



Myntra announces the 12th edition of EORS; geared to handle 20,000 orders per minute

Launches 50 new brands on the platform

Shoppers across the country can shop for over 7 lakh styles from 3,000+ brands

Activates first-of-its-kind influencer program with 60+ diverse influencers for a stronger regional engagement

Biggest fashion event to be managed digitally by the Myntra team working remotely

Bengaluru - June 15, 2020: The nation's biggest fashion event, Myntra's End of Reason Sale (EORS) will kick off on June 19. Shoppers across the country will have access to over 7 lakh styles from 3,000+ fashion and lifestyle brands. The 12th edition of EORS will be held from June 19 - 22, with Myntra expecting 3 million people to shop from the safety of their homes.

The present edition of the biannual EORS is set to offer over 7 lakh styles, almost all of which will be available on unique offers, including special offers for first-time shoppers, such as a flat Rs. 500 off on the first transaction and free delivery for the first month. Shoppers can also avail 10% off on HDFC debit and credit cards and a 10% cashback on EMI's availed through HDFC cards.

Wide range of brands

Customers can pick their favourite fashion wear, accessories, beauty products, home decor and more at the best possible price points from brands such as Allen Solly, Louis Philippe, Lacoste, Calvin Klein, H&M, Nike, Adidas, Puma, Roadster, HRX, Mango, Forever 21, Rowdy, Tommy Hilfiger, Wrogn, Jack & Jones, Flying Machine, The Humbl Co., Marks & Spencer, All About You, House of Pataudi, Mast and Harbour, Dorothy Perkins, W, Biba and Global Desi, among others.

Myntra has scaled up the collection for Myntra Fashion Brands (MFB), with 100,000 products and styles across apparel, accessories and footwear. Some of the leading brands from MFB include, Dressberry, Anouk, Sangria, Ether, Taavi and Kook N Keech, among others. Myntra also launched 50 new brands on its platform ahead of the event, including prominent names such as Chicco, Khadims, Charles & Keith, La Senza, Globus, GANT and Budweiser.

Investments in safety

Myntra is prioritizing safety above all aspects. From warehouses and fulfilment centres to the customers' doorsteps, there are numerous protocols on safety, which are strictly being adhered to by employees, delivery personnel, MENSA partners, brand partners, and even customers. These include, following strict social distancing norms, regular temperature checks, frequent sanitization of facilities and delivery bags, ensuring use of PPE's at all times, frequent hand sanitization and more. Customers on the other hand, are encouraged to undertake contactless deliveries and use digital modes of payment.

Accelerating growth for SMEs

Over 3,500 Indian handloom products from 400+ brands are live on the platform, giving impetus to SMEs. The marquee fashion event will also host over 1,000 brands in the Western and Sports apparel categories, with a focus on top-wear and dresses.



Myntra registered strong demand for categories such as Personal care, Lounge-wear, Lingerie and Kids' wear over the last two months and expects this trend to continue alongside others such as Fashion Essentials, Women's Ethnic, Beauty, Active and Sportswear.

Speaking about EORS, **Amar Nagaram, CEO, Myntra**, said, "This edition of EORS will be an important one in the present context where customers will have the opportunity to access the best of fashion and lifestyle brands from the safety of their homes, as they look forward to embracing normalcy after a hiatus of over two months. There is significant pent up demand on the consumer side, as well as keenness on the brands' side to return to business. We are offering a strong value proposition to our customers in the form of brands, styles and designs at the best prices and are expanding reach to over 27,000 pin codes with a million shipments every day. In these times, the safety of our customers and delivery partners is high on priority for us. We are taking several precautionary measures across the supply chain, from the warehouse to the point of delivery, in accordance with guidelines issued by the government."

Partnering with Kiranas and brands for unique delivery models

Myntra's highly successful Kirana model, under MENSA (Myntra Extended Network for Service Augmentation), will play a major role in last mile delivery in the upcoming EORS. 15,000 kirana partners will cater to 75% of the overall deliveries spanning 300 cities. This will give an impetus to the earnings of delivery partners that are directly linked to the number of deliveries.

The company has tied up with 50+ brands to enable direct delivery of merchandise from the stores to the consumers' doorstep, enabling brands to reach a wide base of customers, in a safe way.

Expected scale

On the technology front, Myntra is geared to handle 7.5 lakh concurrent users, and process 20,000 orders per minute at peak.

Unique offers and early access

Myntra is known for its innovative concepts and attractive customer engagement initiatives, ahead of the biannual fashion event, such as 'price reveal' and 'early access' that have highly enhanced shopper experience over the years. The Elite and Icon base of 'Insiders' (Members of Myntra's Loyalty Program) will enjoy exclusive early access to the sale from 7 PM on June 16, while others seeking this option may do so by paying a fee of Rs 199. The next option is to access Slots that open up at 7 PM on June 18 and can be tapped into by earning points through games. Users also have the added option of visiting the platform prior to the sale period and securing a Gold Slot for free, which will entitle them to shop during a 1-hour slot between 7-11 PM on June 18.

Marketing initiatives

The company expects Tier 2 and Tier 3 cities and town to contribute significantly to its growth and will be focusing on these markets. Myntra is undertaking a first-of-its-kind influencer activation with 60+ diverse influencers, both at a regional and local level, for deeper penetration and wider reach. The company has partnered with Bollywood actors, Hrithik Roshan and Sonakshi Sinha and Tollywood actress Samantha Akkineni for its marketing campaign and the TVCs will be aired across all leading national and regional channels, including digital and social media platforms.

Preparations at Myntra



For the first time, the entire EORS event is being managed remotely and digitally by the employees connecting with each other through live video conferencing. There will be a dedicated central virtual war-room for tactical problem solving across all phases of the event.

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.

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