

Myntra doubles down on its customer commitment to the Beauty category with the launch of #1 global brow brand, 'Benefit Cosmetics'

With one-of-a-kind cult favorite products like Benetint, They're Real Mascara, the POREfessional Face Primer, Hoola Bronzer and Gimme Brow+, Benefit Cosmetics, the San Francisco-based makeup brand, will now be available on Myntra

Bengaluru, June 21, 2020: Myntra announces the launch of Benefit Cosmetics on its platform. With more than 3,000 Brow Bars worldwide, and award-winning brow products, Benefit is the No. 1 Brow Brand Worldwide*, well-known for its creative packaging, quirky names and innovative beauty solutions, Benefit has swept the world with high quality products and services that remain connected to the brand's unique DNA. Benefit Cosmetics will be a part of Myntra-Mall, India's first digital mall offering the brand a unique platform to connect with its consumers right from the launch.

From customer-favourite brow products to mascaras, primers, face color, concealer and lip tints, Benefit has something for everyone.

Founded in 1976 by twin sisters, Jean & Jane Ford, Benefit is currently one of the fastest growing prestige beauty brands in the business with locations in over 59 countries across 5 continents and is part of the world's leading luxury products group, Louis Vuitton Moët Hennessy (LVMH).

Commenting on the launch, Ayyappan Rajagopal, Chief Business Officer, Myntra, said, "The partnership with Benefit Cosmetics is going to strengthen Myntra's commitment to offer the best of international beauty products to our brand conscious customers. The association will enhance our proposition, especially in the higher end of the segment. We are delighted to bring millions of fashion-forward customers the access to the best of international range from Benefit Cosmetics."

"We're not just in the makeup business, we're in the feel-good business!" – Benefit describes its place in the world of beauty. Laughter and humor are at the heart of Benefit's identity. Additionally, thoughtful innovation goes into how its formulas can be easy to apply for everyone. Benefit loves to create a colorful world for its unique products and services that all Bénébabes can enjoy with a smile.

Benefit started its India journey in 2012. Today, Benefit is present in 10 cities with 24 doors (offline stores) and 9 Brow Bar Beauty Lounges in India, dedicated to providing a fresh spirit of beauty: a welcome space where Bénébabes can gather, gab and glam!

As a part of the Myntra launch, Benefit Cosmetics is offering all 'Bénébabes' a flat 25% off on all products for just one day on June 22, 2021.

As shoppers in India increasingly become conscious of craftsmanship and selective of the products they use, there is a growing demand for and an evident transition from mass to premium products. Myntra's association with Benefit offers a stronger proposition in the market to cater to this segment.

The Beauty and Personal Care category continues to gain popularity, and has been growing at over 80% YOY on Myntra. During the pandemic, the category witnessed a 26% surge in demand, of which 30% was registered from T2 and T3 markets, highlighting a strong base of brand conscious customers across these regions. Myntra's upcoming edition of EORS will offer customers the opportunity to shop from over 500 brands in the beauty and personal care space.

About Benefit Cosmetics:

Benefit Cosmetics is the San Francisco-based makeup brand, part of the world's leading luxury group, LVMH. Awarded the No. 1 Brow Brand Worldwide* (one Benefit Cosmetics brow product is sold every 2 seconds), Benefit is synonymous with fun instant beauty solutions and witty tongue-in-cheek storytelling. Founded in 1976 by 2 sisters, Jean and Jane Ford in San Francisco, Benefit is one of the fastest growing prestige beauty brands in the business with locations in over 59 countries across 5 continents.

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.

*Based on estimated total global prestige brow product retail sales January – December 2020.