



## **Myntra strengthens its saree portfolio ahead of the much-awaited festive season with the launch of heritage saree brand 'Nalli'**

*Some of the most popular ranges of sarees that will be available on Myntra include, South Silks, Benarasi, Tussars, Organza, Linens, Chanderi Silks and pure handloom cotton-like Sungudi, Venkatgiri, Chettinad and Kanchi cotton*

*Myntra is also gearing up to celebrate the festive season with Big Fashion Festival event*

*The saree behemoth is set to feature in Myntra's social commerce initiatives, including M-Live and M-Studio*

**Bengaluru, August 4, 2022:** Myntra, India's leading platform for fashion, beauty and lifestyle, has announced the launch of the iconic saree brand, Nalli, scaling up its saree portfolio ahead of the festive season when Myntra will also host the Big Fashion Festival. This partnership marks Nalli's entry into the e-commerce marketplace, the first outside of its own website and will offer more than 1000 styles to millions of saree lovers across the country - with many more designs in the pipeline to launch in the coming months.

Established in the year 1928, Nalli is a household name as a saree brand and has been at the forefront of the textile and retail business in the country. With endorsements from celebrities, revered office-bearers and British royalty alike, the brand has over 40 stores present globally, receiving widespread customer love and appreciation. A pioneer in the world of textiles, Nalli is known for its unconventional 'Every Day Value Price' strategy, which relies on the unrivaled quality of products at competent prices, achieved from operational excellence and optimizing cost structures.

Offering the finest of silks and purest of cotton, Nalli is set to host a hand-picked range of styles and categories, including the best in class Silks, Tussar, Organza and Chanderi on Myntra. A favourite among women shopping for events, and family festivities and being the preferred wedding trousseau of brides-to-be, Nalli's sarees are also a favourite among India's urban women. Constantly innovating its designs and offerings, the brand also has the cult-classic MS Blue, a specially curated colour, designed for the legendary Carnatic singer MS Subbalakshmi. Sought-after pure handloom cotton sarees in the brand's catalogue include Sungudi, Venkatgiri, Chettinad and Kanchi cotton, while also having one of the most extensive collections of silk sarees, including the popular Pure Zari, Half Fine Zari, German Silver and Pattu Borders. To begin with, the range of sarees from Nalli will be available on Myntra in the price range of Rs. 1100 to Rs. 11000

In its first-ever association with an ecommerce marketplace, Nalli will leverage Myntra's network across the country and amplify its reach while fast tracking its online journey. The brand will also connect with shoppers through Myntra's industry-defining social commerce initiatives, including M-Live and M-Studio to exponentially increase the visibility of the much-adored heritage brand.

Myntra currently hosts an expansive collection of over 1 lakh styles across 125+ brands in the premium saree segment. Some of the notable brands in the category are Meena Bazaar, Soch, The Chennai Silks, Mohey, FabIndia, and Pothys. With the overall saree market in India estimated to be around INR 50,000 crore, Myntra has been witnessing a growth rate of over 50% YoY in the premium saree space. Nalli's foray into e-commerce through Myntra is poised to accelerate the iconic brand's growth and availability, as it penetrates deep into the traditional and conventional saree and ethnic wear markets.



**Commenting on the launch of Nalli, Padmakumar Pal, VP, Category Management, Myntra said,** "Saree, as a category, is witnessing strong growth on our platform with demand coming, both from traditional as well as emerging markets. An increasing number of women in tier 2 and 3 markets are now buying sarees online, creating a huge opportunity for both Nalli and Myntra to address. We are excited to feature the legacy brand 'Nalli' on Myntra and are confident that this partnership will strengthen our ability to cater to the widespread admiration for one of the most-loved attires in the country among our premium fashion-conscious customer base for whom quality and authenticity is of utmost importance. This partnership strengthens Myntra's branded play and is a testament to the trust big brands place in Myntra as we help them connect with newer customers across the country."

**Talking about the association with Myntra, Lavanya Nalli, Vice Chairman, said,** "We have been on a growth spree in India and internationally and continue to expand across stores and [www.nalli.com](http://www.nalli.com). Partnering with a trusted e-commerce partner like Myntra will enable us to access customers from far and wide. Myntra is known for its reach all over India, its customer-centricity, which is something we value very highly and it's market leadership in the e-commerce space. We want to be able to reach Nalli customers through as many shopping formats as convenient for them and our partnership with Myntra will enable us to cater to the customers who can now shop for the best of Nalli offerings from the convenience of their homes via our own website or via Myntra. We are looking forward to launching many exclusive new collections in the coming months and bringing top quality saris at prices you cannot find anywhere else."

#### **About Myntra**

Myntra is one of India's leading platforms for fashion brands and 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. Myntra platform offers a wide range of 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. Myntra services over 19,000 pin codes across the country.

#### **About Nalli**

With a legacy that spans 90 years, established in 1928 under Nalli Chinnasami Chetty, Nalli is a lauded hallmark of textile craftsmanship across generations of fabric lovers. With its first store opened in the popular area of Thyagaraja Nagar in Chennai. With 40+ stores spread across India, U.S.A., Singapore, U.A.E. and Canada, Nalli deals with a range of cloth selections to satisfy the Indian palette ranging from Cotton, Chiffon, Jute, Georgette, Silk, Baluchari, Kanchipuram, Gadwal, Tussar, Paithani, Organza, Kora, Linen.