



Grand success for Myntra, Records 56% growth for the 6th edition of EORS

1.3 million customers participated in this edition with 4.2 million products sold

Bangalore, June 27, 2017: The 6th edition of Myntra's flagship, 'End of Reason Sale' concluded successfully with Myntra registering 56% growth over last year. Held between the 24th and 26th of June, the mega sale event witnessed an unprecedented 1.3 million customers placing orders for 4.2 million products.

Speaking on the success of EORS – 6, Ananth Narayanan, CEO, Myntra & Jabong said, "The 6th edition of EORS has by far been the biggest along with Jabong's participation. With record traffic to our platforms at 183% over base line and a whopping 1.3 million customers participating in the sale, EORS has enabled us to expand our base and deliver a superior fashion shopping experience through unmatched deals and offers. We were ranked the number one app on IOS and number one for shopping on Playstore during this period. "

Key Highlights

- Ranked No 1 App on IOS and No 1 for Shopping on Playstore
- 4.4 million app installations
- 1.3 million customers
- 56% growth in sales
- 8% growth in traffic
- 3.5 lakh new users
- 1.8 million orders

Sports dominated the sale as the most popular category across Myntra and Jabong. The introduction of social shopping through 'Myntra Shopping Groups' enabled shoppers to form groups and avail additional discounts, contributing 18% to the revenues of EORS. Over 1 lakh groups were formed with several groups shopping for over Rs.10 lakhs during the sale. It was the most talked about event in the fashion ecosystem with 8 Bollywood and sports celebrities and 30+ fashion influencers generating 30 mn views through word of mouth. Fifty thousand products were sold each hour on an average during the sale that witnessed 4.4 million new app installations. Overall, 3.5 lakh customers shopped on Myntra for the first time during the sale and 4.2 million products were sold by the end of EORS.

About Myntra

Myntra is 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 Nike, adidas, Puma, Levis, Wrangler, Arrow, Jealous 21, Diesel, CAT, Harley Davidson, Ferrari, Timberland, US Polo, FabIndia, Biba and many more to offer a wide range in latest branded fashion and lifestyle wear. Myntra services over 19,000 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 is today the preferred shopping destination in India.

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