Goal

\$120 Bn

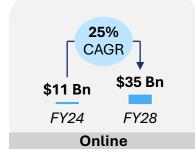
\$58 Bn

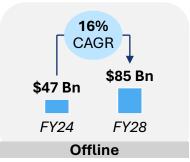
FY24

Overall

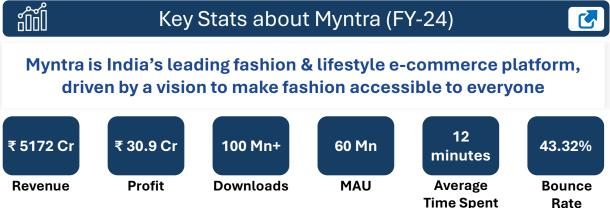
MYNTRA: Transforming Fashion with Responsible Growth and Reduced Environmental Impact

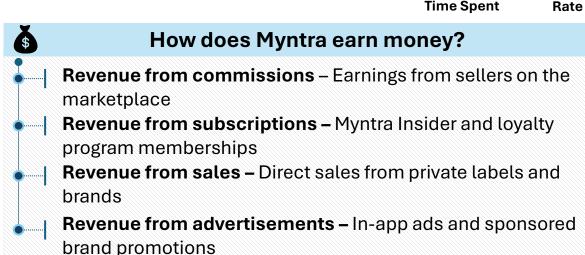
































Fashion's Hidden Footprint : How is the industry destroying our planet?



92 Mn tonnes of garments (out of 100 Bn produced annually) end up in landfills each year

Fast fashion waste is expected to rise to 134 Mn tonnes by 2034

Clothing wear frequency has dropped by **36**% in the past 15 years

1 kg of cotton production requires 20,000 liters of water

Producing a single t-shirt uses **2,700 liters** of water – enough for one person to drink for 900 days

What is Myntra currently doing to reduce the impact on environment?

Myntra for Earth: Launched in October 2020, this dedicated estore features eco-friendly fashion & lifestyle products, offering over 5,500 styles from about 70 leading brands

Elimination of Single-Use Plastic: By September 2021, Myntra had achieved 100% elimination of single-use plastic in packaging, replacing it with sustainable alternatives like recycled paper

Although, Myntra is proactively trying to reduce the impact on environment, it is clearly **NOT ENOUGH!**

Let's figure out what else Myntra can do to save our environment while solving **CUSTOMER** & **BUSINESS** problems!

Actors in the ecosystem

End-consumers

Sellers & brands

Delivery partners

Influencers & Content Creators

Advertisers

Supply Chain partners

User Segments

Description

Segment size (MAUs = 60Mn)

Purchasing behaviour (Occasion-wear)

Purchasing behaviour (Daily-wear)

Power Users

High income users, living in Metro & Tier 1 cities, shop at least once a month on Myntra

20% of MAUs = 0.2*60Mn =**12Mn**

Style conscious, prefer trendy outfits for each event. Both Online + Offline channels

Engage in fast-fashion, prefer only trendy clothes Mostly via Online channel

Prioritized

Normal Users

Value conscious buyers, living in Tier 1 & Tier 2 cities, shop mostly during sales & events

40% of MAUs = 0.4*60Mn = **24Mn**

Prefer to use a single outfit multiple times Mostly via offline retail stores

Believe in using clothes till they are torn/damaged Offline + Online channels

Casual Users

Middle- & low-income users, living in tier 3 & rural areas, shop once a year on Myntra

40% of MAUs = 0.4*60Mn = **24Mn**

Don't prefer to buy new outfits for each occasion Mostly via offline retail store

Believe in using clothes till they are torn/damaged Mostly via Offline retail stores



Prioritized User Segment

Power Users

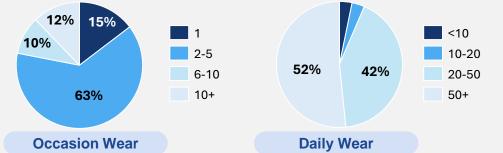
This group frequently seeks trendy, new outfits for every occasion, contributing significantly to fast-fashion consumption. Influencing their behavior can drive a substantial positive impact on the environment while tapping into a high-value, engaged customer base for strong business potential.

Insights from 40 surveys and 3 user interviews

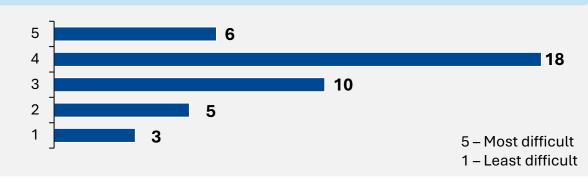


NOTE: The survey was categorized into OCCASION WEAR, commonly reserved for special occasions, and DAILY WEAR, as shopping habits and usage patterns for these two clothing types vary significantly.

