



Why do we need Myntra Eco?

The goal is to solve for the increasing unsustainable textile waste issue, by targeting new segment as their is a significant up-shift towards sustainability & position Myntra as Market Leaders

Where are we currently at?

🕒 Market Share **35-45%**

💰 Revenue **₹5121.8Cr**

📍 PinCodes **19k**

👥 MAU **70 M**

[Business Model](#)

Current Focus is to scale 30-Mins fashion delivery with M-Now

Is sustainable market in uptrend?

Market Share **8.491%**

CAGR **10.6%**

India ranks **ninth**

Valued **US \$ 9 billion**

74% Indians are willing to more towards sustainability (page 7)

Who are the actors involved?

👤 Customers

🚚 Supply chain

✅ Certifying Bodies

📄 Regulatory Bodies

👨 Craftsmen and Artisans

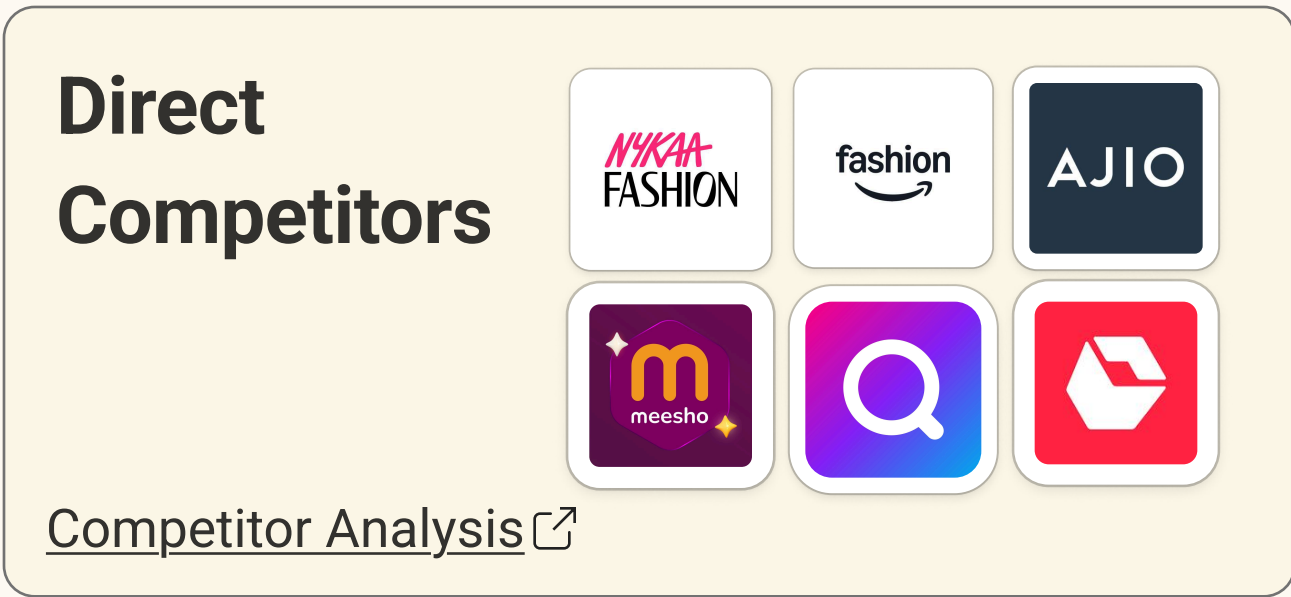
📦 Textile/Material Suppliers

📷 Influencers and Celebrities

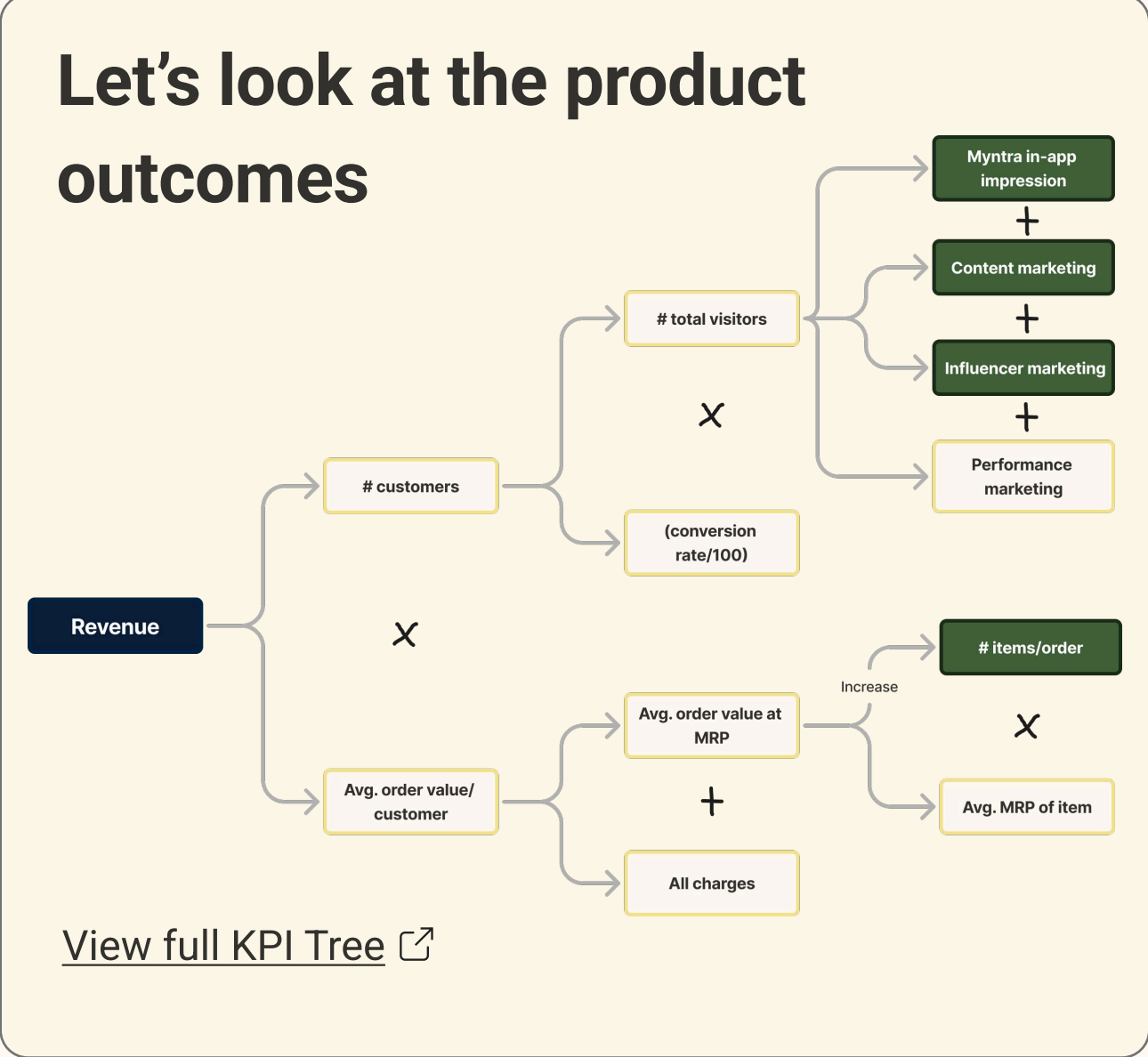
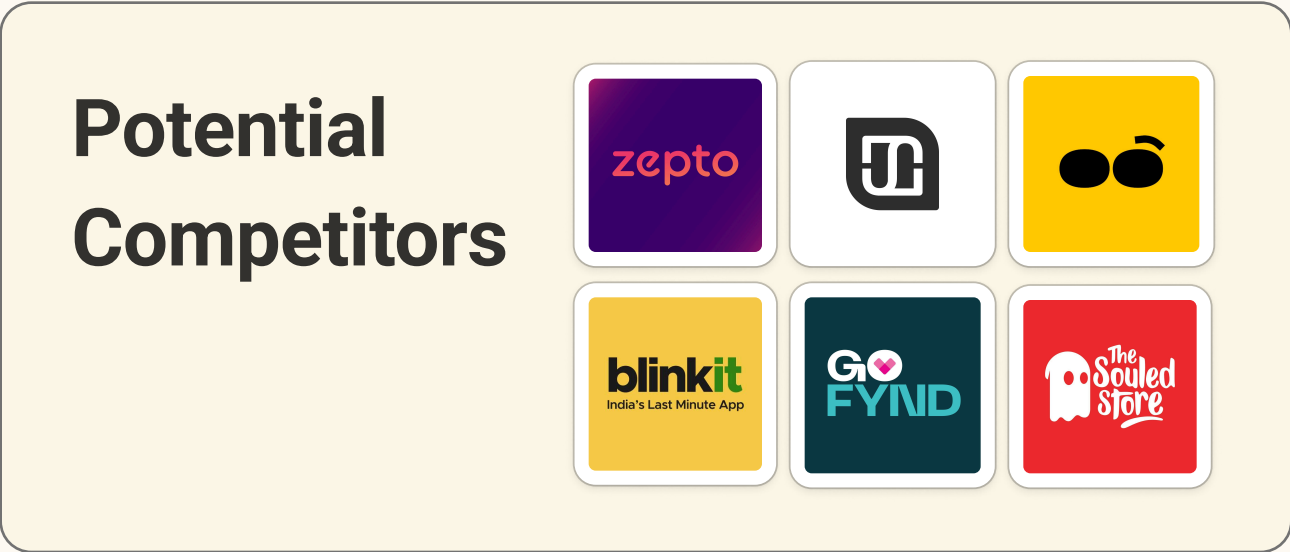
⭐ Brands

💖 NGOs

[Mind Map](#)



[Guidelines and policies](#)



Who are we targeting? And Why?

