



Step-by-step guide to **GROW WITH MYNTRA**

Get tailored support to steer your business!

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Step-1 CATALOGING

Invest in attractive cataloging using our **Myntra Assured Shoot Program & Video Cataloging** Services





Step-2

GAIN BUSINESS INSIGHTS ...

1

Understand your target customers

2

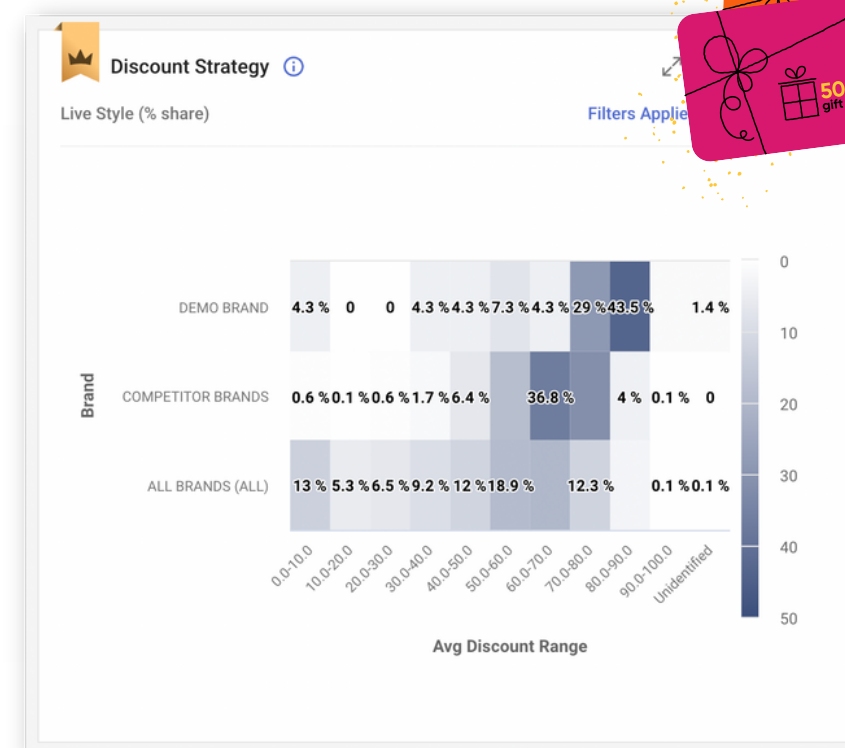
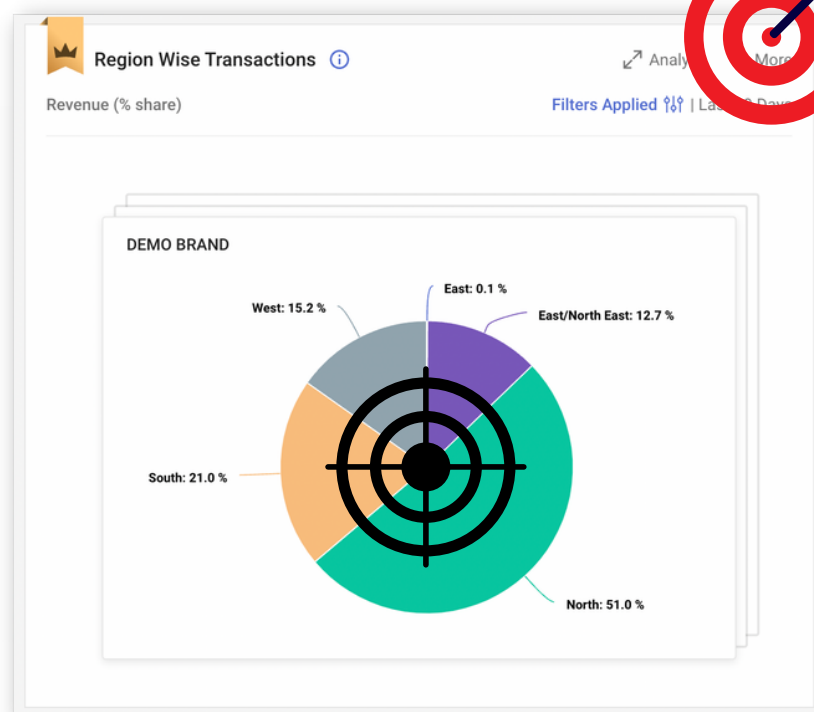
Understand how to align assortments to your customer's needs

3

Understand how to price & discount products to your own advantage

4

Get actionable recommendations for your business



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Use our Partner Insights tool to get these insights all for free



