



Myntra kicks in the festive season with the launch of its first region-centred brand campaign for Durga Puja

Kolkata, 12th September, 2018: Myntra today announces the launch of a 360 degree marketing campaign to attract shoppers in West Bengal, ahead of the most awaited festival in the region, Durga Puja. One of the highlights of the campaign is a 35 second television commercial in Bengali, with renowned theatre and film actor Sabyasachi Chakraborty and his family coming together for the first time to play the lead role in the film.

The overall marketing campaign propagates the concept of gifting oneself and the near and dear ones for the various ceremonies during the festival and the joy associated with it, underpinning Myntra as the ultimate Puja fashion destination with something for everyone. It vividly highlights the excitement, energy and enthusiasm among people to try out new clothes, wanting to stand-out in the crowd with their unique styles, making a bold statement in the process. There are 2 follow up short films showcasing the relationship insights in the context of festivities. These short films are also designed to highlight the festive selection.

About the TVC:

The commercial has been produced in a typical family setting with Sabyasachi Chakraborty, Mithu Chakraborty, Gourab Chakraborty, Arjun Chakraborty and Ridhima Ghosh playing their respective real-life roles.

Viewers witness an executive delivering packets at a house, much to the astonishment of its residents, who in a lighter vein, mutter about Santa Claus arriving at their doorstep for Durga Puja. The film then intensely captures the sentiment of the family members through their expressions as they unravel their gifts. Ridhima in the meantime is witnessing the emotions of her family, for it is she who ordered the gifts to surprise them. Her voice over also narrates the storyline of the ad and poses a question, "Who delivers all these moments of joy, the one who delivers or the one who placed the order?" By now it is evident that the gifts were ordered on Myntra, which was the ultimate source of their joy.

Commenting on the new brand campaign, Gunjan Soni, Head, Jabong & CMO, Myntra, said, "Durga Puja is by far, the best time to strengthen our position in Kolkata and West Bengal. We have witnessed high intent for fashion in this region and also have before us an enormous opportunity and potential to increase our base. On the back of a strong contextual regional communication strategy, we are showcasing our depth of selection and are using a comprehensive 360 degree media approach to grab attention. We expect 60% growth in revenues in this market over last year through our marketing efforts."



The TVC will be aired on top regional TV channels such as, Zee Bangla, Star Jalsa, Sangeet Bangla, Jalsa Movies, Sony Art, ABP Ananda, Zee Chabbis Ghanta, among others. The campaign is also spread across Print, Radio, Digital and Social Media, OOH, across cities and towns in the state, including Howra, Durgapur, Asansol, Siliguri and Hoogly, apart from Kolkata. Myntra also has a dedicated store on its platform for the festival that highlights brands, designs and styles that shoppers can look forward to.

Link to the TVC: <https://www.youtube.com/watch?v=LKwTOeAoghM>

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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