[Full user segmentation](#)

Curious Adopters: Willing to adopt recycled/reused clothing but lack awareness about sustainable options. They purchase infrequently (once in 3 months or once in 6 months). This segment represents a crucial demographic, solving for them would drive the changes we want- like Higher adoption and sales.

What’s the Hypothesis?

Many people are unclear about sustainable fashion and where to buy it. They seek transparency about its environmental impact & production efforts, as well as options to resell items that cannot be donated. Also Need to build trust in reused clothes. Users are willing to pay more for sustainable clothing if it aligns with their interests; otherwise, they prefer purchasing home decor, accessories, and upcycled products.

Buying Frequency

35.9% Users buy new clothes once in three months



Clothes lasts

53.8% Users say that their clothes last for 15+ wears



Reason

87.2% Users look for quality when buying clothes



Not Usable

92.3% Users find clothes usable when worn out



Why not recycled

48.7% Users are not aware & not sure where to buy from



Practices adoption

46.2% Users are willing to resell old clothes



Other sustainable products

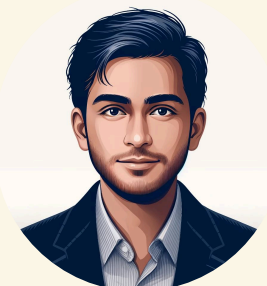
76.9% buy – Home Decor
56.4% buy – Bags (tote etc)
38.5% buy – Shoes



Key takeaways from Survey



The survey highlights strong interest in sustainable fashion among millennials (25–34 years), who prioritize quality (86.8%) and comfort (76.3%). While 60.5% are willing to adopt sustainable practices, barriers like lack of awareness (47.4%) and concerns about cost (21.1%) remain.



Nilesh , 30 M, Tier 3 city

Preference: Primarily shops online due to limited local options.

Goals

- Quality Assurance: Seeks durable clothing that justifies the price
- Style and Sustainability: Interested in sustainable fashion that aligns with current trends and personal style.

Pain Points

- Skeptic About Quality: Lacks trust in reused clothing due to limited awareness and quality concerns.
- Limited Local Options: Experiences frustration with the lack of variety and availability in local stores.



Debolina , 28 F, Tier 1 city

Preference: Buys clothes 2–3 times a year, prefers a mix of online and offline shopping

Goals

- Quality: Prioritizes high-quality materials over brand reputation, willing to pay more for durability.
- Awareness of Sustainability: Desires to learn more about Sustainability & how her choices affect it.

Pain Points

- Limited Awareness: Has low awareness impact of fashion, leading to skepticism about it.
- Perceived High Costs: Finds sustainable clothing expensive compared to fast fashion, making her hesitant to switch.

Key takeaways from 1:1



1. Perceived Barriers and Cost: Consumers view sustainable fashion as expensive with lower availability and accessibility.
2. Lack of Awareness and Trust: Limited awareness about the impact and skepticism about the quality of recycled clothing.
3. Desire for Quality and Style: Consumers prioritize durable clothing that aligns with their personal style.
4. Challenges in Clothing Disposal which can't be donated

What is the TRUE PROBLEM?

Most Indians are aligned towards buying sustainably, but majority of them don't know much about the impact and cause of fast fashion also they distrust the quality of it and are skeptical regarding reused clothes.

Also clothes which cannot be donated are just lying in their closet.

How do we know its a REAL PROBLEM?

- As per reports we know most Indians are aligned towards buying sustainably(74%).
- Many communities that collect old clothes for living in return for an Utensils are not often being not allowed in apartments building so people who can't give away old clothes have to just either throw them away or keep them in their closet for a long time.

Why solve NOW?

- There's an increasing up-shift in the consumer buying behaviour primarily led by Gen Z and Millennials, which are considering buying sustainably.
- The Thrift market is also on the rise which makes a great opportunity for any online e-com player

Jobs-To-Be-Done by ECO

When I try to look for sustainable clothes to buy, **but** I find that there is no easy way to look for, and if found there is no way to verify that those clothes are sustainable. **Please help me** find a way to check if that clothes are sustainable and verify it, **So that I** am aware about buying sustainable clothes which has an impact on the environment.

Value generated by solving this problem for Myntra?

