



Myntra announces India's biggest fashion event for women, 'Myntra for Her', set to be held between March 6-9

Top spender of every hour during the sale will get Myntra Gift Card worth INR 5000"

Shoppers shopping for over INR 4000 and above will be eligible for INR 4,000 off

During the 4-day event, a special 'Ladies Night' will be hosted between 7 pm till midnight, offering products at attractive deals

Bengaluru, March 04, 2021: Myntra, India's leading fashion and lifestyle destination, announces '**Myntra for Her**', event between March 6-9. This is slated to be the biggest fashion event for women in the country, allowing them to not only refresh their wardrobes with the latest styles and designs ahead of the hot Indian summer, but also do so at the most attractive and affordable prices.

Paying tribute to the company's much-cherished women customers, this year, Myntra has ramped-up the *Myntra for Her* event from a limited-scale, category-led occasion, to a big-ticket event with 360-degree marketing campaigns. By ensuring the event is the biggest fashion spectacle for women, Myntra wishes to celebrate and value each and every aspect of being a woman.

Exclusive Ladies Night

The *Myntra for Her* event will also host "Ladies Night" every evening from 6-9 March, from 7 pm till midnight, to provide a 50-80 percent off on top brands and articles types, as well as other exciting deals on a number of women's go-to categories. Among various unique propositions specially curated for women, shoppers can Buy 1 and Get 3, and Buy 1 and get an extra item at INR 49 on select catalogues.

Men too can play their part, with the season being apt for gifting. With women's ethnic wear, western wear, personal care products, sports apparel, lingerie and loungewear, footwear and jewellery, all available at never-before-seen prices, male buyers can shower the women in their lives with exciting gifts without denting their wallets.

Exciting offers up for grabs

The action starts right from the very first minute of the *Myntra for Her* event, with Opening Hour Deals, between midnight to 2 am on March 6. This gives shoppers the chance to get their hands on exciting offers, with 30-70 percent off across categories such as ethnic wear, sarees, women's westernwear, lingerie and inner wear, footwear, and accessories. The Beauty and Personal Care category will have some of the most irresistible deals from brands.

Additionally, all customers, who shop for INR 4,000 or more, will get vouchers worth INR 4,000. The 'Highest Shopper' at every hour will also be eligible to receive INR 5,000 off on their next purchase.

Commenting ahead of the *Myntra for Her* sale, Amar Nagaram, CEO, Myntra said, "In a concentrated effort to celebrate every woman in our life, *Myntra For Her* promises to present them with never before deals across categories. The event will give women the most exciting opportunity to indulge themselves in a blissful shopping experience. With curated offerings and holistic campaigns planned across channels, we expect to garner 1.4X jump in women customer traffic over BAU during the event."



Myntra has witnessed a consistent growth in women shopper base in the country, at over 60% YoY, giving a strong indication of their growing purchase intent. Some of the most popular article types that were bought in the last few months by millions of women across the country include, kurtas and kurta sets, jeans, t-shirts, dresses, sarees, beauty, grooming products and accessories, footwear, lingerie and other fashion essentials.

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 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.