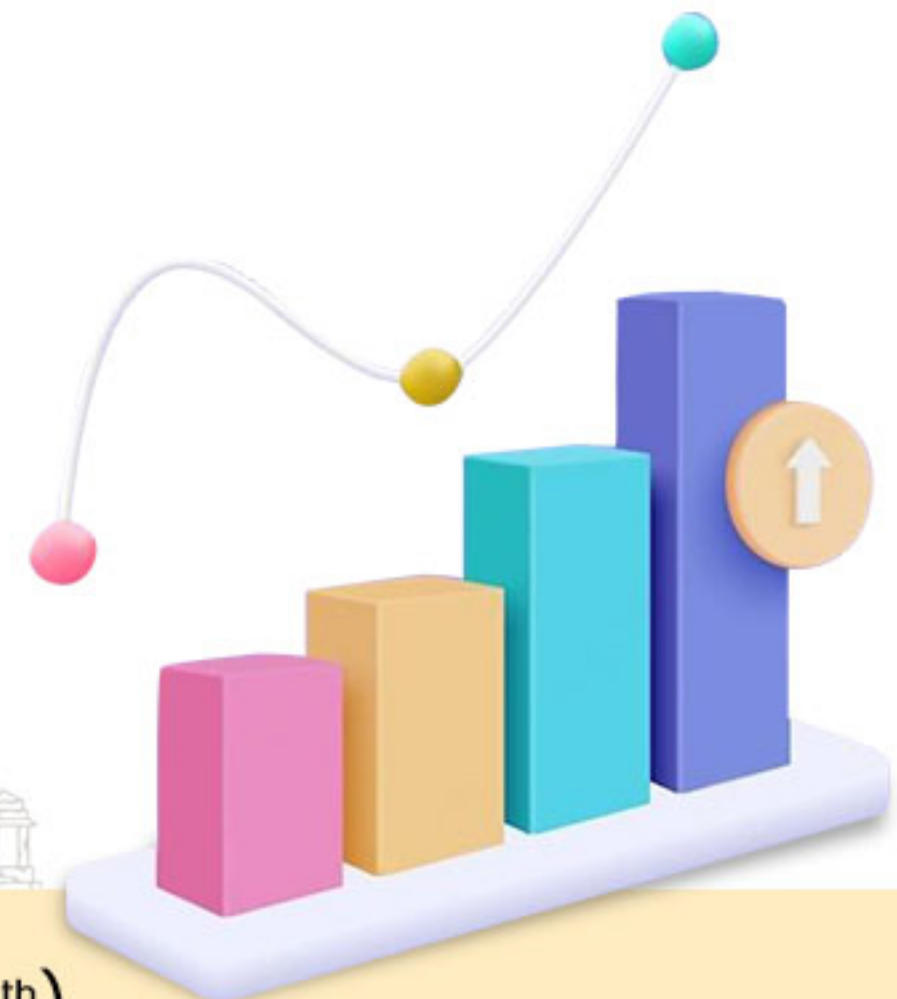


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Myntra Republic Day Sale Report:

Featuring Top Brands and
Exclusive Promotions

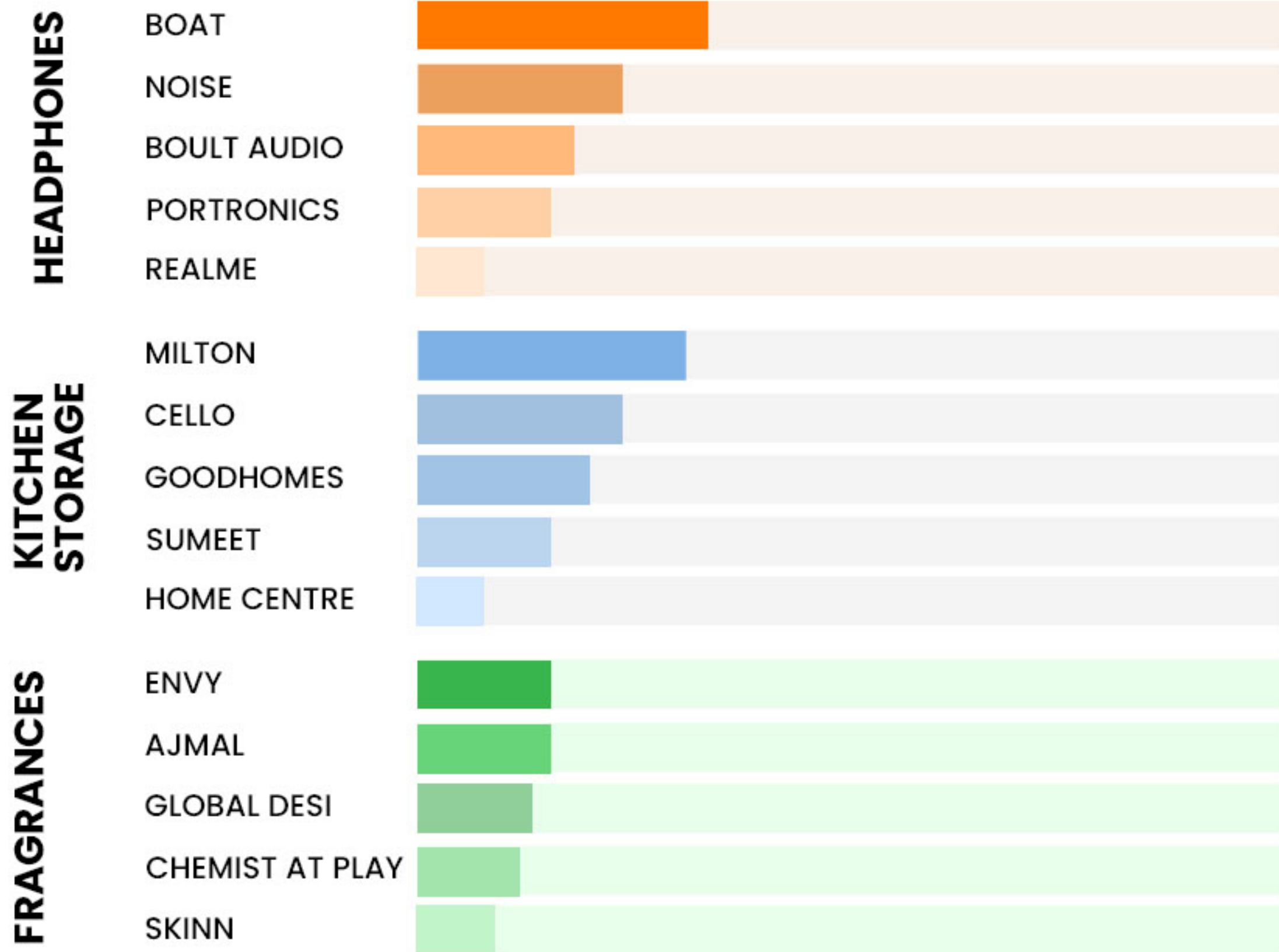
Swipe Right →



*This document contains the data for Myntra (Jan 17th-19th).



TOP PERFORMING BRANDS - CATEGORY LEVEL



The above data reveal the brand and category-level trends (top 50 ranks) during **The Myntra Republic Day Sale 2024 (Jan 17th - Jan 19th)**.