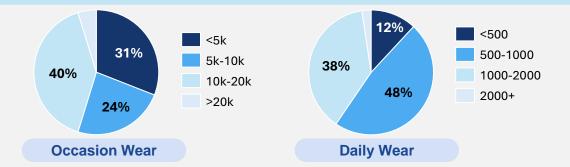
How many times do you wear your clothes before discarding them?



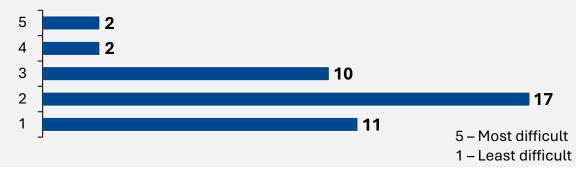
How difficult & expensive do you find it to manage your occasion wear?



How much do you normally spend on a single piece of clothing?



How difficult & expensive do you find it to manage your daily wear?





Hyperlink

Hypothesis		Validated	% of users
People are NOT aware of the fashion industry's impact on environment		~	81%
Most people are NOT motivated enough by environmental concerns alone to change their shopping behavior.		~	90%
Occasion Wear	For weddings & other special occasions, people buy new outfits spending in the range of ₹10k-₹20k just for a single dress	~	60%
	Most of the people wear this dress just once, or a maximum of 3 times	~	80%
	People find it difficult & expensive to maintain and store these bulky outfits	~	75%
	People don't like to pass these clothes to maids, house help since they are expensive, so it just lies there in closet	~	60%
Daily Wear	People spend less than ₹1000 per cloth on an average	~	75%
	People shop for daily wear clothes very frequently (once a month)	X	13%
	People discard their daily wear clothes just after wearing them for 7-10 times	×	8%
	Users find it difficult to manage & discard their old clothes	X	25%

Problem Prioritization

Based on survey responses and user interviews, fast fashion concerns are minimal in the <u>daily-wear</u> segment. Over 60% of respondents reuse daily wear over 50 times, discarding them only when they are worn out or no longer fit. Additionally, 80% of users donate their old daily wear to those in need, reporting no significant challenges in managing or discarding these garments.

However, the <u>occasion-wear</u> segment presents clear challenges. Over 80% of respondents wear these outfits a maximum of 3 times before they sit unused. These expensive clothes are rarely donated, and new outfits are bought on every occasion to keep up with evolving trends and social media appeal. This contrast highlights why the focus should be on occasion wear.

How does focusing on Occasion wear helps save environment?



Occasion wear, due to its luxurious fabrics, intricate designs, and lower usage per outfit, has a much larger environmental footprint in terms of carbon emissions, water consumption, and waste generation.



User Persona



Alia, 32 years old, married with a kid, earns 1.25L pm, not aware about the impact of fashion on environment

Needs and wants

- She wants to look the best in her sibling's wedding by wearing a designer lehenga
- The wedding festivities last for 3 days with a total of 6 functions, she wants to wear a different dress in each of these functions

Pain Points

- Even the mediocre lehenga costs upwards of ₹1L
 & if she calculates the total cost of all her dresses combined it will go upwards of ₹3L
- 2. Once this lehenga is posted on Instagram, it's unlikely to be worn again.
- Living in a 2BHK apartment, she struggles to store dresses post-wedding, with her closet already occupied by her wedding lehenga & her husband's sherwani

JTBD

When I want to look the best in my sister's wedding,

But I can't afford the designer lehenga,

Please help me figure out a way to wear that lehenga,

So, I can be the highlight of the wedding & flaunt my dress on the Instagram

What is the value generated by

What is the true problem?

People often buy expensive occasion-wear outfits, wearing them only once or twice before they sit unused in closets, which are often too small in apartments to accommodate these bulky outfits. These dresses are costly to maintain, prone to damage, and with new events, people prefer buying fresh ones to keep up with changing trends and flaunt them on Instagram.

How do we know its a real problem?

- 60% of users spend anything between 10k-20k for a single dress
- 80% of users wear that dress once or a maximum of 3 times
- 75% of users find it expensive and difficult to manage & store these bulky dresses

Who are the customers facing the problem?

