

## Myntra launches new 'Unforgettables' video, showcasing the journey of young Niranjana Parte pursuing her passion for football

**Bengaluru, January 22, 2019:** Myntra has launched a three minute film under the 'Myntra Unforgettables' series, featuring Niranjana Parte, a young footballer, from Mandla in Madhya Pradesh. The video honours her remarkable enthusiasm for the sport, showcasing her journey and achievements, while also highlighting the transformation taking place in her village.

The video is the fourth in the 'Myntra Unforgettables' series that celebrates passionate individuals, helping them accomplish the unbelievable. The highlight of the video is Niranjana, who against all odds took to football at a young age, inspired by her father, a football player himself. She has been a participant at the CM cup, an annual football tournament, held in Madhya Pradesh and describes it as one of the best moments in her life. Niranjana is a student at [Riverside Natural School](#), being run by Mrida Education & Welfare Society, an NGO founded by Priya Nadkarni.

### About the film:

The film showcases the journey of young boys and girls from the village of Mohgaon, Madhya Pradesh through the eyes of Niranjana, who goes to school there, giving viewers an appreciation of their way of life. It covers aspects involving everyday life and the new football culture in the region, with shots of fun and frolic among kids, ecstatic parents and loving teachers, with prominent presence of Niranjana in the narrative. Viewers witness a surprise offered to the kids in the form of carton boxes that contain adidas footballs, followed by the montage of a tournament showing excitement, happy moments and high fives and winners being awarded trophies.



**Link:** [https://www.youtube.com/watch?v=oj\\_nXO8nEpk&feature=youtu.be](https://www.youtube.com/watch?v=oj_nXO8nEpk&feature=youtu.be)

**Credits:**



Agency - 101 Digital Services India Pvt. Ltd.

Director - Etush Bansal

Assistant Director - Anisha Mohan

DOP – Rameshwar R

Editor – Manish Mistry

Creative Director - Cyrus Oshidar

Myntra and adidas have partnered to extend support to Mrida Education & Welfare Society to aid the promotion and nurturing of talent for football, among disadvantaged school boys and girls. The brands have come together to supply footballs for the children and so far, about 250 students playing as part of Riverside Leagues have benefitted from the program, with many more to go. Mrida is looking at scaling the program to include more remote and backward regions where children have little or no access to sports and sports material. They also undertake regular football tournaments through innovative partnerships and funding support from like-minded individuals and organizations, with the ultimate vision of sending at least one player from the region to play in the i-league in the next 5 years.

#### **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 Jabong are today the preferred shopping destination in the country.

#### **About adidas Football:**

adidas is the global leader in football. It is the official sponsor / official supplier partner of the most important football tournaments in the world, such as the FIFA World Cup™, the FIFA Confederations Cup and the UEFA Champions League. adidas also sponsors some of the world's top clubs including Manchester United, Real Madrid, FC Bayern Munich, and Juventus. Some of the world's best players also on the adidas roster are Leo Messi, Paul Pogba, Gabriel Jesus, Mohammed Salah, Thomas Müller and Mesut Özil.

#### **CONTACT DETAILS:**

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