

Flipkart partners with Max Fashion to bring affordable high-quality fashion to Indian consumers

~A wide selection of product ranges across womenswear, menswear, kidswear, and accessories will now be available to 250+ million customers on Flipkart~

Bengaluru, September 23rd, 2020: Flipkart, India's homegrown marketplace has partnered with Max Fashion, the retailer known for its strong presence across various fashion verticals. This partnership assumes significance, as India prepares for the upcoming festive season and Flipkart prepares for its annual Big Billion Days, focusing on bringing India's best fashion brands and collaborating with them to bring the best styles for Indian consumers.

With a strong presence across fashion verticals, Max is the single largest player in India with 375+ stores in 130 cities across the country. Max already sells more than 100 million garments through its wide omni channel presence. Through this partnership, Max Fashion will be able to get wider market access and make their products across categories including accessories, footwear, womenswear, menswear, and kids wear, available in newer geographies and pin codes. The Max Fashion store on Flipkart will have more than 13,000 new styles, and majority of them under INR 1,000 price point. This partnership with Flipkart enables Max to further democratise fashion by enabling the brand to reach out to a wider array of shoppers through Flipkart's excellent reach in smaller towns and cities. This partnership is also aligned to Flipkart's priority to continuously expand its fashion portfolio and make latest trends accessible to consumers across Bharat.

With an increasing number of shoppers today seeking a convenient shopping experience with a focus on affordable fashion, the collaboration between the two brands will offer a wide selection of latest fashion by bringing value to millions of consumers.

Speaking about the launch, **Nishit Garg, Vice President - Flipkart Fashion** said, *"We are happy to announce the launch of Max Fashion on Flipkart, which is one of our biggest partnerships this year. We believe that the latest trends should be made accessible to all consumers across the country and our partnership with Max Fashion is in line with this vision. We will continue to bridge the gap between customers in metros and Tier 2+ regions, where customers are seeking the best of current fashion trends, but have limited access from a selection, range and affordability perspective. We believe in collaborating with the best in the industry and this partnership with Max Fashion will help bring enormous value through a wide selection, range and quality fashion products."*

Sharing his views on the partnership, Speaking on the occasion **Shital Mehta, CEO, Max Fashion India & Managing Director, Lifestyle International Pvt. Ltd.** said, *"Max Fashion is the single largest fashion brand in India operating across both omni-channel as well as online space. To reach as many customers as possible, we have been rapidly growing, both our retail stores footprint as well as our online presence. This partnership with Flipkart is the next step in this direction – this enables us to expand our presence and reach the next 200 million customers who live in tier-2 and tier-3 cities and provide them access to our amazing fashion at unbelievable prices."*

About Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, and PhonePe. Started in 2007, Flipkart has enabled millions of consumers, sellers, merchants and small businesses to be a part of India's e-commerce



revolution, with a registered customer base of over 250 million, offering over 150 million products across 80+ categories. Our efforts to democratize e-commerce in India, drive access and affordability, delight customers, create lakhs of jobs in the ecosystem and empower generations of entrepreneurs and MSMEs has inspired us to innovate on many industry firsts. The recent launch of Flipkart Wholesale, our new digital marketplace, is a testament to our commitment to accelerate the growth of kiranas and MSMEs in India. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns –customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians. Together with Myntra, which holds a prominent position in the online fashion market, PhonePe, India's fastest growing digital payments platform, and now Flipkart Wholesale, the Flipkart Group will continue to steer the transformation of commerce in India through technology.

About Max Fashion

Max Fashion, known for 'everyday fashion', is the biggest fashion brand across Middle East and India. Opening its first store in the Middle East in 2004, the brand has grown at a phenomenal pace and now has presence across 19 countries. In India, currently it has close to 300 stores with presence across 100+ cities; it has become the biggest fashion brand not only in the Middle East, but also in India in the short period of time it has been here.

Max's brand vision is to "democratize fashion" for the contemporary middle class by offering global fashion trends at amazingly affordable prices. It enjoys universal appeal across young families as well as millennials, who are not only fashion conscious but tech savvy, because of a well-balanced portfolio across Apparel, Footwear & Accessories for Men, Women & Kids. With over 20,000 new designs across 8 seasons every year, consumers get access to truly fast fashion at amazing low prices.

Max is a true Omni-channel brand with first in industry capabilities like "Click & Collect", "Ship from Store" & "Return to Store", apart from offering outstanding Online shopping experience through its own maxfashion.in website, with more than 5 million monthly users, as well as an engaging maxfashion app which is enjoyed by more than 16.5 million consumers. Over the last few months, the brand has also launched innovative initiatives like "WhatsApp shopping", "Video Calling" & "Home Trials" under their "Store to Door" initiative, making shopping more convenient and accessible to their customers. For more information, visit <https://www.maxfashion.in/in/en/>

For more information, please write to media@flipkart.com