Power users of Myntra, primarily Gen Z and Millennials (aged 18-40) from metro and Tier 1 cities, who prioritize trendy, Instagram-worthy outfits and avoid repeating occasion-specific wear.

solving this problem? For the target customers

Target customers will be able to afford their favorite occasion wear & they won't have to worry about managing & storing these bulky dresses!

For Myntra

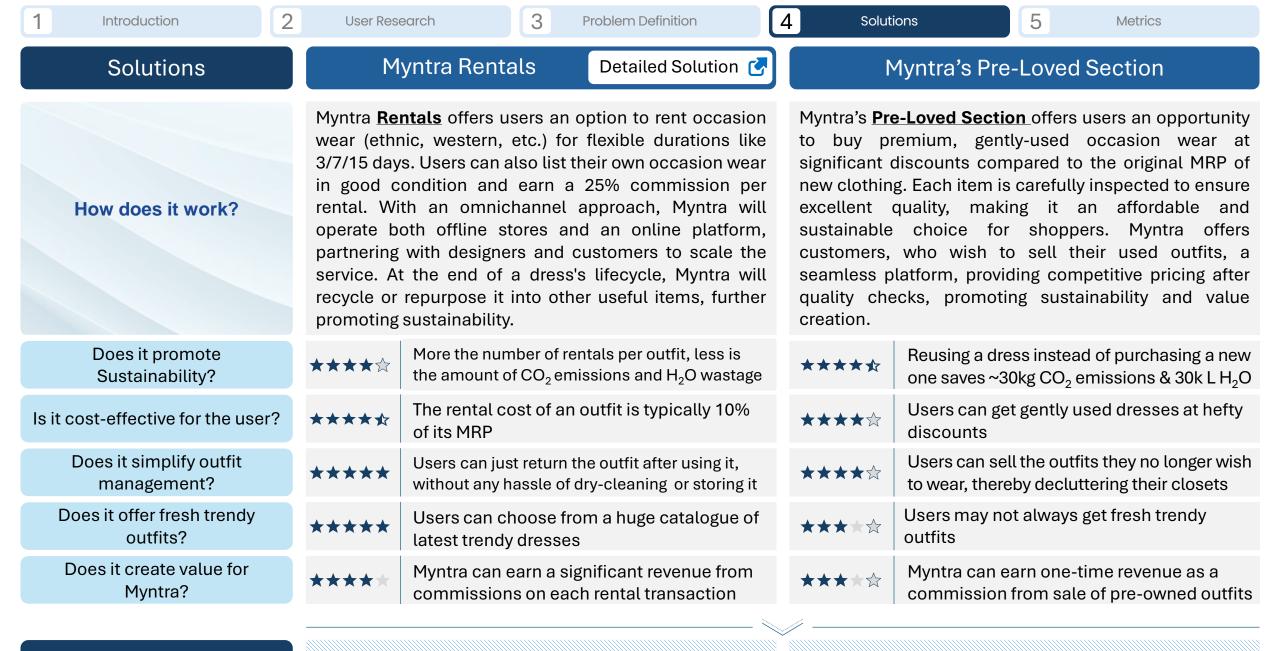
- Increased share in the booming occasion-wear market
- Positions Myntra as ecoconscious brand which increases its brand appeal among ecoconscious shoppers

Why should we solve it now?



The Indian occasion-wear market, valued at \$20.9 Bn and growing at a 12% CAGR, presents a significant opportunity for Myntra.By addressing the fast-fashion issues in this segment, Myntra can increase its market share and position itself as an eco-conscious brand





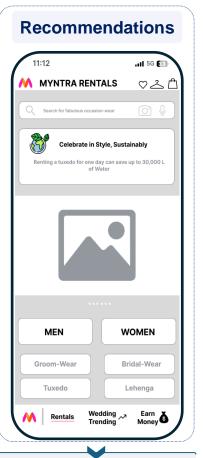
Overall

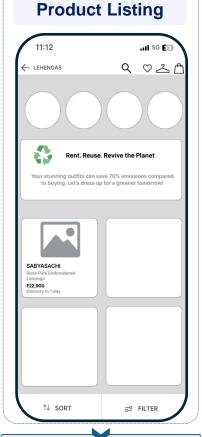
Wireframes

Detailed Wireframes 🔀



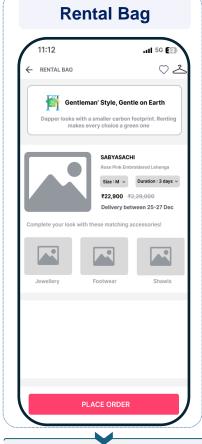












User can click on Rentals to explore the rental collection!

