



Myntra's 'Big Fashion Days' records 56% sales from tier 2 and 3 cities; witnesses 60% growth over last edition

- 6.4 million items sold during the 6 day sale
- 4.3 lakh new customers registered on the platform

Bengaluru, October 5, 2019: Myntra's 'Big fashion Days', held between 29th September and 4th October, concluded with 1.9 million people shopping for 6.43 million items across categories, from over 3000 brands and 7 lakh+ styles. The ongoing festive season sale witnessed maximum enthusiasm from tier 2 and 3 cities and towns across the country contributing over 56% to the overall sale.

Men's apparel registered a 50% growth over last edition with men's tshirt being sold every 2 seconds and a pair of jeans sold every 4 seconds. Ahead of the festive season, women shopped for ethnic kurtas with 50 kurtas and kurta sets being sold per minute. In western wear dresses and jumpsuits were extremely popular. Beauty and Personal care registered a 95% growth over the last edition with over 3 lakh make up and beauty products sold across men and women. Kids wear witnessed the sale of 2.2 lakh units with kids footwear scaling well. Myntra Fashion Brands, with brands such as, Roadster, House of Pataudi, HRX, Anouk, Mast & Harbour and Taavi, contributed about 28% to the sale. Among accessories, watches and handbags were a favorite among shoppers, selling 35,000 and 77,000 units respectively. Bedsheets was the most popular item in home category.

- **2.7 million orders placed**
- **35 pairs of footwear sold per minute during the sale**
- **50 women's kurtas and kurta sets sold per minute**
- **Men's Tshirt sold every 2 seconds and a pair of jeans sold every 4 seconds**

Speaking on the occasion, Amar Nagaram, Head, Myntra Jabong, said, "The current edition of Myntra's Big Fashion Days, welcomed the festive season with the choicest styles across categories and has by far been the biggest ever, witnessing 33% increase in orders over last year and registering 4.3 lakh new customers on the platform. We have recorded a 60% growth over last edition with 56% of the sales coming from Tier 2 and 3 cities. We saw a 32% increase in traffic over last edition with 1.9 million people shopping for 6.43 million items, making it their best festive season shopping experience to date."

Myntra also registered 4.9 lakh new Myntra Insiders (members of loyalty program) during the course of the sale.

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 3000 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.

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