



Myntra Hosts MPL Sports' Official Team India Merchandise

Cricket fans can access a wide range of lifestyle and performance styles from MPL Sports—the official kit sponsor of the Indian Men's, Women's, and Under-19 Cricket Team—including the official jersey, training gear and polo tees

Bengaluru, 21 October 2021: With the cricket season in full swing, Myntra today announced that it is now hosting MPL Sports' official Team India merchandise collection on its platform. The assortment includes distinct styles such as the player jersey, stadium jersey, training jackets and hoodies, and polo tees by MPL Sports, which is the official kit sponsor of the Indian Cricket Team. The highlight of the collection is the recently launched "Billion Cheers Jersey," highly sought after by cricket fans due to its unique design inspired by billions of fans, both at home and abroad. The jersey bears sound wave patterns representing fan chants and cheers from iconic matches and comes in shades of Prussian and Royal Blue for a sharp and vibrant look. The collection starts retailing at an attractive price of just Rs 999.

Myntra attracts a large and varied cohort of sports fans and always strives to bring the most-anticipated styles to the shoppers. Speaking on the occasion, **Arvind Charanyan, VP - Revenue & Growth, Myntra**, said *"We are thrilled to partner with MPL Sports to bring its official cricket collection to Myntra's wide base of shoppers, especially with so much excitement surrounding the games. Cricket has always been the pulse of the country and we are delighted that our consumers can showcase their unwavering support and enthusiasm by donning the official merchandise and cheer as our men in blue put their best foot forward to win the championship."*

Through MPL Sports' partnership with the Board of Control for Cricket in India (BCCI), the athleisure brand strives to make the official merchandise of the Indian team universally available for all fans at affordable prices. **Shobhit Gupta, Head - MPL Sports**, said, *"We are thrilled to partner with Myntra to showcase the first-of-a-kind Billion Cheers Jersey along with a comprehensive range inspired by and made for cricket fans. We are sure that Myntra's seamless shopping experience and extensive reach will ensure that billions of cricket fans can get access to styles that they love wherever they are, while they support the team in their pursuit of the championship title. We look forward to building a long-term relationship with Myntra and hope to explore newer avenues in the coming years."*

MPL Sports also recently launched the official Team India jersey anthem, [Show Your Game](#), which captures how Indians across different walks of life come together and through their A-game breathe life and character into the jersey. The anthem touches upon how the jersey isn't just a piece of apparel, but is a call to action for all avid supporters to show up for their home team.

About MPL Sports

MPL Sports is an athleisure, merchandise, and sporting equipment brand. It was named the official kit sponsor and merchandise partner for the Indian Cricket Team (Men's, Women's and Under-19 teams), for a three-year period till December 2023. The brand offers top quality merchandise across categories, professional-level sporting equipment, and affordable athleisure apparel made for all-round style and comfort.

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.