



PRESS RELEASE
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H&M TO LAUNCH ON MYNTRA THIS AUGUST !

**Fashion lovers can now celebrate as H&M will be available on Myntra from 20th August at 8 pm.
First ever campaign featuring young Indian actors revealed.**

H&M, Hennes & Mauritz AB (H&M), the international retailer known for fashion and quality at the best price in a sustainable way, drums up to its launch debut on Myntra on 20th August 2019 at 8 pm.

The coming together of one of the largest global fashion retailer and India's largest e-commerce platform is a much awaited launch for fashion lovers across the country. With the H&M launch on Myntra, the brand strengthens its omnichannel strategy by being available in 42 physical stores, hm.com and Myntra.

Millions of online shoppers across the country will have access to all H&M products on Myntra, the retailer has revealed its first ever campaign featuring young faces from the world of films : Harshvardhan Kapoor, Aditi Rao Hydari, Diana Penty, Amyra Dastur and Aditya Seal give the audience a glimpse of the fashion looks that will be available on the H&M store on Myntra. Customers will get a chance to win exciting vouchers through pre-launch engagement activities such as decoding celebrity styles and explore the exclusive H&M catalogue on Myntra 3

days before the launch. They can wishlist their favourite products to get ready for the big launch on 20 August, 8 PM.

H&M's online store on Myntra will offer over 15,000 styles of fashion items for ladies, men's, teens and children. Special fashion collections such as Ariana Grande, Thank u next, merch drop, Richard Allan X H&M & Studio AW'19 will be part of the product assortment available to customers on Myntra.

"We see huge potential in India and look forward to making our brand available to new customer's across the country. Myntra will be an excellent complement to H&M's existing physical and digital stores in India," says Janne Einola, Country Manager, H&M India

Amar Nagaram, Head, Myntra Jabong, said, "Our association with H&M will allow millions of shoppers across the country, access to the latest trends from one of the finest global fashion brands. As the country's leading destination for international fashion brands, we are focused on delivering the best of fashion from across the world, to the doorsteps of our discerning customers."

Campaign film link:- <https://youtu.be/Xc55hZxGyow>

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About H&M

H & M Hennes & Mauritz AB (publ) was founded in Sweden in 1947 and is quoted on Nasdaq Stockholm. H&M's business idea is to offer fashion and quality at the best price in a sustainable way. In addition to H&M, the group includes the brands COS, Monki, Weekday, Cheap Monday, & Other Stories, H&M HOME and ARKET as well as Afound. The H&M group has 48 online markets and more than 4,900 stores in 72 markets including franchise markets. In 2018, net sales were SEK 210 billion. The number of employees amounts to more than 177,000. For further information, visit hmgroupp.com.



About Myntra and Jabong:

Myntra and Jabong are India's leading platforms for fashion brands and pioneer in m-commerce play. An integral part of the Flipkart group, Myntra and Jabong bring together technology and fashion to create the best experience in the fashion and lifestyle space in India. The company 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 and

