



## **Myntra provides ‘COVID Relief’ measures to help marketplace brand partners tide through the trying times**

*To bear 100% premium of COVID insurance, of up to 3 lakh, for all the marketplace brand partners*

*To sponsor COVID vaccination to brand partner and two of their dependents*

*To relax operational norms and offer fee waivers that will extend support in keeping the fashion ecosystem engine running*

**Bengaluru, May 18, 2021:** Myntra, India’s leading destination for fashion and lifestyle, has rolled out a slew of supportive measures, to help the platform’s marketplace brand partners traverse the difficult times. It has pledged to absorb COVID19 related medical expenses, followed by offering structural relaxations on the operations front, such as the extension of timeframes on various commitments and waiver of fees among others, for the benefit of the brand partners.

With safety, health and wellbeing taking precedence over all else, Myntra is offering all its 2000 marketplace brand partners a special COVID insurance, with a coverage of up to INR 300,000. In addition to this, Myntra is also reimbursing COVID vaccination costs for the partners and two of their family members.

Apart from offering the above medical benefits, Myntra is extending operational support to the brand partners, such as relaxing order fulfilment turnaround time (customer order to arrival at logistics centre/station) from 24 hours to 48 hours. Seller Protection Fund (SPF), the window within which the sellers make claims against returned products has been extended from 14 to 45 days. Myntra has also waived all order cancellation charges for the brand partners, for the months of April and May and an extension of this waiver will be considered based on the situation on the ground.

**Speaking on the announcement, Rajesh Narkar, Vice President, Marketplace, Omni & International Brands Business, Myntra said,** “At Myntra, we consider it our responsibility to work towards sustaining and strengthening the ecosystem for the benefit of all. The objective of rolling out these special initiatives is to extend support to our brand partners to continue to run their operations smoothly. Our measures are in the interest of both, the health of their organizations as well as of the people who run the organizations, by adding a layer of immunity against any possible systemic effects that could result from the pandemic.”