



M·A·C's travel range of cosmetics 'Little M.A.C' launched in India exclusively on Myntra

Bangalore, August 9, 2017: Myntra today announces the launch of the leading professional cosmetics brand, M.A.C Cosmetics, with its new collection, Little M.A.C, a selection of M.A.C's favourite products available in travel-ready sizes, exclusively on its platform. This is the first time the collection is available in India.

Little MAC offers some of its classics in tote-able and airport-friendly size of 30ml or less, starting at INR 900.

Ananth Narayanan, CEO Myntra-Jabong said, "M.A.C reverberates as one of the most desirable cosmetic brands globally. With the introduction of Little M.A.C exclusively on our platform, we are making this new affordable range accessible to hundreds of thousands of women in the country. Myntra is fast becoming a destination for Beauty and Personal Care and we are targeting to grow this category 10x in 10 months."

Rohan Vaziralli, General Manager, Estée Lauder Brands, said, "The Estée Lauder Companies India and M·A·C Cosmetics are delighted to partner with Myntra. M·A·C, is the prestigious makeup leader in India and with this association we are pleased to further expand our footprint and reach out to a larger consumer base across India. This business collaboration with Myntra will help in realizing our vision of making M·A·C easily available to all aspiring consumers."

Myntra is focusing on the Beauty and Personal Care segment with a strong emphasis on premium beauty brands. It has recently launched Clinique, Bobbi Brown and Estée Lauder from the ELCA group of cosmetic brands and is planning to launch over 100 Beauty and Personal Care brands this year.

About Myntra:

Myntra is India's leading platform for fashion brands and pioneer in m-commerce play. Myntra has partnered with over 2000 leading fashion and lifestyle brands in the country such as Nike, adidas, Puma, Levis, Wrangler, Arrow, Jealous 21, Diesel, CAT, Harley Davidson, Ferrari, Timberland, US Polo, FabIndia, Biba and many more to offer a wide range in latest branded fashion and lifestyle wear. Myntra services over 19,000 pin codes across the country. With the largest in-season product catalogue, 100% authentic products, Cash on Delivery and 30-day Exchange/Return policy, Myntra is today the preferred shopping destination in India.

About The Estée Lauder Companies:

The Estée Lauder Companies Inc. is one of the world's leading manufacturers and marketers of quality skin care, makeup, fragrance and hair care products. The company's products are sold in over 150 countries and territories under brand names, including: Estée Lauder, Aramis, Clinique, Prescriptives, Lab Series, Origins, Tommy Hilfiger, M·A·C, Kiton, La Mer, Bobbi Brown, Donna Karan New York, DKNY, Aveda, Jo Malone London, Bumble and bumble, Michael Kors, Darphin, Tom Ford, Smashbox, ErmenegildoZegna, AERIN, Tory Burch, RODIN olio lusso, Le Labo, Editions de ParfumsFrédéricMalle, GLAMGLOW, By Kilian and BECCA.

About MAC Cosmetics:



M·A·C (Make-up Art Cosmetics), a leading brand of professional cosmetics, was created in Toronto, Canada in 1984 and is part of The Estée Lauder Companies, Inc. The company's popularity has grown through a tradition of word-of-mouth endorsement from makeup artists, models, photographers and journalists around the world. M·A·C is now sold in 110 countries/territories worldwide. Follow M·A·C on Twitter, Periscope, Snapchat and Pinterest @MACcosmetics, become a M·A·C fan on Facebook (facebook.com/maccosmetics), follow M·A·C on Instagram (instagram.com/maccosmetics), watch M·A·C videos on YouTube (youtube.com/maccosmetics).

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