



Bollywood heartthrob, Ranbir Kapoor, joins Bollywood's golden girl Kiara Advani in Myntra's bandwagon of celebrity ambassadors

- *Ranbir will be seen in Myntra's latest brand campaign, along with superstar Kiara Advani*
- *Ranbir Kapoor will join a clique of the nation's favourite actors, which include Kiara Advani, Tamannaah Bhatia, and Vijay Deverakonda in representing Myntra*
- *The association will help Myntra tap into Ranbir Kapoor's fan base to build salience with the brand as one of the leading fashion destinations of the country*

Bengaluru, February 7, 2023: Myntra announces the appointment of Bollywood superstar, Ranbir Kapoor, as its brand ambassador as it continues with its commitment to elevating the country's fashion quotient. Ranbir will be seen focusing on men's fashion wear, in Myntra's upcoming brand campaign slated to go live shortly. The brand's existing ambassador and fashion icon, Kiara Advani, will continue to drive awareness about the women's western wear category. With such popular celebs from B-town as the face of the brand, who are loved and admired for their acting prowess and fashion quotient, Myntra is all set to connect with the consumers in the most unique manner.

Ranbir will be seen as part of Myntra's upcoming brand campaign 'Be Extraordinary Everyday', which is aimed towards positioning Myntra as the destination that enables people to elevate their everyday fashion and style with access to the best of branded fashion.

Myntra's association with Ranbir will help the brand tap into his popularity and national appeal. His personal style and admirable persona, is set to build and deepen consumers' salience with Myntra, driving conversations across metro and non-metro audiences as well as help elevate the fashion choices of his expansive fan base.

Ranbir Kapoor joins an ensemble of superstars which includes Kiara Advani, Tamannaah Bhatia, and Vijay Deverakonda in representing Myntra, further strengthening the platform's connect with the nation's cinema landscape, positioning Myntra as the go-to destination for the latest on-trend looks and fashion.

Bollywood's golden girl and superstar Kiara Advani has been the brand's ambassador since 2020, enabling Myntra to penetrate in the diverse demographics of the nation owing to her immense fanbase. The remarkable string of successes for films like Shershaah, Bhool Bhulaiyya 2, Jugjugg Jeeyo and the latest release, Govinda Naam Mera, have further elevated her popularity, in addition to establishing her amongst the most influential fashion icons of the nation and an inspiration for fashion-conscious people.

As part of this campaign, Myntra will also engage with top influencers from across India, to create exciting and relevant content to connect with consumers including in non-metros.



Speaking on the announcement of the brand ambassadors and the initiation of the brand campaign, Sunder Balasubramanian, CMO, Myntra, said, “Ranbir embodies the spirit of Myntra as a creative force shaping the world of fashion today. He is a true original, who has been a part of some of our previous brand films, and now we are thrilled to continue our collaboration officially by welcoming him as the new face of Myntra. He is not only a style icon but also an inspiration to the youth and we are looking forward to reaching out to his fan base across the country.”

Speaking of the association, Ranbir Kapoor said, “Fashion continues to play a huge influence in my life. For those who know me the best, I am more of a classic and everyday ensemble kind of a man. I am absolutely honoured and delighted to be associating with Myntra. Our collaboration will enable the best of everyday fashion for my fans through the best of branded fashion made easily accessible by Myntra. Super excited for this one.”

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.