



Mango accelerates its expansion in India with Myntra; launches 10 new retail outlets

Myntra, Mango's franchise partner, undertakes the omnichannel development of the brand in India

Barcelona & India, 28 September 2020 - Mango continues its expansion in the Indian market and its franchise partner, Myntra (in the wholesale space), along with its retail partners, will open 10 new retail outlets before the year end. The first opening will take place in early October in the Infinity Mall shopping centre in Mumbai, while the other openings will be in iconic department stores located in the cities of Ahmedabad, Jaipur and Delhi, at Kapsons department stores in the city of Chandigarh and Ludhiana, along with standalone stores in the cities of Hyderabad, Surat and Lucknow. Mango will have 29 stores in India, making it the country with the second-highest number of stores in Asia.

Mango's partnership with Myntra began in 2014, the year Myntra helped accelerate Mango's online business in India, where it is one of the leading fashion and lifestyle destinations. Following successful results, in 2017 a new agreement was signed through which Myntra also assisted in facilitating the expansion of the brand's stores in India, aimed at rolling out an omnichannel business strategy in the country.

Daniel López, Mango's Director of Expansion and Franchises, says: "It is excellent news that the expansion plan we announced in 2017 is being implemented successfully. Myntra is an ideal partner for us, since it has the capacity and the expertise to develop an excellent omnichannel strategy in India, one of the markets with the greatest potential in the world. I am convinced that we will continue to grow in India working alongside Myntra in the coming years".

Vishal Anand, Senior Director and Head of Offline, Myntra says, "At Myntra, technology has been key in enabling us to offer world-class experience to our consumers. Our strategic partnership with Mango has given impetus to our efforts for the brand on the back of omnichannel technology. Mango's expanding presence in India will give us additional opportunities of collaboration and delivering fashion to customers across the nation."

Mango is very well established in Asia, with a presence in close to 200 stores in 15 markets, including China, Taiwan, Singapore, Hong Kong, Vietnam, Indonesia, the Philippines and, since 2020, the Maldives.

About Mango:

Mango was founded in 1984 and is today one of the leading fashion groups in the world. Based in its city of origin, Barcelona and with a workforce of approximately 15,000 employees, the company has an extensive store network of 803,000 m2 in 110 countries. From its "El Hangar"

Design Centre in Palau-solità i Plegamans, every year it designs more than 18,000 garments and accessories for wearing the season's trends. The company closed the 2019 financial year with sales of 2.374 billion euros. More information at www.mango.com

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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 5000+ leading fashion and lifestyle brands in the country offering 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.