



In a major boost to the industry, Myntra's biggest-ever edition of EORS enables 3000+ brands to connect with 42 lakh customers by selling 18 million products

18,000 Kirana (MENSA) partners saw a 200% increment in their income over BAU during the 6-day event

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Bengaluru, July 09, 2021: The 14th edition of Myntra's biannual flagship event, End of Reason Sale, concluded, with over 18 million products ordered by 4.2 million customers across the country, recording a 4X growth over business as usual (BAU). The Beauty and Personal Care category registered the highest growth among all categories at more than 150% over the June '20 edition, followed by Home and Living, Kidswear, Women's wear and Men's wear. A record-breaking 220 million traffic sessions were clocked during the event, at 4x growth over BAU, with 15 million first-time visitors coming to the platform.

Key highlights:

- 6.5 million orders placed
- 1,700 items sold every minute
- 11 orders processed every second
- 7.65 lakh new customers onboarded
- 18,000 MENSA partners saw a 200% increment in their income over BAU
- ~50% of the shoppers were men

Myntra processed more than 11,000 items per minute at peak and has already shipped over 95% of the 18 million items before the conclusion of the event, thanks to the reach of its Kirana network, across 27,000 pin codes. Myntra's Kirana network is catering to 80% of the overall deliveries. Among metros, Delhi, followed by Bangalore and Mumbai had the highest number of orders, while Guwahati, Bhubaneswar and Dehradun among tier 2, and Imphal, Udaipur and Shillong from tier 3, led the pack respectively. The most popular brands of EORS 14 were Nike, H&M, USPA, Puma, Roadster, HRX, Lakme, Maybelline, Boat among others. The event also witnessed high demand for many emerging brands such as Ahika, Indo Era, Athena, Libas, Sassafra, etc.

Speaking on the success of EORS 14, Amar Nagaram, CEO, Myntra, said, "EORS 14 has provided a strong impetus to brand and delivery partners and the artisan community who have been longing to make a strong comeback, while also giving shoppers an opportunity to get the best value offers to meet their fashion and lifestyle need states. This event has strengthened our relationship with brand partners who revamped themselves in these tough times and worked hand in hand with us to provide the best shopping experience to our customers. The success of this event is a culmination of the efforts and resilience shown by every member of Myntra and its ecosystem."



Here's what people shopped during EORS 14:

- Highest order value by an individual shopper- INR 1.76 lakh
- The most expensive products sold: Watch - MOVADO Men Black Stratus Swiss Made Analogue Watch worth INR 108745, Personal care kit - Dyson Airwrap Hair Styler worth INR 44900.
- Most popular product- Kurtas for women and jeans for men
- Most popular items - Puma, USPA and Roadster T-shirts, Nike shoes, H&M women's casual shoes, MANGO sustainable dress for women, etc
- Customers bought 273 T-shirts, 169 Kurtas and 79 pair of jeans every minute on an average during the 6-day mega event

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