



OnePlus joins hands with Myntra; The brand's latest Buds Pro 2 and other bestseller audio products to be a part of the launch

- *OnePlus will offer its wide range of bestselling Truly Wireless and Neckband audio products on Myntra*
- *The products on offer include Nord buds, Nord buds CE, Buds Z2, Bullet Wireless Z2 Neckband and the brand's latest product launch, the Buds Pro 2*
- *Buds Pro 2, the most advanced TWS on the portfolio, is co created with Dynaudio, includes Smart Adaptive Noise Cancellation (ANC) function, a transparency mode feature, and a multi-dimensional experience for multi-channel audio sources powered by Google's spatial audio*

Bengaluru, February 15, 2023: India's leading fashion, beauty and lifestyle shopping destination, Myntra, has announced its association with consumer tech behemoth, [OnePlus](#), presenting shoppers with its bestseller audio products, which includes the Nord buds, Nord buds CE, Buds Z2, Bullets Z2 neckband, and the brand's latest product launch, the Buds Pro 2.

A global technology brand, OnePlus was founded in 2013, centered on the 'Never Settle' philosophy. The brand creates products to deliver an experience which is not only user centric, but one that challenges conventional ideas around consumer technology. Today, OnePlus caters to users across categories and price segments, with a complete ecosystem that consists of smartphones, wearables, audio, smart TVs and tablets.

OnePlus' latest premium offering in the audio segment, the OnePlus Buds Pro 2, set a new standard for spatial audio stability and compatibility for Android users. Co-created with Dynaudio, the MelodyBoost™ Dual Drivers bring stereo-grade audio quality on portable earphones which bring a deeper, fuller, more textured and dynamic bass. The OnePlus Buds Pro 2 is also equipped with industry-leading Smart Adaptive Noise Cancellation (ANC) technology that eliminates ambient noise up to 48dB. To round up the signature OnePlus experience, the OnePlus Buds Pro 2 delivers up to 39 hours of music playback with multiple additional charges in the case.

The brand also teased its collaboration with the legendary Hans Zimmer and announced that the OnePlus Buds Pro 2 will be equipped with an equalizer HQ, named Soundscape, tuned by the Oscar-winning music composer himself.

The premium positioning and the extensive popularity of OnePlus among metro as well as growing markets, enable the brand to cater to Myntra's extensive customer base in these segments.

Talking about the association, Sharon Pais, Chief Business Officer, Myntra, said, "We are delighted to associate with OnePlus to offer an array of premium and high-quality audio products to our extensive customer base across the country. Being one of the few e-commerce platforms offering Buds Pro 2, we are sure that the products' stylish and sleek design with top notch audio technology will certainly delight our fashion-forward customers who love music on the go, while elevating the overall style quotient. We look forward to our customers experiencing their much-loved brand, OnePlus, through its latest product offerings."

Marking the announcement, Navnit Nakra, India CEO and Head of India Region, OnePlus India, said

“As India continues to be one of our most important markets, we are always looking out to partner with leading market players who share the ‘Never Settle’ spirit, delivering top-notch quality of service to customers across the country. To this end, we are excited to partner with Myntra, bringing our community-favorite audio offerings to an even wider young and fashion-forward audience.”

About OnePlus

OnePlus is a global mobile technology brand challenging conventional concepts of technology. Created around the “Never Settle” mantra, OnePlus creates exquisitely designed devices with premium build quality and high-performance hardware. OnePlus thrives on cultivating strong bonds and growing together with its community of users and fans.

For more information, please visit [OnePlus.in](https://www.oneplus.in) or follow us on:

Instagram - https://www.instagram.com/oneplus_india/

Facebook - <https://www.facebook.com/oneplusin/>

Twitter - https://twitter.com/OnePlus_IN

LinkedIn - <https://www.linkedin.com/company/oneplus>

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 6000+ 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.