-tRZGQ>

Commenting on the launch, Sharon Pais, Chief Business Officer, Myntra said, "We are extremely happy to enable shoppers in India to access the CR7 range of fragrances for the first time through Myntra. Cristiano enjoys a huge fan following in the country, and the launch of CR7 is set to create a furore amongst his fans, and beauty and fragrance enthusiasts. Onboarding a brand promoted by the legend himself with Myntra's reach and wide base of fashion-forward customers makes a powerful equation slated for success."

Speaking on the partnership, Mayank Bahety, Director, Beauty Concepts Pvt Ltd, said, "It gives us immense pleasure in getting a brand like CR7 by iconic football star Cristiano Ronaldo to India. The brand has something in store for all its fans, and sports enthusiasts, as there are fragrances for every mood and occasion. With CR7, Ronaldo brings his personal experiences to the table with power-packed scents! The range is available online for the first time in India on Myntra for all fans to grab fabulous scents. Together with our partner Myntra, we will aim to boost the brand's online presence and reach while tapping into the huge existing consumer base of Myntra."



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.

About CR7

The CR7 Fragrance line was established in 2017 and has had global success and sold in over 40 countries worldwide. Since its conception, the line has expanded into three fragrances that offer a look into the different facets of Cristiano Ronaldo's world. CR7 brand currently retails in over 70 countries around the world. For more information see the website www.cristianoronaldo.com and Instagram@cr7cristianoronaldo.