



## Chumbak Beauty launches on Myntra to cater to the creative, fun and fuss-free beauty enthusiast

*Chumbak Beauty to offer uber premium quality and cruelty-free products across eyes, lips, face and nails with its signature joyful packaging on Myntra  
Myntra to be in a one-of-a-kind partnership with Chumbak Beauty to appeal to its thriving base of beauty aficionados*

**Bengaluru, May 9, 2022:** Fashion and Beauty e-commerce major, Myntra, announces the launch of India's much-loved Home & Lifestyle brand, Chumbak's, beauty offering, **Chumbak Beauty**, on its platform. Apart from its signature packaging that is fresh and trendy, Chumbak Beauty's joyful and colourful range of uber-premium beauty products include an awe-inspiring line of cruelty-free lipsticks, eye-shadows, eye-pencils, face palettes and nail paints that are poised to be a favorite with the fuss-free beauty enthusiast. Beauty and Personal care are one of the fastest-growing categories on Myntra and the launch of Chumbak Beauty adds another dimension to the portfolio, targeting the young, experimental and imaginative shopper base that is growing by the day.

Having established a massive customer base over the years with its interesting, creative and joyful home décor and accessories, Chumbak Beauty is set to infuse color, fun, and joy through its beauty charter in the lives of its shoppers. Chumbak is present in over 50+ stores across 20+ cities, catering largely to creative shoppers looking to explore and indulge in premium, quaint and offbeat designs in the home category. Being one of India's most trusted and adored lifestyle brands, Chumbak forayed into beauty in 2021 to bring top-quality beauty products that are cruelty-free, vegan, affordable and toxic-free within the reach of its loyal base of shoppers. In order to enable visibility for Chumbak Beauty, Myntra is extending introductory and limited period offers for the launch.

Chumbak Beauty's products across eyes, lips, nails, and face, deliver a long-lasting stay, with easy blending and a soft and smooth texture, all in travel friendly sizes. The products also provide for creative expression with fun, fluid and a fuss-free experience at affordable price points and can be used across skin types.

Myntra will promote the launch of Chumbak Beauty comprehensively, on its social commerce platforms, M-Live and Myntra-Studio, enabling top-of-mind recall for the brand amongst its thriving cohort of Gen-Z and millennial shoppers with the support of popular beauty creators. Myntra Beauty currently has over 1000 brands on the platform and continues to emerge as the preferred destination for domestic and international brands to foray at scale into the Indian market.

**Touching upon the association, Rahul Sachdev, Senior Director, Beauty, Personal Care, and Fashion Accessories, Myntra, said** "We are thrilled to have Chumbak Beauty on board. The brand has a legacy of offering fun and joyful elements in every-day articles which appeal immensely to a whole generation of young shoppers. Beauty is a thriving segment with immense opportunities, and we are out here to leverage that. We are confident that Chumbak will be able to create the highest quality products while keeping the brand's essence at the heart of it; A mix that is sure to be a big hit amongst our beauty shoppers."



**Speaking about the partnership with Myntra, Vasant Nangia, CEO, Chumbak, said** “We are delighted to announce the launch of Chumbak Beauty on Myntra along with chumbak.com. Our partnership enables us to tap into Myntra’s large base of experimental yet evolved beauty shoppers. Chumbak Beauty is a brand that shifts the needle from beauty being ‘glamorous and only for special occasions’ to something that’s fun, fuss-free and makes your everyday joyful. Myntra and Chumbak both appeal to young women looking for high quality fashion, home & lifestyle for work and leisure, and we’re looking forward to Chumbak Beauty being a part of their lifestyle”

### **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 H&M, Levis, U.S. Polo Assn., Tommy Hilfiger, Louis Philippe, Jack & Jones, MANGO, Forever 21, Urbanic, Marks & Spencer, W, Biba, Nike, Puma, Crocs, M.A.C, and Fossil 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.

### **About Chumbak**

Chumbak was founded in 2010 by Vivek Prabhakar and Shubra Chadda with the idea of designing fun souvenirs and collectibles inspired by India. Since then, Chumbak has grown into a globally inspired Home & Lifestyle brand, creating joyful products in categories across décor, fashion, accessories and personal care. Everything created at Chumbak is true to its 5 pillars of Wit, Warmth, Honesty, Spontaneity and Community. Chumbak operates online and their 70+ stores across India.