



Myntra records its highest-ever visitors at 15 million+ on day 1 of its flagship EORS; registers more than 110% growth in traffic over normal days

Witnessed the highest ever concurrent users at 7 lakh during the Sale Opening Window

3 million items sold in the first 24 hours of the sale

Kidswear, Beauty and Personal Care and Home Decor registered over 160% growth over the previous winter edition of the event

Bengaluru, December 20, 2020: The 13th edition of Myntra's flagship, End of Reason Sale, EORS, witnessed a record-breaking number of visitors at 15 million on its opening day, registering a massive growth of more than 110% over BAU. The event kicked off to a roaring start, with Myntra selling ~3 million items within the first 24 hours, clocking more than 2X growth over the June EORS, as part of the nation's largest fashion bonanza, which will go on till the 24th of December.

Tier 2 and 3-cities witnessed a growth of 55% in new customers, which was led by Jammu, Guwahati, Bhubaneswar, Kakinada, Dehradun, Imphal among others. The enthusiasm from tier 2 and 3 cities across the country has been fairly evident, with Roadster jackets, Levis jeans, Dressberry pullovers, Libas kurta sets, GAP and H&M sweatshirts for kids being the most popular articles. Top tier-2 cities on the first day were Patna, Lucknow, Jaipur, Vizag and Indore while Dehradun, Ernakulam, Patiala, Nashik, and Roopnagar led the pack among tier-3 cities.

Key highlights:

- Total app downloads since the campaign launch -3 million
- Total orders placed during Early Access- ~9 lakh
- Total customers availing Early Access- ~7 lakh

A quick look into the products ordered on day-one of the mega EORS-13 reveals that the focus of a majority of shoppers has been on women's western and ethnic wear, men's jeans, street, and casual wear. Most shopped items under men's wear were HRX Yellow T-Shirt and Roadster Charcoal Grey Cargos, while under women's wear the Sassafras Black High Neck Cropped Top and Libas Lime Green & Blue Printed Kurta are the best-selling styles. A significant portion of consumers also shopped for the winters ahead with Jackets and Sweatshirts being on top of the charts. Currently, women's western wear, including dresses, is the highest-selling category in EORS, followed by Ethnic wear.



Over 2.2 million items were shopped by 7 lakh customers through the early access facility, availed largely by Insiders, members of Myntra's loyalty program. Another major highlight during the pre-sale period was Gamification, which engaged ~1 million shoppers.

Speaking on the occasion, Amar Nagaram, CEO, Myntra, said, "The opening day has given us an unparalleled opportunity to serve our customers while leveraging our tech capabilities. We witnessed 7 lakh, concurrent users, during the first 60 minutes, the highest ever, giving our customers a seamless shopping experience without any downtime. With the highest-ever number of wishlisters at 6 million wishlisting 62 million items, this EORS is unarguably the most awaited edition ever."