



## **Myntra's EORS-17 set to cater to 5 million shoppers with a whopping 17 lakh styles across leading fashion, beauty and lifestyle brands**

- *EORS-17 to showcase over 17 lakh styles from 6000+ international and domestic brands*
- *Ahead of the upcoming party season, 1400+ beauty and personal care brands at never-before-seen prices*
- *300+ M live engagement sessions planned with more than 1500 influencers and celebs, partaking in the excitement*
- *80% of deliveries are set to be covered by over 16K Kirana partners, while providing them with an additional source of income*

**Bengaluru, December 6, 2022:** The 17<sup>th</sup> edition of Myntra's biannual End of Reason Sale (EORS), India's largest fashion shopping carnival is set to bring millions of fashion aficionados in the country, on-trend looks from across the globe. This edition of EORS is bigger with a 70% higher style count than the previous winter edition, raising the bar with **over 17 lakh styles across 6000+ popular domestic and international brands** on offer, and is being held from the **10 to 16 of December '22**. **Early Access** for Myntra Insiders (members of Myntra's loyalty program) begins on **9 December**. The 7-day event is poised to provide unmatched offers across categories like winter wear, party wear, ethnic wear, beauty, and personal care (BPC), and home and lifestyle, among others and is expected to cater to **~5 million** unique customers across the country.

### **What should shoppers look out for?**

Consumers can choose from an extensive selection of fashion, lifestyle, home decor, beauty and personal care (BPC) products at sharp value offers and unprecedented prices, from leading brands like USPA, Lakme, Dorothy Perkins, boohoo, Nasty Gal, H&M, MASIC, Anomaly, Etude, Levis, Louis Phillipe, Kenneth Cole, Nike, Puma, Adidas, Boat, Red Tape, HRX, Baggit, Lavie, Anouk, Vishudh, Mamaearth, MAC, Benefit, Bath and Body Works, among others.

Some of the key category highlights include the Sports segment, with about 2000+ brands across footwear and apparel on offer, followed by the BPC segment, which will host 1400+ brands at never-before prices, offering more than 70K styles, including incredible offers on Maybelline and Lakme, buy 1 get 1 offer on brands like Nivea and WOW. In addition, premium brands like MAC, Kama Ayurveda, and Forest Essentials are also giving free gifts and other exciting offers to engage shoppers. New launches in the segment that are set to captivate consumers include, leading brands such as Anomaly, MASIC, Freeman, and Etude, among others. Some of EORS-17's key categories shall include Sportswear, Partywear, Men's Casual Wear, Women's Ethnic, Women's Western wear, Winter Essentials, Work wear, Accessories, Personal Care, Kids, and Sports.

Myntra will witness **130+ new brand and collection launches**, ahead of its EORS-17, with **18 leading brands housed under 'EORS Specials'**, including Dorothy Perkins, boohoo, Nasty Gal, Anomaly, MASIC, Etude, Edheads, and Koton Indiffusion, among others. First-time shoppers can expect a flat ₹500 off on their initial transaction, along with free shipping on their first four orders, while also receiving exciting coupons for future use. Limited-time programs such as Brand Mania and Happy Hour will also roll out special offers.



### **Last-mile delivery**

With a remarkable year on year growth, EORS-17 is projected to deliver 8 million orders with assistance from Myntra's acclaimed Kirana model, providing critical support in the delivery process during the event. Over 16,000 Kirana partners and franchises will cater to pin codes across the country, supporting 80% of the deliveries associated with the event. This symbiotic model allows the Kirana partners an additional source of income. Myntra will also efficiently utilize all its robust Forward Distribution Centres (FDCs) for a smoother, hassle-free delivery process during and after EORS.

### **Pre-buzz advantages of EORS**

Myntra's pioneering live-commerce proposition M-Live, in collaboration with 25+ leading brands, has committed to offering their products at EORS prices prior to the kick-off of the event. Shoppers who are a part of the Insiders program, Myntra's customer loyalty initiative that offers a wide range of tiered benefits and privileges, will have Early Access to EORS offers, along with one top spender during Early Access and three top spenders during the event shall be handpicked to win an assured holiday to Dubai from Cleartrip. Insiders will also avail free shipping on all orders, and one-of-a-kind price reductions of **up to 20%**, in addition to the already unmatched prices on offer during the mega fashion carnival. Shoppers can also avail exciting **bank offers from Kotak and ICICI offering a 10% instant discount**, while users of Paytm will get assured cashback on the wallet and postpaid transactions.

### **Consumer engagement & marketing initiatives**

Myntra has also launched a mega-marketing campaign, in keeping with the magnitude of EORS, roping in India's most-admired celebs, **Kiara Advani, Ranbir Kapoor, Virat Kohli, Anushka Sharma, Vijay Deverakonda, Samantha Prabhu and, Siddhant Chaturvedi**, among others to elucidate the grandeur of India's biggest fashion carnival. There are also 300+ exciting live sessions planned on Myntra's social platform, M-Live, augmenting visibility and representing brands on offer, alongside popular creators such as Santoshi Shetty, Karron S, Shaurya Sanadhya, Varun Verma, and Nitibha Kaul, among others.

**Speaking about Myntra's marquee fashion gala - EORS, Sharon Pais, Chief Business Officer, Myntra, said,** "EORS has been a mainstay for fashion enthusiasts across the country with 16 successful editions to its credit, and we are confident the 17<sup>th</sup> will pack a punch, for it keeps getting bigger and better every year, including the selection and sheer number of brands participating with an array of the versatile styles on offer. The event also presents multiple opportunities for Myntra to empower its key partners across the fashion ecosystem, including Kirana store partners, small and medium scale brands, and supply chain partners. We are looking forward to catering to the millions of shoppers that wait with bated breath for the EORS to elevate their looks and outfits for the new year and the upcoming party season to wrap up the year in style."

### **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, Marks & Spencer, W, Biba, Nike, Puma, Crocs, M.A.C, and Fossil and many more. Myntra services over ~20,000 pin codes across the country.

