



MANGO OPENS ITS FIRST STORE IN DELHI WITH MYNTRA

The brand plans 25 store openings in the next 5 years: 5 of them before the end of 2017.

With this alliance, the firm adopts an omni-channel strategy, improving the shopping experience for its customers in India.

New Delhi, India and Barcelona, Spain, 4 October 2017

Following the announcement made earlier this year, MANGO has now opened its first brick-and-mortar store with the latest concept in Delhi, in conjunction with its business partner, Myntra. Myntra has partnered with select retail companies to curate MANGO's offline business in India. This way, MANGO expands its omni-channel strategy in India.

MANGO's expansion plan consists of 25 store openings in India over the next 5 years. Its first store opens today in Delhi at Select Citywalk Mall (Saket district), with an event hosted by model and actress Ileana D'Cruz. The second store opening will take place in Mumbai, at Phoenix Mall, next month, and will be followed by three more openings before the end of 2017.

The new store is equipped with advanced technology to provide a seamless shopping experience for customers in India. All MANGO stores in the country will feature integrated inventory and the concept of Endless Aisle, enabling customers to browse the MANGO collection on a tablet, check out product details and availability, and have goods from other stores delivered to their doorstep. These tablets are also used to provide personalized recommendations based on purchase history, and inform customers about new products and styles. Customers will also be able to skip queues at billing counters, using the Assisted Checkout feature on tablets.

In 2014, MANGO chose Myntra as a partner to develop its online business in India, given that it is the largest and most reputable online retailer in the country. In less than three years, MANGO has become one of the five top-selling women's western wear brands on Myntra marketplace, with annual growth rates in excess of 100%.

According to MANGO Executive Vice President, Daniel López: "This is the beginning of an expansion plan in India that will cover the next 5 years. We have an excellent relationship with Myntra and their expertise has allowed us to reach virtually every corner of India and increase our customer base exponentially as a result. Following an omni-channel strategy and having a presence in the country with physical stores will allow us to generate value for consumers by improving their shopping experience".

Speaking on the occasion, Ananth Narayanan, CEO of Myntra & Jabong, said, "Helping launch the first MANGO store in Delhi is a huge step in the direction of building a robust omni-channel presence for the brand. MANGO has been growing at a 100% YoY rate on the platform and continues to enjoy

MANGO



great fashion appeal amongst shoppers in India. The new technology-packed store is set to redefine the way consumers in India experience brands in the future.”

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 close to 800,000 m2 in 110 countries. From its “El Hangar” Design Centre in Palau-solità i Plegamans, every year it designs more than 18,000 garments and accessories for its customers to wear the season’s trends. The company closed the 2016 financial year with sales of 2.26 billion euros. More information at www.mango.com

Myntra is India’s leading platform for fashion brands and a pioneer in m-commerce plays. Myntra market place lists over 2,000 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 its 30-day Exchange/Return policy, Myntra is today the preferred shopping destination in India.

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