



## **Myntra's lifestyle brand Roadster's retail store launched in Bengaluru**

*Expected to achieve a run rate of Rupees 1000 crore by FY 19*

**Bengaluru, March 16, 2017:** Myntra, in association with one of its retail franchise partners today launched the first retail store for 'Roadster' in Bengaluru. Roadster is Myntra's top selling outdoor lifestyle brand. Located on 100 feet road in up market

Indiranagar with a built up area of 4000 square feet, the new store is all set to enthrall visitors with a host of unique features and an integrated omnichannel experience.

With the launch of this store, Myntra has set the stage for an established online brand like Roadster that contributes over 8% to the overall revenue of the platform, to have an omnichannel presence. Loaded with technology at every step, the store promises a brand experience like never before, true to Myntra's mission of using technology to democratize fashion and lifestyle.

The innovative use of technology in the store to enhance the brand experience depicts the future of retail. The store features several new elements to engage customers. This includes a video wall, controlled by shoppers through a futuristic, multitaction touch-interface to showcase the intricate details of Roadster products, provide an update on key international trends and communicate the brand story. Tokens can be selected from a display and placed on the touch-surface to reveal hidden, real-life destinations, their secrets, and even suggested looks for the journey ahead. Another multitaction feature, 'Roadster Crafted' provides an insight into the making of the brands' merchandise.

Virtual Reality has been used for a special feature called 'Highway 360' which takes people through an immersive and interactive virtual road trip through dramatic locations and unique experiences before bringing them back to the store. A road ramp on the other hand creates personalized memorabilia from the journeys yet to be taken, using green-screen technology that transports visitors to rare locations and experiences.

The store is also equipped with multiple touch screen displays which provide data on key looks and the Roadster catalog. The unique 'Scan & Go' purchase mechanism allows shoppers to add their favorites to their shopping cart on the Myntra App, doing away with shopping bags, checkout counters or billing queues.

**Speaking on the occasion, Ananth Narayanan, CEO of Myntra & Jabong, said,** "The launch of the first physical store for Roadster is a milestone for Myntra. Roadster has witnessed phenomenal growth at over 80% YoY and is well on its way to achieving a run rate of 1000 crore by FY 19. Its entry into the offline segment will further boost its prospects. With this move, customers will receive an exceptional brand

experience transformed by technology and a new avenue for shopping. This is our first step in curating an omnichannel presence and will be a major area of focus for us in the months to come.”

**Manohar Kamath, Head, Myntra Fashion Brands, said,** “Curation of the offline segment is an important step for our private label business which is an integral part of our portfolio of offerings. Roadster is among the top casual wear brands in the country and its offline presence will help us augment its position in the market. The concept of this store is a game changer in the industry and our franchisee partner has specifically designed it, keeping in mind the philosophy of the brand and the future of fashion retail.”

#### **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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