



Myntra onboards leading beauty creator Malvika Sitlani's MASIC; Set to offer luxurious personal care range at enthralling prices

- *Ahead of Myntra's flagship End of Reason Sale, MASIC will be offering exceptional products across categories like home and personal care*
- *Popular products from the brand include, Skin Juice Luxe Body Oil, Always on Me Fragrances, Home Candles, and the Bath & Body Range*

Bengaluru, November 28, 2022: Beauty aficionado and widely admired creator, Malvika Sitlani's lifestyle brand, MASIC, is launching on Myntra, enabling shoppers to access compelling and luxurious home and personal care products at affordable price points. Myntra's personal care and home categories continue to witness an uptick in demand on the platform and the addition of MASIC is poised to enhance traction for body lotions and oils, with winter setting in.

The brainchild of two best friends, Malvika Sitlani and Veronica Bahl, MASIC was born out of a conversation during the lockdown in 2020, with a goal to create a beauty and lifestyle brand that was filling a white space in the market of creating luxurious, yet budget-friendly self-care products. One of the first influencers to start creating captivating beauty content, Malvika Sitlani is synonymous with beauty and personal care in India, coupled with co-founder Veronica's keen understanding of the D2C beauty landscape, MASIC is poised to unlock its next level of growth through its association with Myntra.

Ahead of Myntra's upcoming seventeenth edition of its marquee End of Reason Sale, MASIC will be offering its entire portfolio on the platform, including its bestselling Skin Juice Luxe Body Oil, Aromatic Candles, Always on Me Fragrances, and the Bath & Body Range, ranging from ₹699 onwards, while the brand's divine bundles and trio assortment start from ₹1199 onwards. MASIC is confident of building its consumer base of personal care enthusiasts across India through its association with Myntra and is looking forward to becoming India's preferred holistic personal-care brand in the coming years.

Speaking on the association with Myntra, Malvika Sitlani, Co-founder and CEO, MASIC, said, "As a young, bootstrapped brand, we see the partnership with Myntra as a great opportunity to leverage the platform's massive reach to a huge pan-India base of discerning customers. In addition, Myntra is known to provide great service through its customer-friendly app, which has been a focus for MASIC from its inception. With this unparalleled partnership, we aim to reach 10x more consumers, including people who may not have heard of Malvika Sitlani, the creator and would get acquainted with the brand first, which is key to sustaining MASIC as a D2C Brand."

Speaking on the launch of MASIC, Rahul Sachdev, Senior Director - Beauty and Personal Care, Myntra, said, "We are excited to launch MASIC on Myntra. As a long-standing enabler of the creator ecosystem, the association with MASIC is a natural extension of Myntra's commitment to empower creator-led brands and accelerate its growth journey. MASIC's impeccable line of products coupled with Myntra's vast experience of nurturing and scaling brands including ones from the D2C space, makes us confident of MASIC's success with personal care enthusiasts across the country."



MASIC will enjoy a dedicated Online Brand Store (OBS) on Myntra, along with extended visibility across the platform's pioneering social-commerce verticals, M-Live and Myntra Studio, including a live session led by co-founder and leading influencer, Malvika Sitlani, on 29th November, 5.30 PM onwards. As a part of the launch campaign, MASIC will also be providing a 30% price reduction, along with an additional 5% off for Insiders, members of Myntra's loyalty program, that offers a wide range of tiered benefits and privileges for customers.

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.