



Myntra's End of Reason Sale registers it's biggest ever opening with over 3.3 million products sold on Day 1; Registers 67% rise in orders over last year

- *Acquires 2.2 lakh new customers, highest ever on a single day*
- *1.77 lakh items sold within the first 10 minutes of the sale going live*
- *2X rise in traffic to the platform over a normal day*

Bengaluru, December 23, 2019: The 11th edition of Myntra's flagship End of Reason Sale, got off to a flying start, with the company selling 1.77 lakh items within the first 10 minutes of the sale going live and over 3.3 million products on Day 1 of the sale. Myntra registered the highest ever orders on the first day witnessing a 67% rise in orders placed over last year.

The 2-day price reveal period ahead of the sale saw items wishlisted 100 million times by customers primarily from categories such as T-shirts, tops and dresses. 2.6 lakh orders were placed by 2.3 lakh customers availing the early access facility during the sale preview. The VIP slots known as Gold Slots before the start of the sale, witnessed 3.8 lakh shoppers placing 4.1 lakh orders.

Myntra has witnessed enthusiastic participation from tier 2 and 3 cities across the country, with 50% of the orders coming from these regions with jackets, shirts, shoes and casual shoes being the most popular items bought. Top tier 2 cities leading the sales on the first day were Noida, Guwahati, Ahmedabad, Ranchi and Nagpur.

As always, the present edition of EORS also brought with it novelty in the form of gamification to engage customers with 4 games, Brand Hunter, Logo Mania, Crossword and Santa Delivery. The games were developed in-house and over 6.5 lakh users played them to earn Insider points during the prebuzz period. Shout & Earn has been hugely popular and tried by 2.2 million people so far.

Speaking on the occasion, Amar Nagaram, Head, Myntra Jabong, said, "We are extremely delighted and inspired by the encouraging response for the End of Reason Sale. We witnessed the highest ever sale on a single day in the history of Myntra with a 67% rise in orders over last year. We have also set a new record by acquiring 2.2 lakh new users on a given day with traffic to the platform rising 2X over baseline days. Sales on the first day have been led by men's jeans and street wear, women's western and ethnic wear, sports footwear and men's casual wear."

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.

Key Highlights of Day 1

- *1.8 million app downloads before opening of the sale*
- *2.2 lakh new customers*
- *50% - shoppers from tier 2 & 3 cities*



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