



## **Myntra announces the 11<sup>th</sup> edition of the End of Reason Sale with over 8.5 lakh styles from 3000+ brands**

*50 new brands added to the catalogue ahead of the sale*

*15000 kirana stores to manage 70% EORS deliveries*

*Expands deliveries to 23000 pin codes enabling access to new customers across the country*

**Bengaluru, December 16, 2019:** The nation's most awaited fashion sale, Myntra's End of Reason Sale (EORS), is arriving, allowing millions of shoppers to upgrade their wardrobes and step into the New Year in style. As the biannual EORS continues to leapfrog in scale with each passing season, the 11<sup>th</sup> edition, scheduled to be held between the 22<sup>nd</sup> and 25<sup>th</sup> of December, will be the biggest to date, with over 8.5 lakh styles, from 3000+ brands.

EORS offers shoppers a unique opportunity to pick their favourite merchandise, accessories, beauty products, home décor and more, from leading international and domestic brands. Some of the names include, Nike, Adidas, Puma, Forever 21, Swarovski, Tommy Hilfiger, Jack & Jones, Flying Machine, Marks & Spencer, H&M. Mango, Roadster, HRX, All About You, House of Pataudi and Mast and Harbour, among others. In a first, 50 new brands are being launched on Myntra, ahead of the mega sale event, offering shoppers the widest selection to date on the platform during EORS. Myntra has also scaled up the selection of its private brands with 1.5 lakh styles across apparel, accessories and footwear. Key categories with expected high demand, include, winter wear, women's ethnic and western wear, denims, street wear, sports and beauty.

Myntra has partnered with 35+ leading brands to enable deliveries directly from their stores resulting in a wider selection and faster deliveries for customers during EORS. To make shopping more convenient for customers, Myntra has partnered with 200 tailors to offer alteration services in Bangalore, Delhi, Mumbai and Kolkata and opened 20 experience centres across the country to provide value added services such as pick up, returns, trial rooms and alterations.

**Speaking about, EORS, Amar Nagaram, Head, Myntra Jabong, said,** "Accessibility to the latest fashion from leading global and domestic brands at the best price, has made EORS the most awaited shopping festival in the country today. In order to cater to the growing demand, we have increased our inventory by 100% over the previous December edition and are expecting to serve 18 million users during the four day sale period. We are also expecting 5X sales over normal days with over 50% sales coming from tier 2 and 3 cities and towns. EORS also provides us an opportunity to collaborate with small businesses within our ecosystem and this time we have partnered with 15000 kirana stores for deliveries and 200 tailors for alterations services enabling them to augment their income."

Myntra is looking at acquiring 7 lakh new customers this edition and is expecting a 50% increase in traffic to the platform over last year. The highly successful Kirana model, under MENSA (Myntra Extended Network for Service Augmentation) will cater to 70% of the overall deliveries, through 15000 stores across the country. In addition to this there are nine forward deployment centres around high demand clusters, to enhance logistical capabilities. Myntra has also expanded the number of pin codes served to 23000, providing access to customers across all corners of the country.

For this edition, Myntra's sale preview known as Price Reveal will begin at 08 pm on December 19 up to 6 pm on December 21, giving shoppers enough time to wishlist their favourite products. 'Early Access' will also begin at the same time, allowing shoppers to make purchases during the price reveal



period itself, by paying a fixed fee so they don't miss losing their favourite products to the rush, once the sale opens up to the nation.

The current edition will also bring in gamification, with four games - Brand Hunter, Logo Mania, Crossword, Santa Delivery that customers can play on the app and earn points.

In addition, shoppers can avail 10% Instant Discount upto Rs 1000 on HDFC debit and credit cards on a minimum spend of Rs 3000 and will get Rs 100 off on their first order on Google Pay during EORS. In addition, ZestMoney Cardless EMI customers will get 10% cashback upto Rs 500 in addition to no cost EMIs for three months.

### **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 23,000 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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