



## **Myntra Launches its Loyalty Program, 'Myntra Insider'**

***Targets to sign up 10 million Myntra fans in 1 year***

**Bengaluru, September 25<sup>th</sup>, 2018:** Myntra today announced the launch of its loyalty program, Myntra Insider. A first of its kind in the country, the program is a comprehensive package, designed to strengthen engagement with its users to drive stickiness on the platform. This open-to-all program allows Myntra to democratise fashion for every registered user through unique rewards and experiences.

The Myntra Insider program hinges on three pillars - it rewards members for purchases as well as engagement such as browsing new categories, sharing feedback, wish listing etc. It offers a host of exciting perks across fashion and lifestyle, with offers from sellers on Myntra and lifestyle partners such as Zomato, TataSky, BigBasket, PhonePe, BookMyShow, EROS NOW, Zoom Car, Gaana to name a few. Myntra Insiders will be able to avail special privileges such as early access to sales, priority customer support, special birthday offers and more, depending on their Insider level.

Based on their level of fandom, users are categorized to be either, *Insider, Select, Elite or Icon*, with each level offering greater benefits and privileges over the previous. The program will also offer unique experiences to its users such as a session by a stylist, modelling on Myntra content/platform and co-creating designs and styles for Myntra.

**Speaking about the program, Ananth Narayanan, CEO, Myntra-Jabong, said,** "Myntra Insider is our endeavour to engage deeply with our users and celebrate our fans. We aim to encourage casually involved users to interact and indulge with Myntra and grow in their journeys to become our Icons. The uniqueness of our program is two fold - our uniquely crafted experiences for our biggest fans and gamification of engagement through personalisation and interactivity. We aspire to have 10 million Myntra Insiders signed up over the next 12 months. We want to make visiting Myntra a habit for our users and aim to get our fans to visit us over 100 days a year and make a purchase every month."

### **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.