



## **Myntra Big Fashion Festival kick starts on September 23; Geared to handle 13k orders per minute at peak**

*The mega fashion festive carnival will start from 23 September, curtain raiser unveiled*

*Seasonal Employment opportunities being created for 16k+ personnel to cater to the expected surge in demand*

*21000 Kirana stores will fulfill 80% of the BFF orders*

*The platform is geared to handle 900,000 concurrent users at peak*

**Bengaluru, September 15, 2022:** Myntra announces the arrival of the 'Big Fashion Festival', India's grandest festive fashion dhamaka, scheduled to start on **23 September**. The third edition of BFF has 1.5X more styles compared to the previous edition and will enable a diverse set of over 6000 brands to give value offers and cater to the festive shopping needs of the entire family. This edition of Big Fashion Festival will offer access to collections across categories and price ranges for all age groups, making it the starting point of everything fashion, this festive season.

Celebrating the country's festive shopping spirit, the event is expected to witness a higher demand compared to previous years. To meet this demand, the tech capabilities of the platform are geared to handle **~13k orders per minute** at peak. This year, the platform will also provide access to constructs that are designed to showcase festive-oriented categories like Showstopper, BFF Specials and Rewards.

### **What should the shoppers be excited about?**

#### **Showstoppers- A Daily Fashion Gala**

During the Big Fashion Festival, customers can experience a unique theme around fashion and beauty for each day. This 24X7 customer engagement proposition, will comprise quizzes & rewards, Styling tips by Fashion Influencers, interactive AMA (ask me anything) sessions on social media, unique deals and prime time offers by brands. It will be a great opportunity for customers to engage with brands and experience their trendy and fresh collections for the upcoming festive season. **Showstopper categories that customers can look forward to include women's ethnic wear, sports and festive footwear, men's casual and festive wear, beauty and personal care, kids wear, jewelry and accessories among others.**

#### **BFF Specials - Hero collections**

Big Fashion Festival promises to offer access to fresh trendy collections to amp up the fashion game of millions of customers. By curating unique hero collections for 'BFF Specials', brands are set to host over 100 new launches, cross-brand collaborations and interesting CelebXBrand crossovers. **Some of the brands offering their new collections as a part of BFF Specials include:**

**Apparel** - Macy's, Nalli, the Label Life by Malaika, Being Human, Ahalya, IndoStreet, Peter England Active, Baisacraft, USPA, Celio X Pokemon, FCUK innerwear, Deyann, Blackberry Tech Pro collection, Koski,

**Kidswear and teenswear** - Wrogn Teenswear, Collster by Pantaloon, Biba, Max

**Beauty** - MAC - Fix +, Essence Get Set glam

**Footwear** - One8 X Puma, The Mini Needle, Retro by USPA, Carlton London, Campus, LEevar, Toms, Birkenstock



**Accessories** - Urban Forest, Stylestry, Enoki by Baggit, Wildcraft Trolley

**Home** - UCB Home

**Watches and Wearables** - Hugo watches

### Value offers and Rewards

The festive event provides access to unprecedented value offers by brands, along with ingenious customer engagement propositions like the curtain raiser deals and the **deal o'clock**. Customers using **Axis Bank** and **ICICI Bank** debit and credit cards to make payments on their purchases will enjoy an additional 10% off from the respective banks. **Myntra Insiders**, members of its popular loyalty program, will also have the access to avail benefits like, free shipping on all orders, Myntra gift cards, vouchers from celebrated brands, among others. This edition of the event BFF will also see the brands offer consumers assured BFF Rewards, like *coupons from brands in the space of beauty, entertainment, food, travel, gadgets, media, music among others*.

Over 200 brands are going to offer their collection at 20% off to Myntra Insiders, members of Myntra's loyalty program along with free shipping on all orders, gift cards, vouchers from top brands and OTT subscriptions.

**Key brands** - Nalli, Macy's, Biba, Libas, Levis, H&M, Roadster Life & Co., Nike, Louis Philippe, Nautica, Mango, Fossil, Maybelline, Adidas, Anouk, House of Pataudi, Taavi, Macy's, and Nalli Silks

**High traction categories** - Men's Casual Wear, Women's Ethnic, Women's Western Wear and Sports Footwear, kids and teens wear, BPC

**New collections to watch out for** – Myntra's special festive curation, the BFF specials

### Omni-channel scale up

Myntra's omnichannel play launched two years back by integrating with 1000 stores from 100 brands has seen a massive scale up. This edition of Big Fashion Festival will see more than **300 brands** from **3200+** stores featuring their unique selection of **1.7 lakh styles**.

### Social Commerce Play

Myntra will also enthrall customers through its immersive social commerce propositions, Myntra Studio and M-Live by collaborating with a bevy of leading fashion and beauty creators to guide festive shoppers. Myntra will host ~**350 M-Lives** which shall be a good mix of both brand-led and celeb-led to engage the fashion forward customer base effectively. Brands such as H&M, Lakme, Nike, Vishudh, Libas, Puma and US Polo Association are participating in these lives that are being showcased by popular creators such as Cipia Artul, Swagata Dev, Akash Chaudhary, Aswathi Balakrishnan, Jinal Jain and Pradaini Suvra, among others.

**Talking about the Big Fashion Festival, Nandita Sinha, CEO, Myntra, said, "This year's festive season is going to be special for everyone. After two years of celebrating festivals in a rather muted way, this year it is going to be much grander and bigger, bringing together family and friends to share the joyous moments. Myntra's BFF is extremely popular with the festive shopping season in the country and we endeavour to make the third edition of the mega event even more memorable, making it the starting point of all things fashion this season. During this edition of Big Fashion Festival, we are expecting ~6 million unique customers to shop during the event. We are geared to handle as many as 900K concurrent users on the platform."**



Myntra's mega marketing campaign, launched ahead of the festive event, featuring power couple Virat Kohli and Anushka Sharma and B-town superstars Ranbir Kapoor and Kiara Advani, will play a pivotal role in connecting one of India's leading fashion, beauty and lifestyle platforms with millions of new and existing fashion-forward consumers. The campaign, amplified across TV, digital and social media, is expected to engage more than **250** million people across the nation.

#### **Warehouse, Logistics and Contact Centre scale up**

To cater to the expected surge in demand during the festive period the company has created **16000+** direct and indirect seasonal employment opportunities through its partners. Of this total number, **2500+ are women and 300+ are differently-abled personnel**, fulfilling roles across functions such as sorting, grading and packing across key major hubs, Bengaluru, Mumbai, Delhi and Kolkata. In addition, **1000+ executives** have been added as part of Myntra's customer support service, to boost their capability to manage high volumes of order-related queries and thus ensuring a delightful customer experience.

The scale up of the last mile will enable Myntra to further undertake efficient and on-time deliveries, a key driver for customer satisfaction, apart from access to a plethora of incredible value offers. The robust supply chain partner network, consisting of over **21,000 MENSA** (Myntra Extended Network for Service Augmentation), the neighbourhood Kirana store partners, will play a pivotal role by fulfilling **80%** of the festive orders across the country.

#### **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.