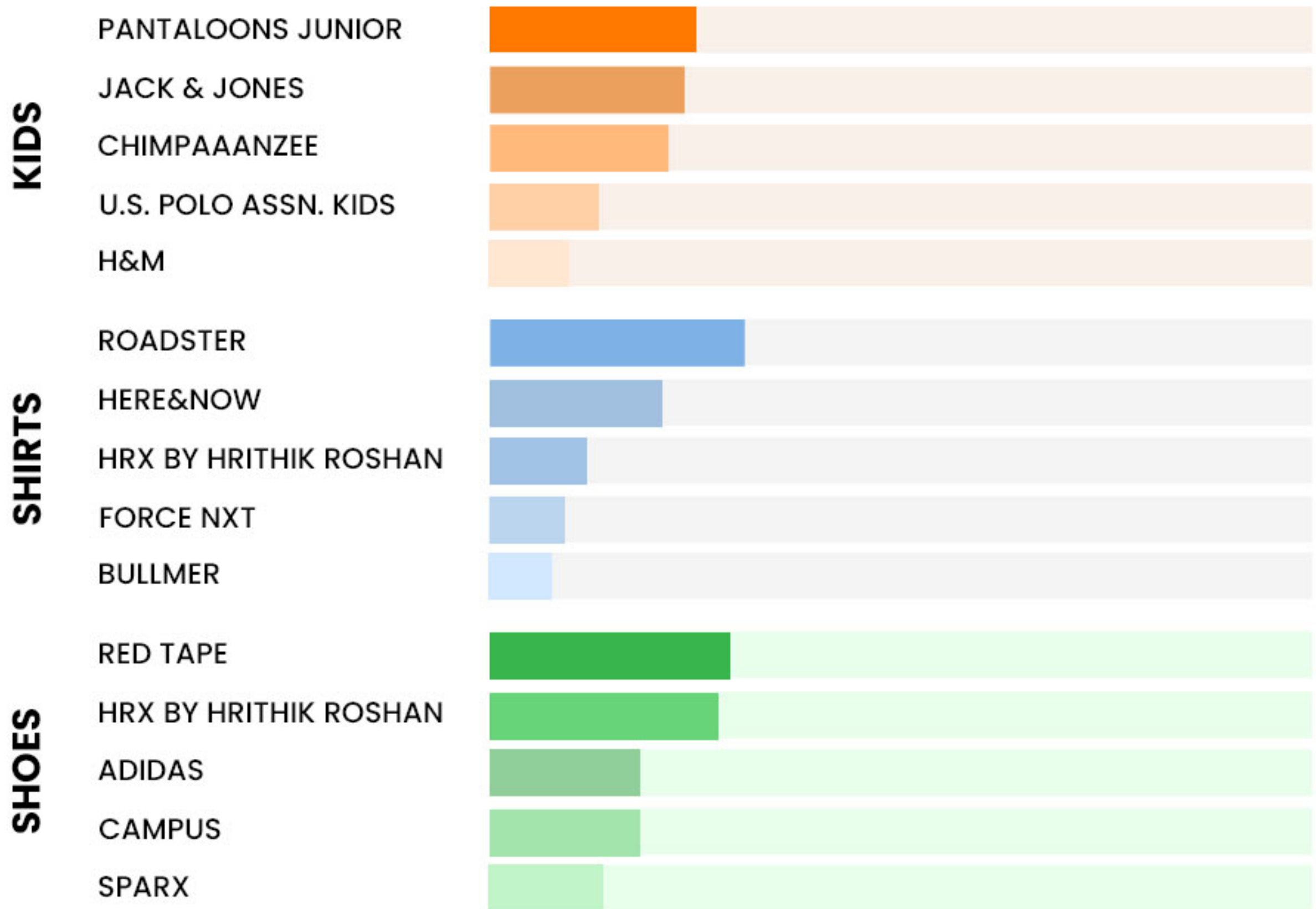
Headphones: Boat and Noise are the dominant players, with Boat leading in market share at **36%**.

Kitchen Storage: Milton and Cello are the top brands, collectively holding a significant portion of the market.

Fragrances: Envy and Ajmal are leading the fragrance category, each with a **10%** market share



TOP PERFORMING BRANDS - CATEGORY LEVEL



The above data reveal the brand and category-level trends (top 50 ranks) during **The Myntra Republic Day Sale 2024 (Jan 17th - Jan 19th)**.

Kids: Pantaloons Junior leads at **17.33%**, indicating a competitive market.

Shirts: Roadster dominates with **33.33%**, followed by Here&Now and HRX by Hrithik Roshan.

Shoes: Red Tape and HRX by Hrithik Roshan hold significant shares, with Adidas and Campus also contributing substantially.



PROMOTIONS - CATEGORY LEVEL



High Impact Categories: Fragrances, Kids, and Shoes saw the highest promotion rates at **80%**. Headphones and Shirts shared a uniform promotion rate of **74%**, Kitchen storage had a **53%** promotion rate, potentially reflecting a balanced strategy given the practical nature of the products.



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