



Myntra rolls-out mega marketing campaign ahead of the 16th edition of the flagship EORS

- Hrithik Roshan, Kiara Advani & Siddhant Chaturvedi take centre stage for the EORS campaign
- Myntra's EORS-16 campaign is expected to reach a total of 250 million people
- Influencers to host more than 700 live sessions on Myntra's social platforms

Bengaluru, June 01, 2022: Myntra, one of India's leading fashion and beauty destinations, has launched a multichannel marketing campaign to engage with ~250 million shoppers from across the country on the arrival of the 16th edition of its much-awaited flagship event, EORS, scheduled to be held between the **11th and 16th of June**. With the biggest and most desirable international and domestic brands putting forth attractive offers, the event is poised to drive shoppers into a fashion euphoria with sheer excitement.

Popular Bollywood celebrities and lifestyle and fashion influencers, including Hrithik Roshan, Kiara Advani and Siddhant Chaturvedi, are set to build excitement around the most awaited fashion carnival, among their vast fan base and audiences. Myntra has adopted a thematic approach that's integrated with a fun medley for the EORS ad films, symbolising the salience and nature of the gratifying event and has launched two master films, starring Hrithik Roshan, Kiara Advani and Siddhant Chaturvedi. The films will also be pairing off the celebrities for the first time, with a 15-second-long edit featuring Hrithik with Kiara and another with Hrithik and Siddhant. The films will have transitioning costumes with Hrithik donning trendy and hip styles, Siddhant featuring the uber comfortable casual wear and Kiara repping western, casual and ethnic wear.

EORS-16 will be promoted extensively across TV and digital media platforms, such as Google, Facebook and YouTube, while also activating owned social media channels, M-Studio and M-Live.

About the films:

The storyboards of the ad films with Hrithik starring alongside Kiara for one and Siddhant for another, urge shoppers not to miss out on the gathering of the biggest and most iconic brands for India's grandest fashion event, EORS-16. They move with quick thematic storytelling, a fun and quirky medley accompanied by excitable and progressive pop music with Myntra continuing to use the signature herald as part of the track. The 15-second edits are set to feature in English and stream across leading TV channels and social and digital media platforms.

The magnitude of the event takes centre stage in the ad films, with the stars narrating the importance of EORS, in tune with the medley. Kiara puts on a show, the variety of fashion on offer rocking the print, western, casual and ethnic offerings of Myntra, her expressions and enthusiasm add a 'pure entertainment factor to the film. Siddhant is dressed in casual attire and promotes the event with his quintessential repose in an energetic and peppy setting.

In one of the scenes, a cast member is seen in a bathtub full of sneakers, with only his head visible, showcasing the relevance for sneakerheads and fashion enthusiasts alike, thus, symbolizing the deals on offer too, ahead of EORS-16.

The EORS medley is that of great fashion, catchy refrains, Myntra celebs, Myntra consumers, cool dance moves, frenzical expressions, boomerangs, gifs and a lot of clothes, with an out and out celebratory mood.

**Link to the films:**

<https://www.youtube.com/watch?v=ltTFB8xHA1g>

<https://www.youtube.com/watch?v=OyJGLedJBqM>

Creative Credits: TBA

Kiara Advani is one of the most celebrated and loved stars of Bollywood today, touted as the New Dream Girl of the nation, she is the most visible face of the industry with consecutive successful projects. Siddhant Chaturvedi's meteoric rise to fame from Inside Edge, Gully Boy and Gehraiyaan has made him India's poster boy for success. Highly popular amongst the GenZ and Millennial audience, Siddhant and Kiara will instill a sense of FOMO (fear of missing out) amidst them. B-town's King of Dance, Hrithik will be manifesting his Instagram-bio "to live the best life possible", with the stylish and contemporary options on offer, including from his own brand, HRX. The music will also accentuate the tagline with the sheer energy and excitement around the event, brought out by catchy lyrics and tunes.

Social Commerce initiatives:

Myntra will also unleash the full potential of its Social Commerce platforms which have been a cornerstone of its marketing initiatives to engage with its thriving fashion-forward shopper base. Customers can look forward to India's most popular influencers, including Big Boss 15 winner Tejasswi Prakash, Hina Khan, Gurmeet Choudhary and Niharika NM among others, creating over 5,000 looks, in the space of fashion and beauty, on Myntra Studio. Customers who consume fashion and lifestyle content will see brands connecting with them through 700+ M-Live sessions during which the brands will offer merchandises at EORS prices during the pre-launch itself.

Speaking on the launch of the campaign for EORS-16, Nandita Sinha, CEO, Myntra, said, "Hrithik, Kiara and Siddhant are going to take center-stage in EORS-16 ad films, creating heightened visibility for the event and driving deeper reach among fashion-forward shoppers in the country. Their films exemplify the message of the opulence of the event, which will bring together the biggest brands and trend-first styles. We will also offer brands the unparalleled opportunity to harness the power of the creators' economy and leverage India's leading influencers to effectively engage our upwardly mobile fashion-conscious consumers."

The 6-day event will present an opportunity for brands to connect with millions of customers and first-time shoppers from across the country who are expected to visit the platform to cater to their unique fashion and beauty needs. Over 5,000 popular international and domestic brands are gearing up to offer unprecedented deals across a wide set of categories, like women's ethnic and western wear, men's casual wear, footwear, including sneakers, sports gear, kids and teens wear, beauty, and home on the Myntra platform.

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.