



## Day-1 of Myntra EORS sees strong pan-India shopping sentiment; Sports Footwear, Winter Wear, and Global brands drive demand

- Most number of shoppers were from **Bangalore, Delhi and Mumbai**
  - **130k first-time shoppers** came from non-metros
  - Over **50%** of the overall shoppers on day-1 were women
- **~2 mn EORS 17 items** have been delivered already; 16000 Kirana partners are fulfilling orders across 20000 pin codes

**Bengaluru, December 11, 2022:** The 17th edition of Myntra's flagship EORS, kicked off to a great start, witnessing a strong uptick in demand across categories. In addition to shoppers from metro cities, the non-metro cities and towns also shopped actively indicating the rise of the regional fashion-forward shopper base in the country. The opening day of the event saw **130k first-time shoppers** coming from non-metros. Over half of the overall shoppers from the initial day of the fashion event were women.

Fitness was clearly a priority amongst shoppers, both across metros and non-metros, as day 1 of the 7-day event witnessed **75%** growth in demand for sports shoes, over EORS-15 held last December and a whopping **800% spike** in demand for smartwatches over BAU days. Customers were also seen upgrading their winter wear with **1.5 lakh** sweatshirts and jackets purchased in all, on the opening day. Men's winter wear witnessed a **200%** growth over BAU days. Part of the '**EORS Specials**', new launches such as Boohoo, Dorothy Perkins, Nasty Gal, Indifusion, Anomaly, Kenneth Cole and Edheads, were a hit with shoppers.

With the wedding season around, shoppers engaged in acquiring Ethnic wear, which clocked a **300% growth** over BAU days. A **60% growth** over the previous winter edition of EORS was recorded in travel trolleys, indicating travel on the cards for the shoppers who wish to make the most of the upcoming holiday season.

### Other highlights:

- A majority of the shoppers placed orders for **Men's Casual Wear, Women's Ethnic Wear, Women's Western Wear, Winter Wear and Sports Footwear** among others.
- **T-shirts, Jeans, Sweatshirts, Jackets, Kurtis and Shirts** topped the charts among preferred products.
- The Beauty and Personal Care category witnessed strong traction with **more than 10 times the number of lipsticks** sold over BAU days.
- Some of the most popular brands with shoppers were **H&M, Nike, Puma, Roadster, Levi's, Loreal, Libas and Adidas**.
- Over **300% growth** in global brands like Tommy Hilfer, Nautica, H&M, Mango and Levi's over BAU
- Over **~2 million** items have been delivered already. ~16000 Kirana partners are delivering 80% of the total orders.



On the opening day, **Bangalore shopped the most** among **metros**, followed by Delhi, Mumbai, Hyderabad, and Pune. The **top 5 non-metro cities** that shopped in this period are, Jaipur, Lucknow, Patna, Indore and Guwahati.

**Reflecting upon the performance on Day 1 of EORS-17, Sharon Pais, Chief Business Officer, Myntra, said,** “We are extremely delighted to see a strong shopping intent in customers looking at wrapping up the year in style, with EORS-17. Men and women have flanked the platform with equal enthusiasm, with a multitude of shoppers placing orders for millions of items. In addition to significant demand from the metros, Tier 2 and beyond cities and towns are also driving demand, indicating the rise of the non-metro fashion-forward shoppers. We are excited to deliver joy to the millions of customers that look forward to a seamless and memorable tech-led shopping experience over the next few days.”

The event will augment income for Myntra’s Kirana partners who will deliver to ~20000 pin codes across metros, tier 2-3, and beyond.

### **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 6000+ 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, Marks & Spencer, W, Biba, Nike, Puma, Crocs, M.A.C, and Fossil and many more. Myntra services over ~20,000 pin codes across the country.