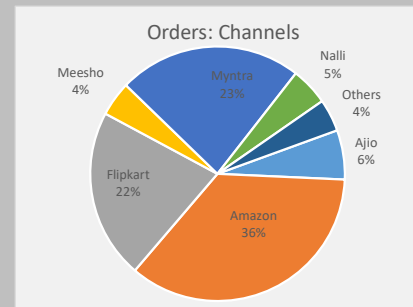
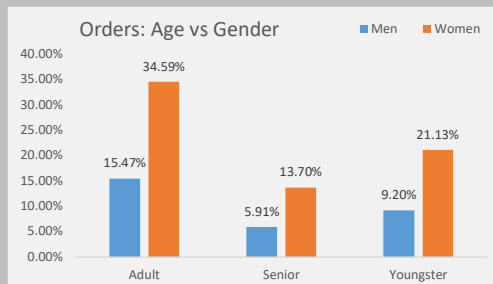
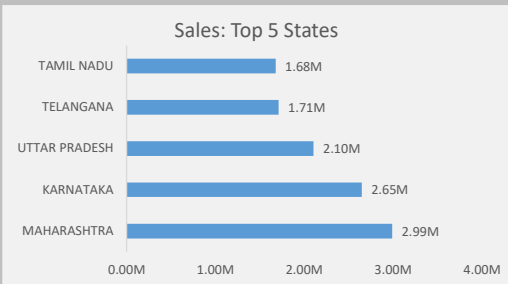
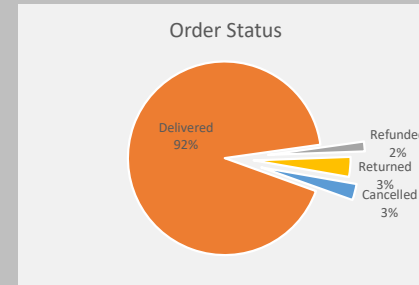
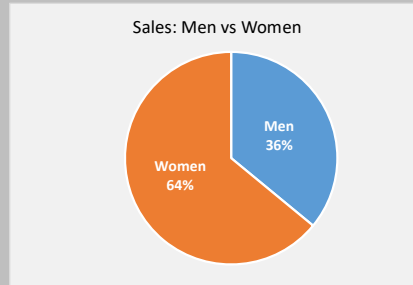
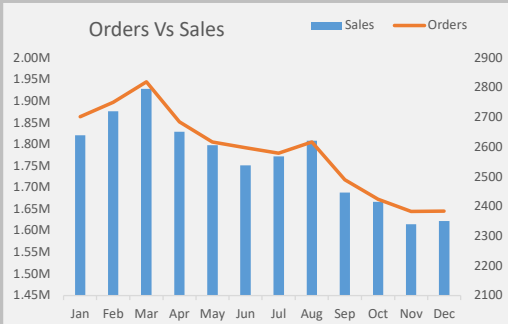


Vrinda Store Annual Report 2022



Category

Blouse
Bottom
Ethnic Dress
kurta
Saree
Set
Top
Western Dress

Channel

Ajio
Amazon
Flipkart
Meesho
Myntra
Nalli
Others

Insights

- 1- Women are more likely to buy compared to men (65 %)
- 2- Maharashtra, Karnatka and Uttar Pradesh are the top 3 states
- 3- Adult age group (30-49 yrs) is max contributing (50 %)
- 4- Amazon, Flipkart and Myntra are max contributing (~80 %)