



Bollywood star Anushka Sharma is amazed by the compelling beauty 'Options' on Myntra

- *Myntra's latest Beauty campaign emphasizes the wide range of options in beauty & personal care on Myntra from 1400+ brands like of M.A.C, Estee Lauder, Anomaly, Bobbi Brown, and Forest Essentials, among others*
- *The campaign aptly conveys the brand's proposition of delivering each individual's unique beauty needs*
- *Myntra's industry leading 2-day delivery feature that spans across a wide range of products and the use of sustainable packaging offers an enhanced shopping experience to customers*

Bengaluru, January 10 2023: Myntra has signed-up Bollywood actor Anushka Sharma as its brand ambassador for the 'Beauty' category and rolled out an enthralling ad film with the diva to promote its proposition in the beauty and personal care space. Anushka's personality builds relatability with customers in the film while highlighting Myntra's wide beauty portfolio comprising the leading brands and products in the space catering to every individual's unique beauty needs.

With inspiring work in the Indian film industry, Anushka is known for her beauty, grace, wit, and style. A true inspiration to women across the country for the many hats she dons, Anushka's unique personality, relatability with the audience, and her existing association with Myntra in the fashion space, make her the natural choice to represent the platform's growing beauty offerings.

The campaign's core idea 'Find Your Own Beauty' enables customers to arrive at their desired products, giving them the option to select from a range of ~70000 beauty and personal care styles from over 1400 international, domestic and D2C brands on Myntra like, M.A.C, Estee Lauder, Anomaly, Bobbi Brown, and Forest Essentials, among others. The platform's tech innovations in this space such as the skin analyser, product finder, beauty profile and virtual try-on and curated selections by brands aid customers to choose products of their choice as per their skin tone, texture, type, and needs, reinforcing Myntra's position as India's beauty expert. Myntra's two-day delivery feature that covers a large part of its portfolio and the use of sustainable packaging for the beauty and personal care products offer an enhanced shopping experience to customers.

Speaking on the launch of the ad film, Sunder Balasubramanian, CMO, Myntra, said, "Beauty is a natural extension to fashion. As one of the leading fashion destinations of the country, now Myntra's fast-growing beauty and personal care offerings bring together an extensive collection



of international, domestic and D2C brands that cater to the needs and demands of every shopper. In addition, our services like the delivery speed proposition (M-Express) ensure that our customers have a superlative shopping experience. The new ad film with Anushka Sharma enhances Myntra's position as India's new beauty destination, while putting forth our wide set of offerings in an engaging manner. The film will create a strong recall about the wide range of beauty options available, to serve every customer's unique needs. "

On the launch of her new ad film with Myntra, Bollywood icon, Anushka Sharma, said, "Being an avid beauty enthusiast myself, representing Myntra Beauty was a no-brainer, as it's a platform that offers products for everyone, regardless of the stage of a shopper's beauty journey. I believe the ad-film will resonate well with consumers as it captures and delivers the message upfront in a very relatable manner. We had great fun shooting for the film and am eagerly waiting for the audience to watch it as well."

About the ad film:

The ad film comes to life with Anushka in the midst of a busy shoot and seeking to up her beauty quotient before the next shot, only to be suggested by her assistant to try Myntra Beauty for the sheer number of options she wishes to explore. Anushka is pleasantly overwhelmed by the endless options on make-up, haircare and skincare alongside international and exclusive brand options that she sees on the Myntra app. The film highlights offerings of ~70000 products from over 1400 brands, which include the likes of M.A.C, Estee Lauder, Anomaly, Bobbi Brown, and Forest Essentials, among others, 100% original beauty products, and a hassle-free, return and refund policy. It ultimately urges the audience to use products that represent their personality and rely on Myntra's offerings to meet every need in beauty and calling out the tagline for the campaign, 'Find Your Own Beauty'.

Link to film: <https://www.youtube.com/watch?v=EMeD9znZF-Q> SEP Creative Credits:

- Agency - Tilt Brand Solutions
- Director - Afshan Shaikh
- Cinematographer - Tapan Basu
- Photographer - Prasad Naik

The Beauty and Personal Care category is witnessing high demand on Myntra and the platform continues to scale the growing repertoire of international and domestic as well as D2C brands via its launch IP, 'All Eyes On New', on a regular basis. Beauty is also a top-performing category on Myntra's live commerce proposition, M Live with 100% engagement rates being witnessed across its sessions coupled with a significant growth in its live streaming traffic too. In line with engaging more effectively with the thriving cohort of beauty consumers, Myntra will be adding not just beauty creators, but also make-up artists, skin specialists, dermatologists to create beauty content that enable shoppers to make informed beauty-buying decisions.



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, Levi's, 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.