



Myntra announces it's Big Fashion Festival; launches ad campaigns with Kiara Advani, Karan Johar and Ranbir Kapoor



Led by FWD- Myntra Doubles Gen Z Customer Base to 16 Million; Targets 40 Million in the next couple of years



The screenshot shows the top of the 'THE ECONOMIC TIMES | Industry' website. The header includes 'English Edition | Today's ePaper', a 'Subscribe' button, and a 'Market Savvy Offer is' link. The navigation menu lists categories like Home, ETPrime, Markets, Market Data, News, Industry, Rise, Politics, Wealth, MF, Tech, Careers, Opinion, NRI, Panache, Videos, and Spotlight. Below the menu, there are dropdown menus for 'Auto', 'Banking/Finance', 'Cons. Products', and 'Energy'. The main content area features a breadcrumb trail: 'Business News > Industry > Cons. Products > Gen Z Power: The 'swipe-up' generation is exciting business opportunity for Myntra, CMO says'. A prominent headline reads: 'MUDA Case >>> Lokayukta police register FIR against Karnataka CM Siddaramaiah & others, say sources'. Below this, the article title is: 'Gen Z Power: The 'swipe-up' generation is exciting business opportunity for Myntra, CMO says'.



The screenshot shows a YouTube video player. The video title is 'STARTUP CENTRAL | AIMING TO ENABLE ACCESS & CURATE BRANDS'. The video content includes a title card for 'MYNTRA Mgmt To ET NOW' and a subtitle: 'Impetus On Gen Z's FWD, Expect To Grow Multiple Folds'. The video features an interview with Sunder Balasubramanian, CMO of Myntra. The video player shows a progress bar at 0:41 / 7:05 and various control icons. Below the video, the title is 'Myntra's Gen Z Customer Base Doubles; Expect To Grow Multiple Folds | Sunder Balasubramanian | SUC'. The video has 1.87M views and includes 'Join' and 'Subscribe' buttons, along with a 'Share' button.

In interviews with prominent media houses, Sunder Balasubramanian, our CMO, discussed the growing impact of Gen Z. He puts spotlight on how Myntra is embracing the undeniable influence of GenZ on the fashion industry by reimagining our fashion shopping experience to align with their values and expectations. Led by FWD, we aim to master the essentials of trend, tailor-made shopping experience and value for this cohort.

Read more: [The Economics Times](#), [Storyboard18](#), [Adgully](#), [ET Now](#)

Launch of Udaan: Welcoming our talented interns



We are excited to announce the first initiative of the Udaan program, our internship program designed specifically for individuals with disabilities. We welcomed eight talented interns who will embark on this journey with us, starting with a career workshop aimed at helping them integrate seamlessly into Myntra and maximize their experience. To support this initiative, we also conducted a sensitization session for our managers, fostering understanding and empathy to ensure the best support for our interns. We look forward to seeing our interns soar high over the next six months!

Myntra x Puma come together for an Olympic Town hall



The Myntra x Puma Townhall that took place at the Myntra HQ was an unforgettable blend of fashion, sports, and leadership. Karthik Balagopalan, MD of Puma India and Nandita Sinha, CEO Myntra, the leaders of Puma India and Myntra respectively, engaged in an enriching discussion about the evolving consumer landscape, premiumization, sneaker culture, and the potential of performance wear in India. The inspiring stories of P.R. Sreejesh and Manasi Joshi, Olympic and world champion athletes, further highlighted the power of collaboration and pushing boundaries.

This session was a true source of inspiration and valuable insights.

Read more: [LinkedIn](#)

Eco Friendly Bag making for World Environmental Health Day



Organized by Myntra Cares, our employee Samaritans celebrated World Environmental Health Day with purpose by collaborating with Diya Foundation for a Paper Bag-Making Workshop with children having intellectual disabilities. This meaningful event combined creativity, community, and sustainability, promoting inclusivity and raising awareness about reducing plastic waste.

Working alongside these inspiring children, we crafted eco-friendly bags and learned valuable lessons about teamwork, determination, and the joy of hands-on creation. ❤️