



Myntra ushers in the festive season with 'Big Fashion Days' from September 29 – October 4

- Wide selection with 7 lakh styles from 3000+ brands on offer
- 20 new brands added ahead of the festive season
- 15000 kirana stores to enhance logistical capabilities across 50 cities
- 20 Experience Centres set up in key cities to offer value added services
- Digital first marketing campaign launched to reach over 100 million users

Bengaluru, September 26, 2019: Myntra announces the arrival of 'Big Fashion Days', to kick-start the festive season, with a stellar collection of brands, designs and styles, across categories, to trigger the nation's spirit for celebrations. 'Big Fashion Days' is slated to be held between 29th September and 4th October.

The sale offers a one of a kind opportunity to millions of users to visit the platform ahead of the festive season, to pick the latest designs and styles from over 3000 brands and 7 lakh+ styles. Women's and men's western wear, ethnic wear, kids' wear and winter wear are some of the focus categories in apparel, while shoppers can also look forward to stocking up on beauty & personal care products with over 18000+ styles from 430 brands and accessories, including watches, bags and jewellery, from leading international and domestic brands. Some of the leading international brands participating in the sale include H&M, Gap, COTTON ON, UCB, Oshkosh, Next, USPA and Gini & Jony, while brands such as Flying Machine, UCB, Highlander, Jack & Jones and US Polo Denim Association, are offering the largest ever winter collection.

- **Total shoppers expected: 2 million**
- **Traffic to platform: 2x over normal days expected**

Myntra has added 20 new brands ahead of Big Fashion Days and has also increased the selection of its private labels with 8000+ new styles. H&M will have over 10,000 styles across men, women and kids categories. Myntra fashion brands, including 'House of Pataudi', which has launched a new campaign for Durga Puja, featuring Saif Ali Khan and Soha Khan, is offering a wide collection in men's and women's ethnic wear, 'HRX, Roadster, Anouk, 'Mast & Harbour, Taavi among others, is also set to offer a range of new designs and styles during the period. Kids' wear, which is witnessing a spike in demand around the festive season, has curated over 70,000+ styles with 15,000 new styles from popular brands such as OshKosh B'gosh, GAP, Next and UCB, for Big Fashion Days. In addition Nike Shoes, Tommy Perfumes, Guess & Fossil Watches, Levis Jeans and W Kurtas will be available at attractive prices.

Speaking on the announcement of Big Fashion Days Sale, Amar Nagaram, Head, Myntra Jabong, said, "Myntra's Big Fashion Days offers shoppers a one of a kind opportunity to shop for fashion ahead of the festive season under one roof, with incredible deals from sellers and brands across categories. Our selection has increased by over one lakh styles from the previous edition of the sale, with a 60% rise in inventory, year on year. Tier 2 and 3 cities are expected to contribute over 50% to the sale. While we are focused on providing the best experience to our customers, we are also delighted to be making our kirana network partners successful and providing them an opportunity to scale deliveries during the festive season."



Myntra has set up 20 experience centers ahead of the festive season in Bengaluru, Delhi, Hyderabad, Gurgaon, Indore and Pune to offer a host of value added services, such as flexible pickup and drop, instant returns, trial room and alterations of products. This special service has been designed to greatly enhance customer experience and will be available round the year and expects to witness high footfalls during Big Fashion Days. Under the 'Myntra Extended Network for Service Augmentation' (MENSA) program, the company has expanded its Kirana network, to over 15,000 stores to manage 70% of the deliveries for Big Fashion Days.

There will be a price reveal period between 8:00 pm on September 26 and 7:00 pm on September 28, followed by early access slots between 7:00 pm and 11:00 pm on September 28. Myntra's loyalty program members, Myntra Insiders, have the opportunity get priority access to the sale through Early Access and early slots apart from exclusive brand offers. Users of HDFC cards can avail 10% off, up to Rs. 750 on a minimum purchase of Rs. 5000. Paypal is offering 50% cash back, up to Rs. 400 off on first two orders. Customers will be eligible for free shipping on all orders above Rs.500.

About Myntra:

Myntra is India's leading platform for fashion brands and pioneer in m-commerce play. Myntra 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 is today the preferred shopping destination in India.

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