Name	Brand Value	Competitors Value
Customer Count (New vs Repeat) ⓘ		
Repeat Customers	798 ▲ 487%	10.83 L ▲ 39%
New Customers	78 ▲ 200%	1.44 L ▲ 9.21%
Zone Wise ⓘ		
NORTH	47 % ▲ 412%	39 % ▲ 30%
SOUTH	20 % ▲ 1,107%	26 % ▲ 45%
EAST/NORTHEAST	17 % ▲ 279%	16 % ▲ 32%
WEST	15 % ▲ 505%	18 % ▲ 45%
Others	1.01 % ▲ 800%	0.82 % ▲ 36%
EAST	0.12 % ▲ 0%	0.13 % ▲ 28%

Step-3

CHECK ON COMPETITORS

Keep a tab on what's
happening in the market
to find out about the
**current market
benchmarks.**

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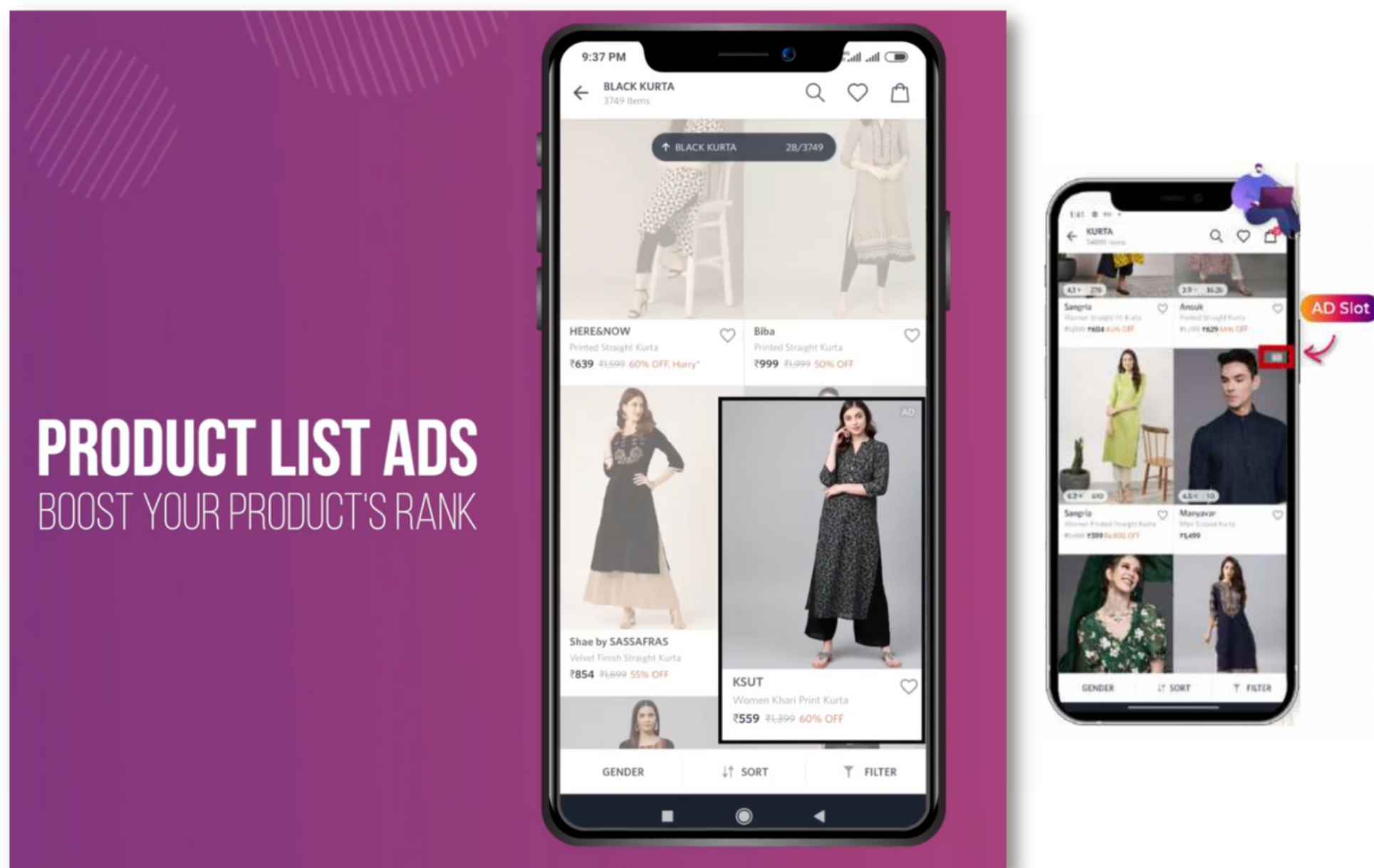


Step-4

ADVERTISE APPROPRIATELY

Advertise your products
appropriately using our
marketing services like Product
Listing Ads, Banners etc.

Powered by Partner Portal





Step-5

ACCOUNT MANAGEMENT SUPPORT

Get dedicated account
management support by opting
in for our **Account Management
Services** with nominal fee



Brokenness, Freshness



Events Participation



Returns - PQ, non PQ



Operational metrics (VFS, Etc)



Marketing & Pricing Inputs

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