



The specially curated ‘Myntra for Earth’ store offers over 5500 sustainable styles from 70 brands to ‘environment-conscious shoppers’

People in the age group of 21-35 years shop the most on Myntra’s sustainable store

Metros contribute to about 40% of the visits to this sustainable store on Myntra

Bengaluru, June 1, 2020: Myntra’s initiative to enable customers with the choice to adopt and shop sustainable fashion and lifestyle, through its dedicated, ‘Myntra for Earth’ store, is attracting both brands and consumers alike. About 70 leading fashion and lifestyle brands have partnered with Myntra over the last 6 months to offer over 5500 styles to customers on its sustainable store. The store offers an immersive and engaging shopping experience for truly ‘sustainability-inclined’ conscious shoppers.

Nearly 62% of the visitors to the ‘Myntra For Earth’ store are women, with metro cities contributing about 40% of the overall visits to the store. People of all age groups are seemingly conscious about their fashion choices and their impact on the environment in varying degrees. However, those in the age group of 21 to 35 are contributing the highest to the growth of the ‘Myntra For Earth’ store.

Myntra's pledge to a more sustainable future has been built on the idea to provide organic fashion that loves the planet, curated from the best of brands to coexist with nature. The store focuses on providing a one-of-a-kind experience with an enriching catalog that offers customers across age groups and genders a range of fabrics, heritage styles and designs, helping them get a top to toe look. The key pillars for this initiative are handloom and handcrafted, organic, natural-dyed, recyclable, and eco-friendly, vegan, and cruelty-free. Even the products ordered through this store are delivered in packets made from 100% recycled paper.

The selection under the store is carefully curated keeping in mind various factors that are beneficial for the environment as a whole. This includes sustainable efforts towards sourcing raw materials for production and manufacturing. In the process, Myntra is also creating a positive impact by enabling women empowerment, promoting responsible fair trade, employment opportunities, etc.

The store hosts a variety of brands and collections across major categories. These include H&M, Mango, Unnati Silks, Bharatsthali, Pothys, Metro Kids Company, Kama Ayurveda, Forest Essentials, Fab India, etc. Myntra Fashion Brands featured on the platform for their conscious collection include Taavi, Roadster and Ether.

Speaking ahead of the World Environment Day, Ayyappan Rajagopal, Chief Business Officer Myntra, said, “Sustainability is an important charter at Myntra and this Environment Day, we are happy to be celebrating Myntra’s Earth Store, a humble effort by our team to support the cause of sustainable and environment-friendly methods and products that are gaining



widespread recognition across spheres. The specially curated store recognises the fashion industry's sustainability efforts and also aims at augmenting the income opportunities of artisans and NGOs involved. Since its launch, Myntra For Earth store has received a phenomenal response. We are working towards scaling the number of brands in the store to ~2X by the upcoming quarter while adding another 4000 styles to the existing assortment.”

Myntra has added many new dimensions to its constant efforts of protecting the environment.

Other sustainability initiatives:

- Collaboration with LENZING™ ECOVERO™ to provide apparels made out of certified renewable wood sources using an eco-responsible production process
- Bubble wrap and air-filled plastic pouches packaging replaced with recycled paper shreds
- Two of Myntra's largest Fulfilment Centers, Bhiwandi and Bilaspur, are equipped with solar roof panels, generating electricity to meet 35% of the operational demand.

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.