Myntra's MAU = 70M users , Out of which 68% are willing to participate in good cause
68% of 70M = 47.6M, Out of which i.e 5% Turn out happens = 2.38 M visitors
customers = # visitors X (conversion rate/100) = 2380000 X 0.05
= 119,000 customers, (Assume ₹150 discount – First Buy Offer)
Out of 1.19M lets say 10% order with AOV of ₹1000, revenue = (1.19M * 0.1) * 1000 = 1.19 Cr
11,900 will claim ₹150 discount, i.e. 10% of 119,000, Net profit = 1.19Cr – (150 * 11,900) = 1Cr

Who is facing this problem?

The problem affects customers willing to buy sustainably but lacking awareness and trust in the concept.

They shop infrequently (every 3–6 months) and make careful decisions. If enough trust is built and values align, they are likely to consider sustainable options.

What's in scope and out of scope?

Scope

- Solve for the demand of reselling old clothes
- Solve for buying new sustainable products

De-Scope

- Not Solving for Donating old clothes, since we are not keeping any inventory.

All Features

- **Catalog Feature** – For Buying new Sustainable clothes added by brands and sellers
- **Sell Old clothes** – Here users can sell pre-loved fashion, accessories & up-cycled items
- **Fabrics details & Certifications** – With more priority the fabrics details and certificate (if available) pic is added to the description
- **Articles & Video Content** – Stories are told about the brands and their efforts that goes in making a product sustainably, also images take for fair working conditions.
- **Price Suggester** – Based on the images uploaded and the description given a price ranges are suggested to the seller for more chances of getting it sold
- **User level social media** – for the sellers to maintain a catalog and chat with the buyers etc
- **Online Thrift Store** – All the seller uploaded items are listed under this store
- **Search** – to easily find what users are looking for

Assumptions

- Considering the fact that we can make use of already working systems for Myntra market place, fwd and LUXE stores.
- Everything is working smoothly with unlimited tech bandwidth.
- Brands and sellers will actively list sustainable products, motivated by visibility on a dedicated eco-store.

Features Good for MVP

Do Now

- Catalog feature
- Fabrics details & certification
- Search throughout catalogs

Don't Do

- No way to collect clothes for donations

Do Next

- Sell Old clothes
- Filters/tab for Thrift-sustainable
- User Account – Buyers Seller
- Price Suggester

Do Later

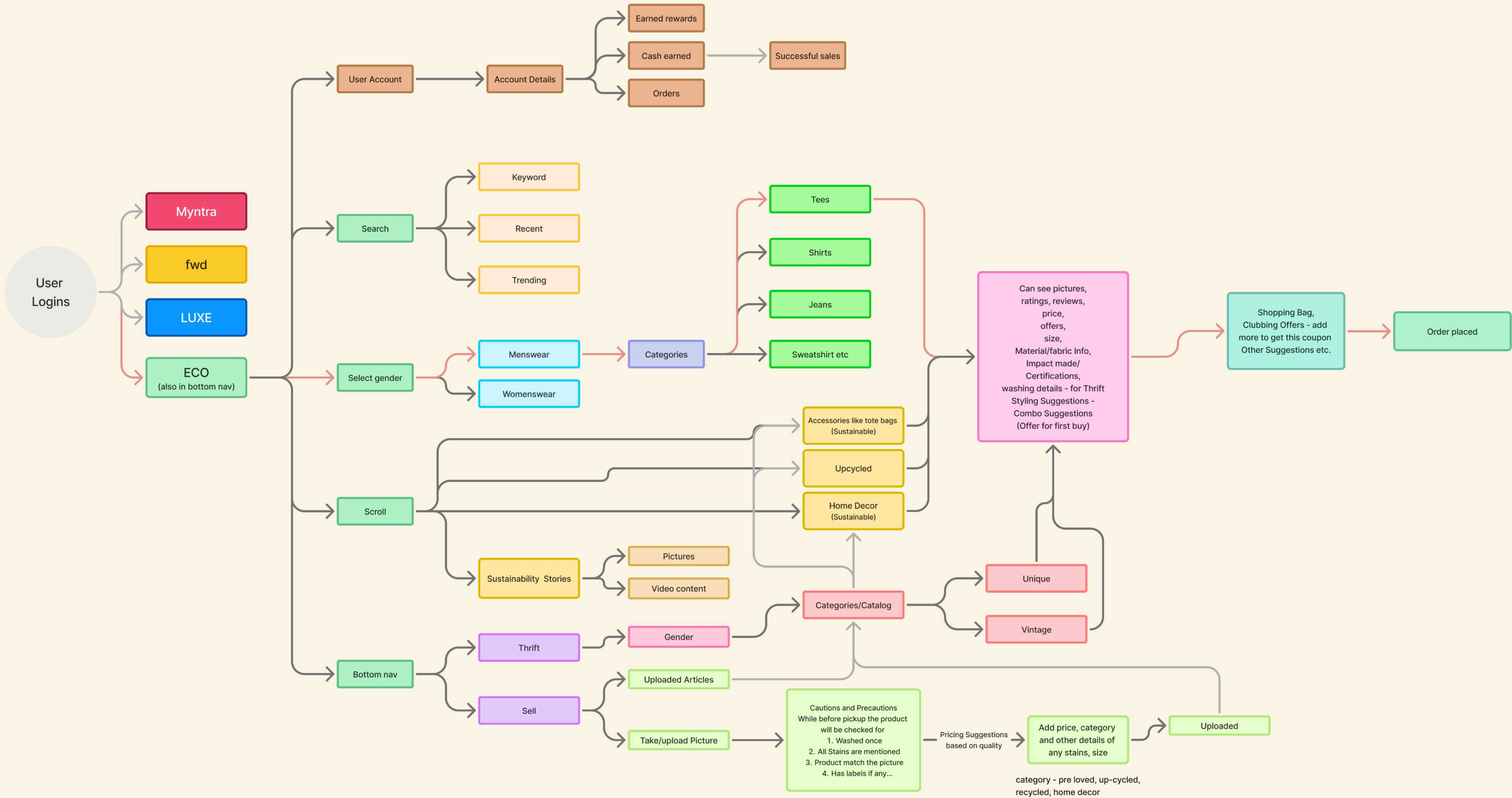
- Articles and video Content for telling stories behind sustainable brands