ML generated recommendations for users based on their search history. Also, show eco-conscious messaging!

This screen also displays a quirky message to promote rentals

Shows amount of CO₂, H₂0 saved by a single lehenga rental. Also allows user to try the dress in Virtual Try-On room

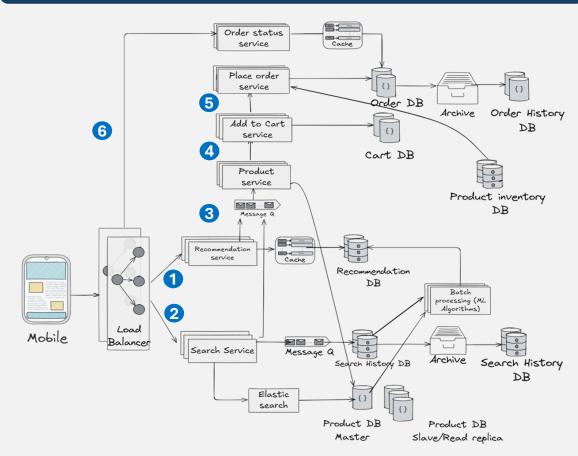
User can select his preferred rental store & date to book his instore trial

User can also directly place the online order. Matching accessories are displayed to encourage crossselling opportunities



2 3 **Problem Definition** 5 Introduction User Research Solutions Metrics

System Design Detailed Diagram 🚰



- When user opens the app, recommendation API gets triggered
- 2 User types in the search query
- 3 User navigates to product detail page
- 4 User adds the product to cart
- **5** User places the order
- 6 User tracks the order status

How do cloth rentals help the users?

- Renting allows access to premium outfits at a fraction of the purchase cost
- Satisfies the desire for variety while promoting sustainable fashion through reuse
- Saves time, effort & money in managing & storing bulky occasion wear

How do cloth rentals help the environment?



Reusing clothing significantly reduces carbon emissions. Studies indicate that reusing 1 kilogram of clothing can save up to 30 kilograms of CO₂ emissions. Additionally, extending the active life of clothing by just nine months can reduce carbon, water, and waste footprints by 20–30%.

How do cloth rentals help Myntra?

- Positions Myntra as an eco-conscious brand by promoting reuse, enhancing brand appeal among environmentally conscious shoppers.
- It introduces a new revenue stream for Myntra Target customers = 10% of Power Users = 0.1*12Mn = 1.2Mn Average number of times rentals used per year per user = 1.5 Average revenue per rental service = ₹2.5K Yearly expected revenue = 12L * 1.5 * 2500 = 450Cr/per year
- The occasion wear rental market in India is growing at 8.8% CAGR, presenting Myntra with a significant opportunity to dominate by leveraging its extensive user base and wide-reaching platform.



the system is available 24*7

Why? Definition/Calculation Type Directly impacts the top-line **North Star** # online orders placed in a month of the company Helps us to gauge the L0 (Focus) # in-store trial bookings demand of offline stores for future expansion plans # new users landing on Myntra rentals Measures the demand for L1 (Acquisition) cloth rentals business # unique visitors on Myntra home screen Measures the revenue Revenue from Myntra rentals (online + offline) contribution of rentals to L1 (Revenue) Total revenue of Myntra overall revenue # order with accessories Measures the efficiency of L2 (Support) cross-selling initiatives # total orders Customer Satisfaction Score (CSAT) Helps us to understand the **Satisfaction** satisfaction level Net Promoter Score (NPS) Measures the drop-off rate # users who don't show up for trials between booking & showing Guardrail # users who have booked in store trials up for trial # rentals per outfit before recycling or Measures the environmental **Sustainability** impact of renting repurposing Ensures very low latency and Non-functional Search latency, system availability

User Flow Diagram Detailed Diagram 🖒 Product Product Detail added to screen Wishlist User books a User selects Booking the preferred slot to try it confirmation store & date in store navigates to End Wishlist User adds Order the product confirmation the payment to Rental Bag

Rules and Constraints of the System

- No returns/exchanges allowed on online orders
- Customizations & fittings can be done only in offline stores
- 50% of MRP of an outfit is taken as a security deposit which is refunded after successful return

Pitfalls and Mitigations

- 1. Users book in-store trial but don't show up Send regular notifications to remind users of their upcoming in-store trial
- 2. Users may have concerns regarding the hygiene and cleanliness of rental outfits Display clear & reassuring messaging on the app, emphasizing rigorous cleaning and sanitization processes in place

