



20 million items wish-listed by consumers ahead of Myntra's EORS

- *Sports and Women's western wear dominate the wish lists*

Bangalore, December 22, 2017: India's largest fashion sale event – Myntra's End of Reason Sale (EORS) is all geared up for the 7th Edition, being held between 22nd and 25th of December. Myntra observed a no sale period for 24 hours, which started at 8 pm on December 20th, during which prices of products were revealed to shoppers, allowing them to choose and create a wish list of products they wished to purchase during the sale. The 'Price reveal' resulted in 20 million products wish listed as of 4 pm on December 21st, just hours before the sale.

Data reveals that majority of wish lists were dominated with sportswear and sports shoes. Men preferred to bag more of T-shirts, casual shoes and sports shoes, while women largely opted for tops, kurtas and dresses. Being winter, sweat shirts were a popular choice between both men and women. A total of 2.5 million people created wish lists, hours before the sale.

Myntra also allowed shoppers to create groups through a feature called, 'Myntra Shopping Groups' that offers additional discounts to group members who shop for a certain value. The current edition witnessed the formation of 6 lakh groups.

EORS is known for bringing in multifarious firsts in the industry with each passing edition. Starting from the sale preview, price reveal, VIP Pass entry and social shopping, it has taken innovation to a new level.

Renowned brands such as Nike, Adidas, Puma, Forever21, Red Tape, Tommy Hilfiger, Jack & Jones, Marks & Spencer, Mango along with Myntra's in-house brands such as Roadster, HRX, All About You, Anouk, Dressberry etc are a part of the big sale, offering 50 – 80% discount on their products. Myntra has put up over 5 lakh styles from about 2000 brands for this sale.

About Myntra-Jabong:

Myntra & Jabong are India's leading platform for fashion brands and pioneer in m-commerce play. Myntra has partnered with over 2000 leading fashion and lifestyle brands in the country such as Roadster , Nike, Adidas, Puma , HRX , Levis , wrangler , Arrow, Diesel, All About You, Biba , W, Diesel , US polo , Wrogn, Ralph Lauren , Fashion 21, Mango , Mac and many more to offer a wide range in latest branded fashion and lifestyle wear . Myntra services over 22,000 pin codes across the country with the largest in season product catalogue, 100% authentic products, cash on delivery and 30 day exchange /return policy. Myntra & Jabong are today the most preferred shopping destinations in India.

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