Let's look at how did we prioritize features

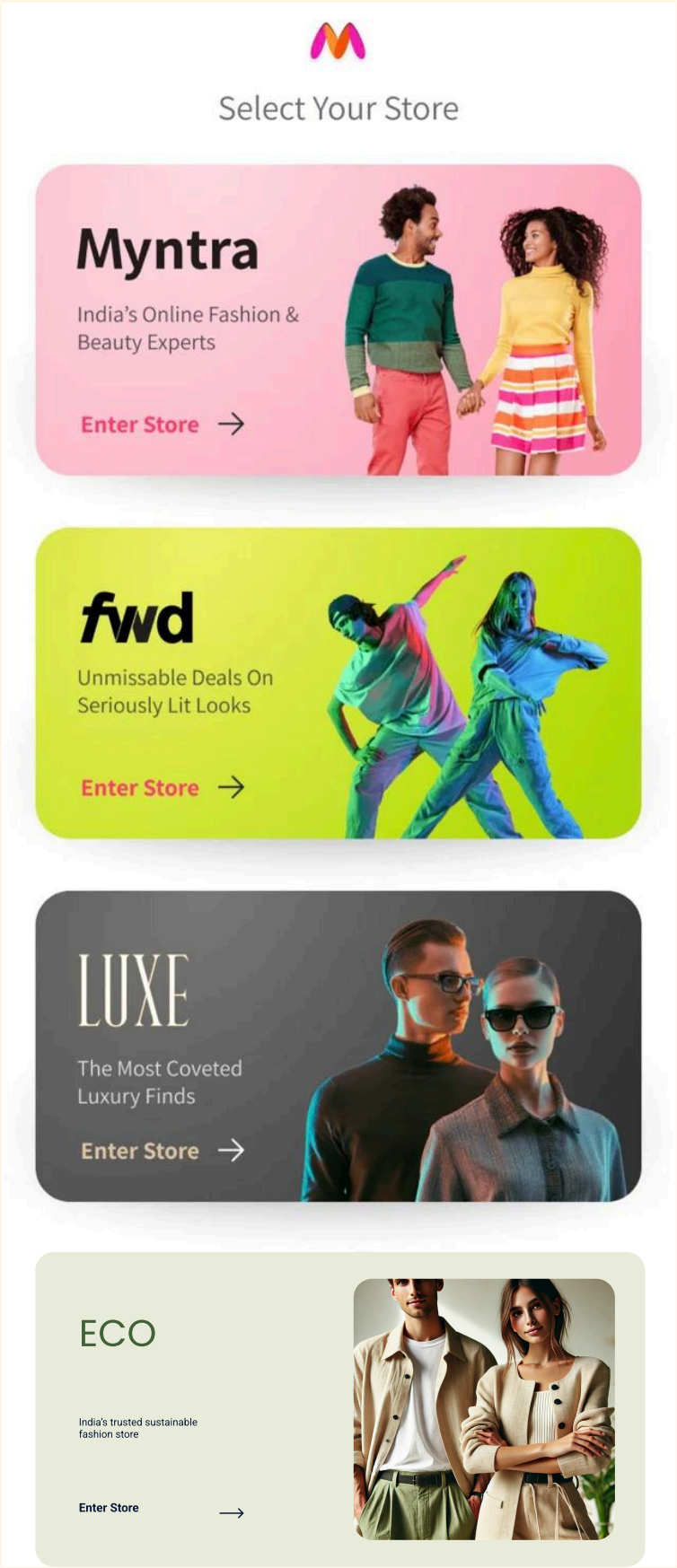
- Since we want to push sustainable clothes we would start with the catalog feature. New way to position sustainable clothing articles.
- Higher Visibility of sustainable brands, as low competition for placement.
- Easier discovery for customers.
- Availability of Customer data touch points.

