



Myntra wins master franchise rights for Mango in India

The first e-commerce company globally to manage the brand's omni-channel presence

Aims to curate 25 to 30 stores over the next 5 years

Bengaluru, February 22, 2017: Myntra today announced that it has been awarded the master distribution and management rights for the Spanish fast fashion brand Mango in India; making it the first e-commerce player globally to manage the omni-channel strategy for a global fashion brand. As a part of this arrangement, Myntra plans to curate and facilitate 25 – 30 Mango stores as well as list the brand exclusively on Myntra and Jabong, in association with select retail partners over the next five years.

The association between the two companies goes back to 2014 when apparel from Mango, one of the leading fashion brands in the world, was listed on Myntra. The brand has since performed extremely well on its platforms and is currently one of the top 5 womenswear fashion brands on Myntra marketplace. Taking this partnership to the next level, Myntra will now be responsible for managing Mango's omni-channel presence including Mango.com, offline stores in the country as well as the brand's presence on its own platform. Mango is known the world over for its product concepts, store design, quality standards and brand image. The corporate philosophy is centered around creativity that has helped the brand establish itself as a Spanish fashion leader.

Myntra's position as the leading fashion and lifestyle destination with over 18 million monthly active users along with Jabong as well as its ability to use technology to create unique customer experiences helped establish it as the partner of choice for Mango. The move compliments Myntra's offline strategy and will serve as a distinguishing platform by creating the right omni channel experience for customers. As a long-term strategy, the company will explore similar partnerships with global brands in the future and will also develop an organizational structure to cater to an expanding omni-channel presence.

Speaking on the occasion, Ananth Narayanan, CEO, Myntra & Jabong, said, "We are very excited to be the first e-commerce company to be awarded these exclusive rights by a leading global fashion brand such as Mango. This agreement further strengthens our position as the leading fashion and lifestyle destination and is in line with our strategy to provide our customers access to the best of international brands. We expect to grow Mango's India business exponentially over the next 5 years. This event marks an epoch in our journey and the beginning of a new age in omni channel fashion in the country."

Speaking on the occasion, Daniel Lopez, Vice-Chairman and Member of the Board of Directors, Mango, said, "We have had a very good partnership with Myntra over the last three years and Mango has performed extremely well on their platform. A high degree of technological capability backed by incomparable logistical facilities covering the entire country make Myntra an ideal entity to enhance our partnership with. We are targeting exponential growth for Mango in India in the coming years and are optimistic about achieving the same through Myntra."

MANGO



About Mango:

MANGO was founded in 1984 and is today one of the leading fashion groups in the world. Based in its city of origin, Barcelona, the company has an extensive store network of 2,200 stores (over 800,000 m2) in 110 countries. From its "El Hangar" Design Centre in Palau-solità i Plegamans, every year it designs 18,000 garments and accessories for wearing the season's trends. The company, which owns the MANGO Woman, Man, Kids and Violeta lines, closed 2015 with sales of 2.327 billion euros, representing a 15% increase on 2014. For further details, please contact Rebeca Bosch | +34 93 860 22 22 Ext. 11729 | rebeca.bosch@mango.com or Georgina Pratginestós | +34 93 860 22 22 Ext. 13340 | georgina.pratginestos@mango.com

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.

Myntra

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