



Myntra Kickstarts its Mega Festive Campaign ‘Tyohar Ki Fashion Shopping’ to Reach ~150 Mn Customers

360-degree marketing campaign to reach various customer cohorts with sharper regional interventions across platforms

An army of 100+ high-impact celebs and influencers come together to drive awareness all through the festive period

India’s Fashion Icons, including Hrithik Roshan, Kiara Advani, Samantha Akkineni, Vijay Deverakonda, Dulquer Salmaan, Silambarasan, and Disha Patani along with popular T-20 teams RCB and CSK come together to drive engagement

Bengaluru, September 30, 2021: Ahead of Myntra’s Big Fashion Festival (BFF), slated to be held between **October 3 and 10**, with Early Access for Myntra Insiders starting **October 1**, Myntra has rolled out a mega 360-degree marketing campaign aimed at strengthening its position as India's Fashion Expert as the go-to destination for the festive fashion shopping. The campaign, called “Tyohar Ki Fashion Shopping, Only With India’s Fashion Expert”, aims to reach both existing and new customers, with a heightened focus on regional audiences, to apprise them of Myntra’s stupendous offerings for the festive period, and Big Fashion Festival in particular. This edition of Myntra’s Big Fashion Festival brings with it the choicest selection from **~7000 brands**, offering the largest-ever collection of **~10 lakh styles**, making it one of the biggest fashion events in the country, this festive season.

Poised to leverage Myntra’s dominant position among shoppers ahead of the festive season, the campaign is set to unlock the **biggest-ever celeb presence** for Myntra across media channels, especially social media. As part of it, **100+ high-impact celebrities and influencers** are set to drive awareness through pre-buzz and event days and highlight the fashion ranges, including occasion wear, among their fans and followers while harnessing the reach of Myntra Studio and other platforms. Myntra is targeting a **~3X jump** in social media impressions for the campaign over the previous edition of Big Fashion Festival held last year in October. In addition to Myntra’s existing band of celebrity ambassadors, such as **Hrithik Roshan, Vijay Deverakonda, Dulquer Salmaan, Silambarasan, Kiara Advani, Samantha Akkineni and Disha Patani**, the audience will witness other leading celebrities from Bollywood, such as **Vaani Kapoor, Yami Gautam, Mallika Dua and Konkona Sensharma** among others in region-specific engagements through various content formats such as reels, videos and stories. The 15-second celeb ad films are currently live across multiple leading TV channels, OTT, social and digital platforms. These films show the celebs announcing the dates for Myntra’s Big Fashion Festival, followed by call-outs of special prices and offers from some of the popular brands and related categories. In addition, a host of B-town and OTT celebs, reality TV stars and digital content creators such as Bhuvan Bam are coming together to drive high-impact communication amplification for the biggest-ever edition of Myntra’s Big Fashion Festival.



The campaign aims to enhance recall for Myntra, which is already synonymous with fashion, beauty and lifestyle, during the festive shopping period that is in the offing. The promotions have been designed to impress upon shoppers the range of selection and value offerings on Myntra's largest collection of fashion and lifestyle brands, styles and designs. Accordingly, this festive season, when people think of 'Fashion', it ought to be **India's Fashion Expert, Myntra**, bringing the upcoming edition of Big Fashion Festival.

Some of the key categories called-out through digital and electronic ad films, featuring some of the top celebrities associated with Myntra include, Menswear, Kidswear, Footwear, Womens Western wear, Beauty & Personal Care, Womens Ethnicwear and Accessories. With the current edition of Big Fashion Festival coinciding with the T-20 series, Myntra has collaborated with CSK and RCB to amplify the reach of the campaign and engagement.

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Links to the films:

Hrithik Roshan: <https://youtu.be/8k6j7OqAgVo>

Kiara Advani: <https://youtu.be/o3ShhXIFCQc>

Disha Patani: <https://youtu.be/sBadliE0KPQ>

Samantha Akkineni: <https://youtu.be/d80OelHai4g>

Hrithik Roshan: <https://youtu.be/GwBVpFk4Or0>

Samantha Akkineni: <https://youtu.be/Dyvn24k-2zg>

Hrithik Roshan: <https://youtu.be/9sfTFjcm5so>

Vijay Deverakonda: <https://youtu.be/-wSZSw2fxQA>

Silambarasan: <https://youtu.be/NeLvy6CVe0E>

Dulquer Salmaan: https://youtu.be/_s5b5ah5Yg0

Speaking on the launch of the BFF campaign, Harish Narayanan, CMO, Myntra, said, "The festive season is the most-awaited period of the year, and festive shopping plays a pivotal role in elevating the celebration spirit. With the current edition of our Big Fashion Festival, being our largest-ever edition in terms of brands, selection and offers, we have created a robust 360-degree campaign that not only highlights our proposition, but also reaches every cohort of shoppers, with equal focus on those celebrating regional festivals. Thus, we have not only increased presence by targeting leading social, digital and electronic platforms, but also the frequency, to boost top-of-mind recall among various age groups, across the country. Our star-studded pool of celebrity brand ambassadors will help establish a deeper connection with the audience while emphasising the role of Myntra specifically in this festive season."

The Early Access, which happens on 1st and 2nd October, gives exciting offers and special benefits to the Insiders, members of Myntra's Loyalty Program, Myntra Insider. The Insiders will enjoy an exclusive Early Access to the sale starting this period, along with free shipping for 6 months until Feb 2022, and Insider exclusive value offers from over 150+ brands. The Insiders will also have access to gift vouchers from some of the leading brands and additional rewards. The 'Play & Earn' feature will allow users to be able to play games and redeem their stars to get attractive rewards. In addition, there is an array of benefits for first-time users of the platform as well. All customers will also be able



to unlock 10% additional savings with ICICI Bank and Kotak Mahindra Bank credit and debit cards. Myntra will also use in-app promotions to communicate deals, prices, and details of various benefits for its customers over the course of the next few days.

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.