



## Cleartrip partners with Myntra to reward top 3 spenders of Big Fashion Festival with an all-expense paid Bali trip

*Myntra Big Fashion Festival is live*

**Bengaluru, September 23, 2022:** Cleartrip, one of India's fastest-growing online travel portals, has partnered with Myntra to reward top three spenders of the Big Fashion Festival (BFF), an all-expense paid vacation to the tropical island of Bali.

This is part of the reward constructs during the Big Fashion Festival, scheduled to start from 23 September 2022 and all set to offer customers more than 1.5 million styles from over 6000 international and domestic brands across categories like fashion, lifestyle, home, and beauty and personal care. Offering exciting options that include the BFF Specials, Myntra's curated collection of festive offerings, and BFF Showstopper, which flaunts select categories that are popular among cohorts, Myntra's BFF is the go-to place for all things fashion this festive season, ensuring something for every member across various age groups in the family.

The reward trip to Bali will entail a four nights and five days stay, enabling the three highest spenders from Myntra BFF to enjoy Bali's picturesque beaches, along with its magical blend of culture, people, nature, activities, culinary delights and nightlife. In addition to this, some of the shoppers from the BFF's festive fashion frenzy will also receive assured coupons from Cleartrip that gives them a 12% off on domestic flights and a 20% off on hotels.

Myntra's celebrated festive event across the country, the Big Fashion Festival (BFF) presents a wide range of value deals along with ingenious customer engagement propositions such as the curtain raiser deals and the deal o'clock. Additionally, shoppers can benefit by using their Axis and ICICI bank credit or debit cards, to unlock additional savings of 10%. Throughout BFF, Myntra will also offer consumers unprecedented **BFF Rewards**, like coupons from Lakme Salon, Zoomcar, Zee 5, Domino's, Baskin Robbins, Lenskart, Cleartrip, PVR and Discovery+, among others, making the festive shopping experience a truly joyous one.

### **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.