Let's explore the User Journey

App and User Flow



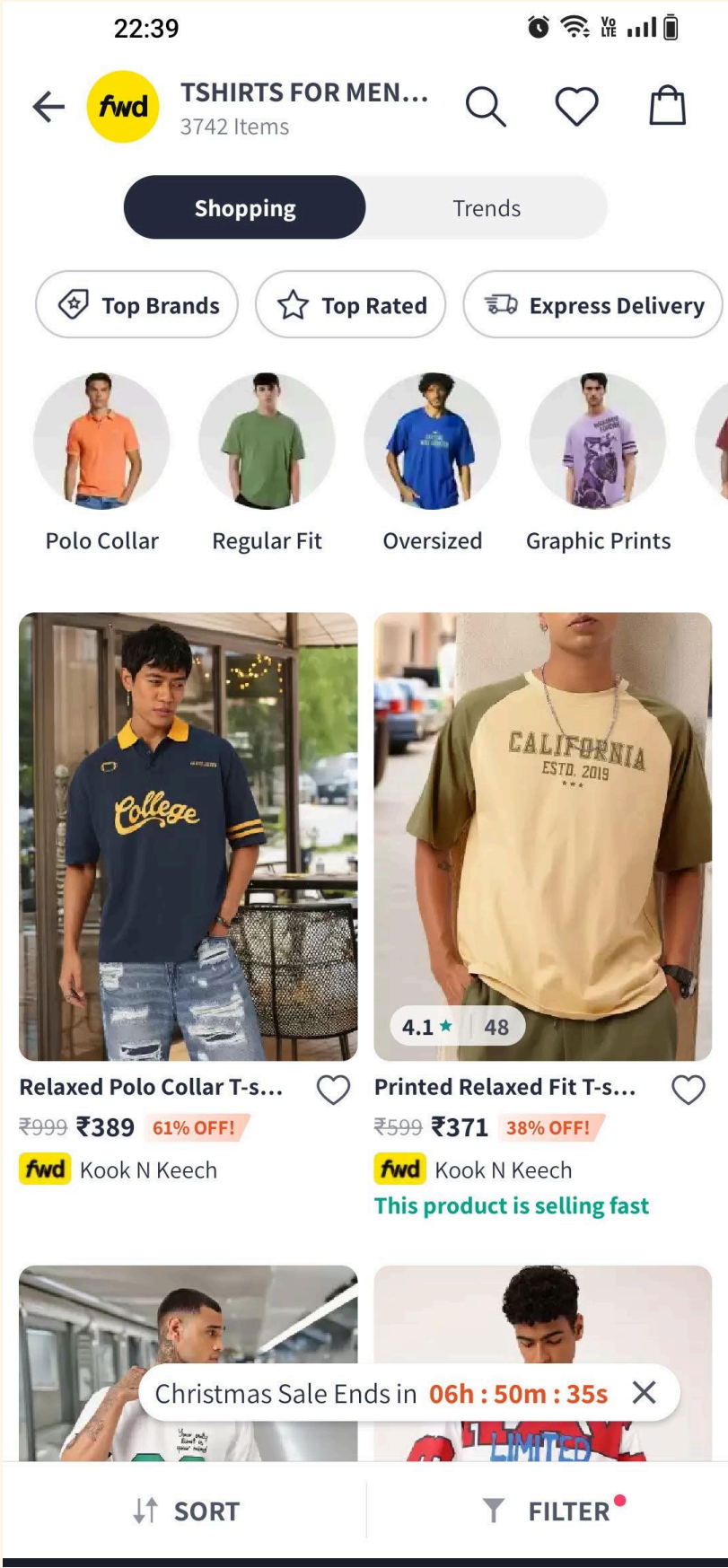
User Opens the app



Enters Eco Store



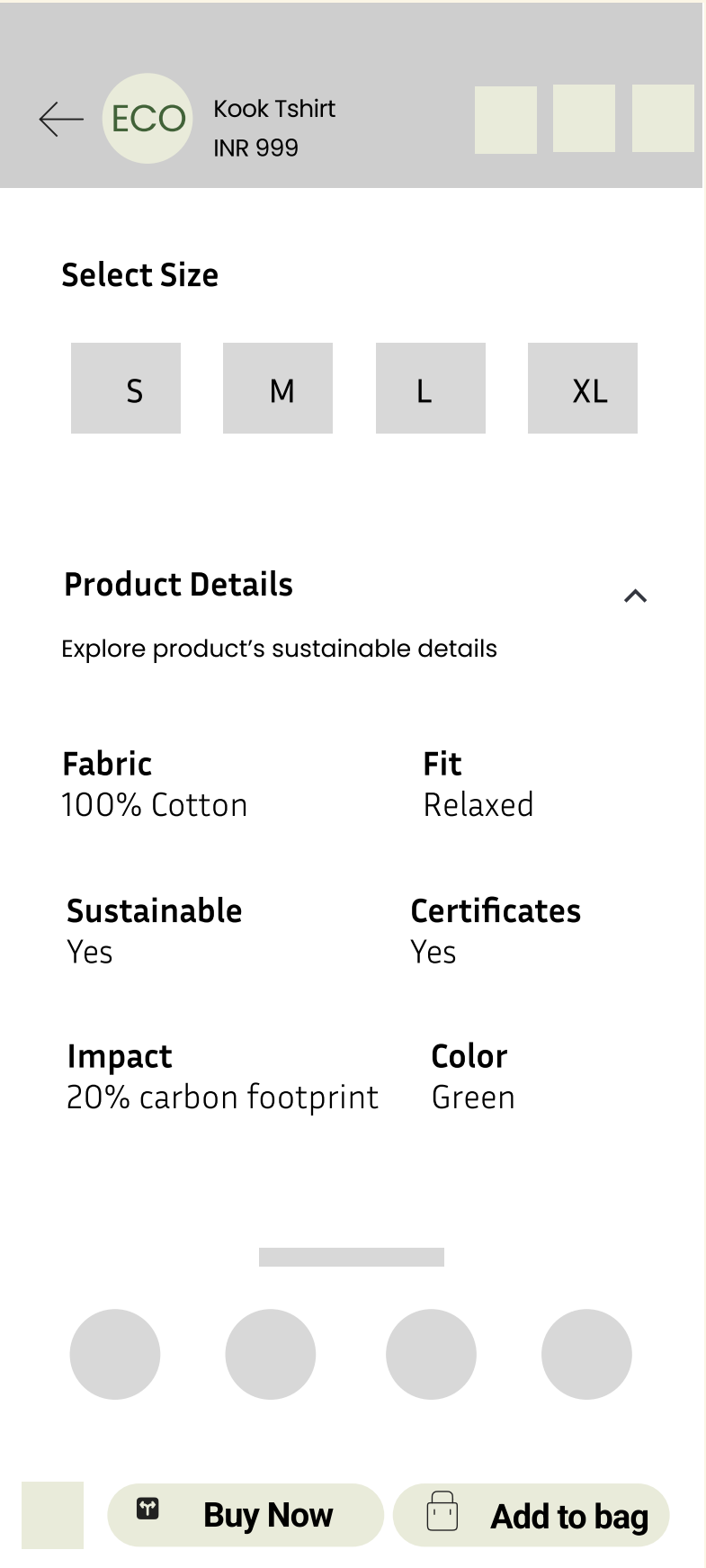
Opens up a category

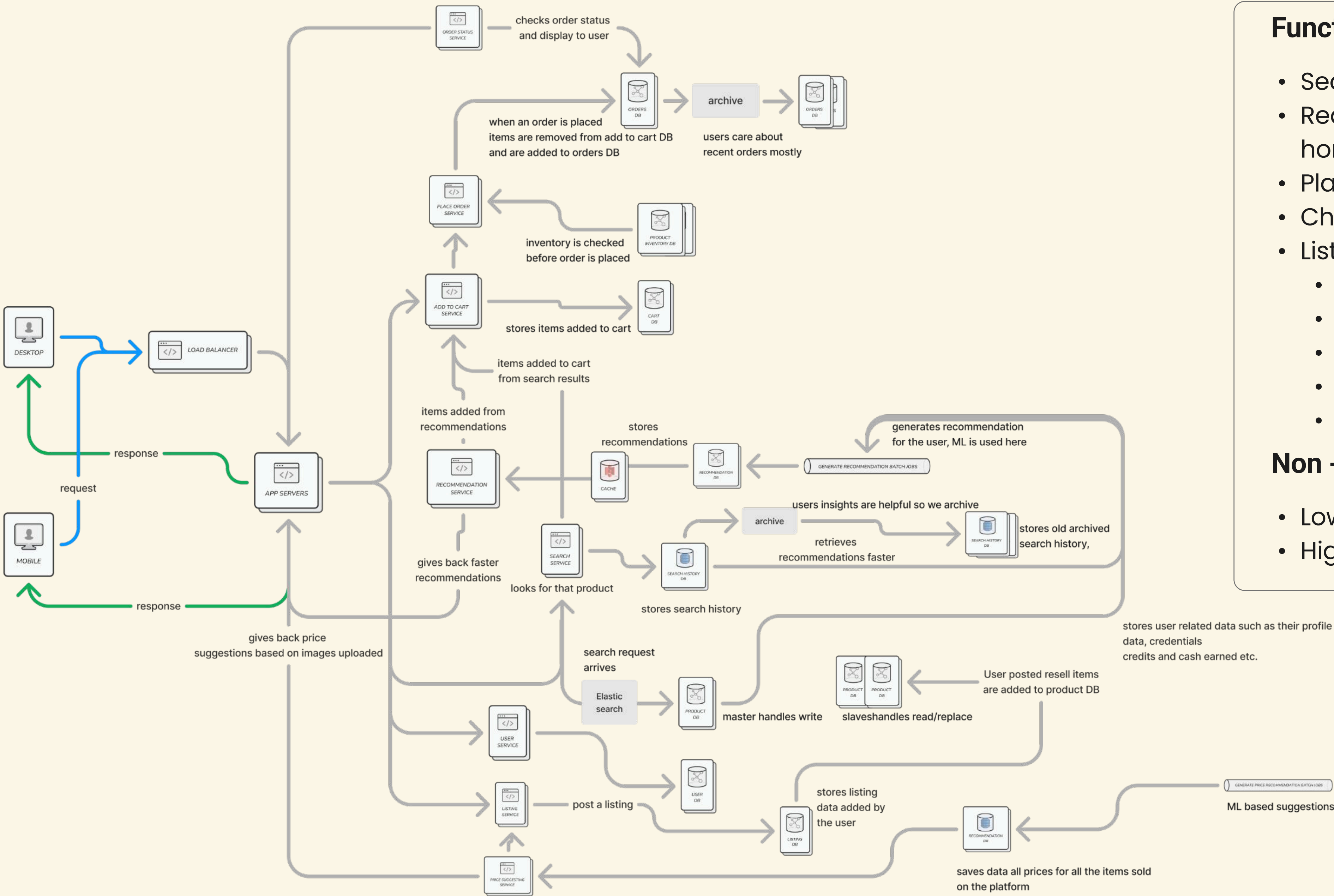


Goes to the product Page



Reads Important details related to Sustainability





Functional Requirements

- Search for Products
- Recommendations on homepage
- Place Order
- Check Order status
- Listing item features
 - Post image
 - category
 - size
 - description - stains details
 - Price suggester

Non - Functional Requirements

- Low latency
- High consistency & availability

Risks and Mitigations

Risks		Mitigations
Quality Assurance Risks	Users may receive poor-quality pre-loved items or inaccurately described sustainable products, leading to dissatisfaction and distrust in the platform.	Implement a robust quality-check system for all items listed in the eco-store. Require sellers to provide detailed descriptions, photos, & certifications where applicable. User reviews and ratings can also help maintain quality standards.
