



PROJECT NAME: MYNTRA

Presented by
DEBLEENA PAL

OVERVIEW OF THE PROJECT

ABOUT MYNTRA

Myntra is a major Indian fashion e-commerce company headquartered in Bengaluru, Karnataka, India.

Founders: Mukesh Bansal, Ashutosh Lawania, Vineet Saxena.

CEO: Nandita Sinha (1st Jan 2022-)

HISTORY

Myntra sold on demand personalized gift items. It mainly operated on the B2B (Business to Business model) during its initial years. In 2011, Myntra began selling fashion and lifestyle products and moved away from personalization. By 2012, Myntra offered products from 350 Indian and International brands. The website launched the brands Fastrack watches and Being Human.

The Myntra site consists of three pages

Home page

Listing page

Details of the product

HOME PAGE

NAVIGATION BAR (ON TOP)

Company logo

Categories

Search bar

Profile

Wishlist

Bag

A slider containing the trending categories.

Banners

Deal of the day

Best of Myntra's exclusive brands

Categories to Bag

Deal on top picks

Deal on top brands

Best price

Brands at slashed prices

Myntra luxe

Gifting cards

Spring summer collection

Footer containing more details regarding the website.

LISTING PAGE

List of the various clothing items according to the category.

Filters

Details about the product

Footer

DETAILS PAGE

Product details

Customer reviews and feedback

Similar products