



Tier 2 and 3 markets lead day one of Myntra's EORS

Acquired a record high of 2.5 lakh new customers on day 1

Customers shop wholeheartedly for kurtas, t-shirts, shorts, track pants and kidswear

Bengaluru, June 20, 2020: The 12th edition of Myntra's flagship EORS, opened to a thumping reception from shoppers, with the fashion behemoth selling over 15 lakh products during the first 12 hours. Consumers in tier 2 and 3 cities have exhibited positive sentiments and enthusiasm for the event. There is a 100% rise in orders over last year and 92% growth in the number of shoppers, YoY from these geographies. Top tier 2 cities leading on the first day of EORS were, Guwahati, Bhubaneswar and Jammu, while Imphal, Aizwal and Panchkula were leading tier 3 cities. Myntra registered the highest ever number of app downloads and new customer acquisitions on day one in the history of EORS.

A quick look into the products ordered on the first day of EORS reveals that the focus of a majority of shoppers has been to procure kurta, t-shirts, shorts, kidswear and work from home wear, among others. Most of the men shopped for T-shirts, while women picked kurtas in greater numbers. Beauty and Personal Care, Fashion Essentials, Kids wear, and Home décor are witnessing strong growth at about 50% YOY on average.

The most popular brands on day one have been HRX, H&M and Roadster among others.

The 2-day price reveal period attracted over 40 lakh visitors who wishlisted items prior to the event. More than 3 lakh customers availed early access, while the VIP slots known as Gold Slots, also witnessed over 3 lakh shoppers, placing orders for over 14 lakh items in total, before the start of the sale. Another major highlight was the 'Shout & Earn' that has been hugely popular and tried by 15 lakh people so far.

Speaking on the occasion, Amar Nagaram, CEO, Myntra, said, "The 12th edition of EORS has performed to our expectations so far and it is extremely encouraging to witness the numbers grow as the event progresses. This has restored our confidence in the market as the nation treads towards normalcy and we are looking forward to continuing the momentum for the remainder of the event. The collection offered by our brand partners has attracted the shoppers across the country, especially in the tier 2 and 3 markets. We have acquired a record high of 2.5 lakh new customers and traffic to our platform currently stands at 3X of normal days."

About Myntra:

Myntra is India's leading platform for fashion brands and pioneer in m-commerce play. An integral part of the Flipkart Group, Myntra brings 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 27,000 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.

Key Highlights of Day 1

- **5 lakh - shoppers from tier 2 & 3 cities**
- **~20 lakh app downloads at the opening of the sale**
- **~14 lakh items wish-listed during price reveal**
- **Men's jeans & streetwear record highest orders**
- **Highest selling product – Yellow HRX T-Shirt**



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