



Global Phenomenon, Priyanka Chopra Jonas' sought-after hair care brand, Anomaly, launches on Myntra

- Ahead of the upcoming flagship End of Reason Sale, Anomaly's products will be available on Myntra from 20th November onwards, the range includes shampoos, conditioners, hair and scalp oils, dry shampoos, and leave-in conditioners at attractive prices.
- Anomaly's superior hair care range is gender-neutral, vegan, and cruelty-free, while also being free from SLS / SLES sulfates, parabens, phthalates, mineral oils, and dyes.

Bengaluru, November 22, 2022: International starlet, Priyanka Chopra Jonas' hair care brand, 'Anomaly', launched on 20th November on Myntra, offering high-quality and environmentally conscious products to haircare enthusiasts, looking to add clean and effective formulas to enhance their hair care regime. Over the years, Myntra's beauty and personal care portfolio has been scaling from strength to strength and consciously growing its large base of hair care enthusiasts. With the addition of Anomaly, Myntra solidifies its position as a strong contender in the space by curating an impressive assortment of domestic and international brands, coupled with its tech-enabled customised features and recommendations to make the decision-making process seamless.

Ahead of Myntra's marquee upcoming End of Reason Sale, Anomaly will be offering an array of products to shoppers on Myntra, which include, shampoos and conditioners for diverse hair care needs, sophisticated hair and scalp oils, dry shampoos, bonding masks, and leave-in conditioners. Apart from high-performing products and compelling pricing, the Desi Girl's brainchild uses 100% plastic waste and recyclable cans for its packaging, making the brand even more alluring to the conscious consumer. Poised to fare well with conscious Indian shoppers, Anomaly offers gender-neutral, vegan, and cruelty-free products that are made using clean formulations that contain no SLS / SLES sulfates, parabens, phthalates, mineral oils, or dyes.

Anomaly's product range is available at an attractive starting price of ₹750, making it accessible for shoppers across tiers looking for effective hair care products. The brand will also have an Online Brand Store on Myntra (OBS) for shoppers to easily discover and pick their favorite hair care products from Anomaly. Myntra's much-loved influencer brigade will also be leveraged to amplify the launch of Anomaly across social media.

Expressing her excitement on the association with Myntra, Priyanka Chopra Jonas, Actress and Founder, Anomaly, said, "I'm looking forward to Anomaly now being available on Myntra. I am overwhelmed by the response we have received since we launched in India 3 months ago and this is in line with our commitment to making the brand more accessible to consumers across India."

Speaking on the launch of the brand, Rahul Sachdev, Senior Director - Beauty and Personal Care, Myntra, said, "We are thrilled to announce the launch of global icon Priyanka Chopra Jonas' brand, Anomaly, on our platform. Myntra and Anomaly at their ethos are firm advocates for democratization of beauty through superior quality and distinct formulas, setting it up for success with conscious hair-care enthusiasts. The launch of Anomaly on Myntra will further accelerate the demand for the brand and its impeccable products, on the back of our deeply entrenched country-wide reach and keen understanding of the upwardly mobile conscious Indian shopper."



During the launch, exciting activities will be hosted on the platform such as quizzes and engaging social media contests. Anomaly shall be rewarding the winners with special offers on their purchases, along with unmatched introductory offers which will further brand salience among shoppers. Housed under Myntra's steadily expanding beauty and personal care portfolio, hair care is a burgeoning segment on Myntra, the addition of Anomaly is slated to substantially boost the hair care segment further on the platform by capturing its growing audience of evolved conscious consumers.

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.