



India shopped record-breaking ~50 lakh products in the first 24 hours of Myntra's EORS-16

51% of the day 1 customers making their first purchase were from **tier 2-3 cities**

Sportswear trended on day 1 with **1.7X** spike over BAU

Men's Jeans witnessed a spike of 10x over BAU with similar high demand witnessed for t-shirts and shirts at 8x over BAU

Women's western wear category saw demand for 14 lakh tops & t-shirts and 7.6 lakhs kurtas on day 1

*Parents flocked the platform as they shopped for kidswear, propelling a **3X** growth in demand over BAU for the category*

Beauty products witnessed strong traction with **over 100k lipsticks** shopped by customers on day 1

Watches and Wearables debuted in the top-performing categories list during Early Access

Bengaluru, June 13, 2022: The 16th edition of Myntra's flagship EORS, being held between June 11-16, kicked off to a roaring start, witnessing over **70% growth in traffic** over BAU, bringing joy to fashion and beauty shoppers across the country. **~ 50 lakh items were purchased on day 1** of the mega fashion festival that went live in the early hours of June 11 and **2.6 mn** items shipped within the first 24 hours of the event.

The first day of the mega fashion carnival is a clear reflection of the paradigm shift in the lifestyle of the shoppers, be it rebuilding their fitness regime, stepping out more frequently, preparing to go back to the office or participating in social gatherings. **~60%** of the shoppers on day 1 of the fashion extravaganza were women who flocked the platform to buy products for styling their complete look, with western wear, footwear, handbags, jewelry and beauty & personal care categories featuring among their top picks on the opening day. Women's western wear category saw demand for 14 lakhs tops & t-shirts and 7.6 lakhs kurtas on day 1. Nearly **two-thirds** of the demand in Beauty and Personal Care was led by **makeup, skincare and fragrances**, with **over 100k lipsticks** shopped by customers on day 1. Jewellery witnessed over **2X** jump over BAU with workwear jewellery driving the demand. In the menswear category, jeans have seen the highest spike of 10x over BAU with similar high demand for t-shirts and shirts at 8x over BAU. With the resurgence of focus on fitness, customers made the most of the sharp value offers by renowned brands such as Puma, Nike, Adidas, Skechers and HRX, among others. Sportswear trended on day 1 with **1.7X** spike over BAU. Sports apparel for plus sizes and yoga also saw heightened traction on the first day.

Kidswear, one of the fast-emerging categories on Myntra, witnessed a whopping **3X jump over BAU**, with summer essentials such as t-shirts and shorts, and footwear driving the demand. Popular kidswear brands such as USPA, Puma, and H&M among others witnessed 4X traction from customers over regular days.

Myntra recorded the highest number of app installs to date at an unprecedented **4.5 mn** during the pre-buzz period, showcasing the excitement and anticipation among shoppers ahead of the 16th edition of EORS. **51%** of the day 1 customers making their first purchase on Myntra were from **tier 2-3 cities**, further consolidating Myntra's hold beyond metros and big cities. The traffic on the platform



built-up to a record of **8 mn** during the Early Access period of the 6-day fashion extravaganza. ~1.2 lakh products were ordered during the first 10 minutes as customers rushed to make the most of the midnight opening

The first day of the EORS saw a majority of the shoppers placing orders for men's **casual wear**, **women's western wear and sportswear** among others. Some of the top brands that had the highest frequenters include USPA, Puma, Nike, Loreal, Roadster Life & Co., HIGHLANDER, H&M, Anouk, Mast & Harbour, Levi's, Vishudh among others.

On day one, **Delhi shopped the most among metros**, with **Bangalore, Mumbai, Hyderabad** being some of the other leading metros driving demand. Among the top non-metro cities that shopped during this period were Jaipur, Lucknow, Patna, Indore, Surat, Vizag and Ludhiana. Top tier-3 cities included Dehradun and Aizawl, while the emerging tier-3 cities included Dimapur (Nagaland), Tiruvallur (Tamil Nadu), Roopnagar (Punjab) and Jabalpur (M.P.).

Speaking about the excitement on the opening day of EORS-16, Nandita Sinha, CEO, Myntra, said, "As one of the most awaited fashion carnivals of the season, customers have always looked forward to EORS to refresh their wardrobes with the latest and trendy collections at best value offers put together by thousands of brands across a host of categories. The upwardly-mobile fashion-forward consumers have once again welcomed EORS with a hearty opening, purchasing ~50 lakh products within the first 24 hours to cater to their fashion and beauty needs. It's also very encouraging to see women forming 60% of the shopper base and some of the tier-3 towns emerging as high traction customer hubs on day 1 of this edition. As the event unfolds itself in the next few days, we are excited to serve millions of customers with our tech-pivoted delightful shopping experience."

Myntra's country-wide network of ~21,000 Kirana store partners (MENSA network) is catering to over 19,000 pin codes and will be fulfilling 85% of the deliveries and providing crucial support to the last mile delivery process during the event. Myntra has created about 27500 third-party employment opportunities through its partners to cater to the expected surge in demand and provide customers with a joyous shopping experience. As a part of its omni-channel integration, the platform is enabling 300+ brands across 3800+ stores to offer customers a seamless shopping experience.

About Myntra:

Myntra is one of India's leading platforms for fashion brands and 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. Myntra platform offers a wide range of 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. Myntra services over 19,000 pin codes across the country.