



Myntra Partners with Actor-Producer Lakshmi Manchu's Teach For Change to Spread joy to less privileged school children

1000 government school children have benefitted from Myntra Happiness boxes

HYDERABAD/BENAGLURU February 9, 2021: Myntra, India's leading fashion and lifestyle destination, collaborates with Teach For Change, of which famous Tollywood Actor-Producer Lakshmi Manchu is the Trustee and Chairperson. Through this partnership Myntra is supporting the less privileged children from various government schools across Hyderabad to spread cheer and positivity in their lives.

As part of this initiative, clothes and footwear by Myntra were distributed among 1000 children by the actor the children are beneficiaries under the Teach For Change program, an initiative to improve literacy and life skills among children studying in government schools.

Commenting on this initiative, Lakshmi Manchu, Trustee and Chairman said "I am thrilled to collaborate with Myntra to bring smiles among these children and hope they enjoy the clothes that we have curated. I had a great time distributing these boxes to the children personally. I hope that schools reopen soon, and children are back in the classroom."

Speaking on the occasion, Amar Nagaram, CEO Myntra, said, "It is our honor to be able to serve the children associated with Teach For Change. We feel fortunate to get the opportunity to extend a small, yet meaningful support and bring cheer to these children. This effort is truly in line with our vision of 'making the world a colorful and happier place' and we are extremely proud about it."

About Myntra:

Myntra is India's leading platform for fashion brands and a 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 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.