



## **Myntra's EORS Price Reveal – 6.2 million products worth Rs 500 Cr saved by users on their wishlists!**

Women's Western Wear dominates wish list at 22%

**Bangalore, June 23, 2017:** Myntra revealed all the prices and observed a no sale day ahead of the country's largest fashion sale event– the 6<sup>th</sup> edition of its flagship, 'End Of Reason Sale'. The price reveal kicked off from 8 pm on June 22<sup>nd</sup> till midnight on June 23<sup>rd</sup> enabling customers to make informed purchase decisions.

Pioneered earlier by Myntra, this concept allowed hundreds of thousands of shoppers to take a peek into the EORS collection and create their shopping list, a day before the opening of the sale. Women's Western Wear category emerged as the most popular among early onlookers and dominated the wish list of 22% of shoppers.

**Ananth Narayanan, CEO, Myntra - Jabong, said,** "Our concept of preview and price reveal has helped customers in making the most of the biggest fashion sale event in the country. This time 6.2 million products worth Rs 500 Cr have been wishlisted. We have received great response for the preview during the earlier editions of the sale and are continuously on the lookout for innovative ways to make fashion shopping an engaging and delightful experience for our customers."

EORS has established itself as the most awaited fashion sale event in the country and is also distinguished for several firsts and innovations including, the concept of slots (providing early access slots customers to allow them exclusive access to the sale), preview, price reveal and gamification (Allowing customers to play a game to decide who wins a chance to access the sale early). This time Myntra has launched the concept of social shopping with 'Myntra fashion groups', which allows customers to form groups of shoppers consisting of their friends and families on the platform to shop together. 1 lakh groups have been formed so far with 4 lakh people as part of Myntra Shopping Groups making them eligible for multiple rewards and additional discounts on all purchases for six months depending on the size of their shopping bags.

The current edition of EORS offers customers discounts of 50%-80% on leading brands such as Nike, Adidas, Puma, Forever21, Swarovski, Tommy Hilfiger, Jack & Jones, Flying Machine, Marks & Spencer, Mango along with Myntra's private labels such as Roadster, HRX, All About You, Anouk, Dressberry etc. Myntra has put up over 1 crore products from about 1800 brands for the sale. This has presented an unprecedented opportunity for over 15 million shoppers across the country to buy the latest designs and styles from the world's leading brands.

### **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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