



## **Myntra clocks 5 crores within the first five minutes of the sale**

*500% rise in traffic over a normal day at the opening of the sale*

*Over 2.4 million products sold on the first day*

**Bengaluru, December 23, 2017:** The 7<sup>th</sup> edition of Myntra's End of Reason Sale (EORS) opened at 12 AM on December 22<sup>nd</sup> to a great start with Myntra clocking 5 crores in the first five minutes. Myntra witnessed 500% rise in traffic over a normal day and sold over 2.4 million products on the first day of EORS.

**Speaking on the occasion, Ananth Narayanan, CEO, Myntra – Jabong, said,** “We have witnessed outstanding response from both existing and new users in this edition of EORS, with traffic to the platform rising by 160 % over baseline days. We had over 8 Lakh customers order 2,4 million products on Day 1 of the sale and are on track to increase sales by 50% over the last edition of EORS. We have over 5.5 lakh Myntra Shopping Groups created this time which have contributed 27% of the revenues so far.”

A quick look into the products ordered on the first day of the sale reveals that a majority of men shopped for sports while women opted for Women's Western Wear. A lot of people also shopped for winter wear in both men and women categories.

As of now sports is the highest selling category in EORS followed by Men's Casual and Women's Western Wear. Personal care and Home furnishing have received great response and have grown by over 300% & 400 % respectively over a normal day. Our private brand Roadster continues to be at the top position.

Myntra is currently the No. 1 app on the IOS store and rated the top shopping app on the Google Play Store. Customers can look forward to a line-up of the best offers of the year in the remaining days of EORS.

### **About Myntra-Jabong:**

Myntra & Jabong are 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 Roadster , Nike, Adidas, Puma , HRX , Levis , wrangler , Arrow, Diesel, All About You, Biba , W, Diesel , US polo , Wrogn, Ralph Lauren , Fashion 21, Mango , Mac and many more to offer a wide range in latest

#### **Key Highlights of Day 1**

- **2.8 million app downloads before opening of the sale**
- **23 mn products wish listed during the period**
- **Sports category dominating the sale with 21 %**
- **Highest selling product Nike sneakers**



branded fashion and lifestyle wear . Myntra services over 22,000 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 & Jabong are today the most preferred shopping destinations in India.

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