



Tamannaah Bhatia and Vijay Deverakonda in awe of the Everyday Fashion choices available on Myntra

- *The ad films, as part of Myntra's latest brand campaign 'Be Extraordinary Every Day', positions Myntra as the go-to destination for everyday fashion*
- *Tamannaah appears in films showcasing women's western wear & ethnic wear, while Vijay showcases men's casual wear*

Bengaluru, February 13, 2023: Myntra has released a series of ad films featuring its brand ambassadors, Tamannaah Bhatia and Vijay Deverakonda, as a part of its latest brand campaign 'Be Extraordinary Every Day'. Tamannaah Bhatia appears in two films, promoting women's western wear and ethnic wear while Vijay Deverakonda appears in one film, promoting men's casual wear. Together they collectively drive home Myntra's fashion narrative, with millions of their fans from all over the country.

About the brand campaign

Myntra offers its customers the best of fashion, beauty and lifestyle, from a wide selection of 6000 leading international, domestic and D2C brands and a whopping 17 lakh trend-first styles at a wide range of price points. The brand campaign is aimed at highlighting Myntra's unique offering for every customer across the country and fulfilling their everyday fashion needs, thus elevating the everyday fashion of the country. The core idea, "Be Extraordinary Every Day" is built around the promise of the platform enabling its customers to select from the widest range of their favourite international and domestic brands. The idea comes from the simple insight that with easy access to the widest range of the latest styles and trends from leading brands, one's every day style can reach new heights thus helping make ordinary moments extraordinary.

About the ad films

In their respective films, Tamannaah and Vijay are seen in a new avatar in this campaign, playing unique and interesting roles, unlike ones they typically don when endorsing campaigns. In the films they are seen waiting for their friends or meeting acquaintances during chance encounters, only to be stunned by their elevated fashion looks that make the latter look like stars. Celebrities, in their reversed roles, are in awe of the enhanced fashion quotient of their friends, achieved through the branded fashion from Myntra. This creates a sharp focus on people and their fashion, with acknowledgement on their style quotient from celebrities.

Links to films

Tamannaah Bhatia: <https://www.youtube.com/watch?v=9e7-UTWF8CA>

Vijay Deverakonda: <https://www.youtube.com/watch?v=7gOJpL05zml>

Creative Credits



Agency: Tilt Brand Solutions

Creative Director: Adarsh Atal, Ameya Kovale, Vardhini Chandrasekharan, Swapnil Patil, Ashtak Singh, Gaurav Kamdar

Production House: ZigZag Films

Speaking of the association, Tamannaah Bhatia, said, “It’s so exciting to be associated with a brand that is a pioneer in the space of fashion! Glad to be a part of Myntra’s brand campaigns, making fashion even more accessible to my fans across the country, and helping them elevate their everyday style with Myntra.”

Speaking of the association, Vijay Deverakonda, said, “I am very happy to continue to collaborate with Myntra on their latest brand campaign. With fashion playing a pivotal role in my personal and professional life, it’s an honour to be partnering with Myntra on its commitment to elevate the fashion quotient of India. Super geared up for this one.”

Speaking on the launch of the ad films, Sunder Balasubramanian, CMO, Myntra, said, “The core message of the campaign, Myntra as a destination for everyday fashion, is aimed towards further deepening the platforms connect with the customers by providing them access to the best of everyday fashion choices and help them literally be the main star of their everyday moments, with fashion taking the center stage. With the cine stars, who are also the fashion inspiration for many, coming together for this campaign, we are all set to strengthen our connect with their fan base and poised to deliver the best of everyday fashion.”

Myntra is implementing a 360-degree approach, as customers across the nation will get to see the films on TV, Digital and Social platforms.

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.