Trust and Transparency Issues	Consumers may remain skeptical about the sustainability claims of products, fearing greenwashing or misleading information.	Provide clear certifications and transparency regarding the sourcing and production processes of sustainable items. Collaborate with recognized third-party organizations to validate claims and enhance credibility.
Lack of Seller Accountability	Without proper oversight, sellers may not adhere to Myntra's standards for sustainability and quality.	Develop a robust seller onboarding process that includes training on Myntra’s policies regarding sustainability and product quality. Monitor seller performance through feedback loops.
Fraud and Scams by Sellers	Sellers may list items with misleading descriptions, claiming they are sustainable or high-quality when they are not.	Implement verification processes for sellers to ensure that product descriptions are accurate. Require certifications for sustainable claims and conduct random quality checks on listed items.
Misrepresentation of Products	Sellers may list items with misleading descriptions, claiming they are sustainable or high-quality when they are not.	Implement verification processes for sellers to ensure that product descriptions are accurate. Require certifications for sustainable claims and conduct random quality checks on listed items.

Metrics and Go-To-Market strategies

Metrics to Monitor	Nature	Why to measure
Revenue	North Star	Revenue generated from sustainable products and pre-loved items sold through the app
AOV	L1 Metric	AOV helps assess the effectiveness of pricing strategies and product bundling. Increasing AOV can lead to higher revenue without needing to acquire more customers.
Retention rate	L1 Metric	Tells if the customer are going to be repeat customers
Conversion rates	L1 Metric	High conversion rates indicate that users find the app user-friendly & compelling enough to make a purchase.
UPT	L2 Metric	Insights into customer buying behavior , helps evaluate the success of cross-selling and up selling strategies
Offers CTR	L2 Metric	High CTR indicates that users find the offers appealing, which can drive sales.
Suggestions Combo CTR	L2 Metric	Ahigh combo CTR suggests that the recommendation algorithms are effectively driving additional purchases
Return Rates	Health	This would help us in checking if there is real demand and users do really liked the product

What should be the launch Strategy

Pre Launch Plan:

- A/B testing the with minimal Features on how for an in app issues and see if it working correctly

Launch Plan:

- App is launched to Beta testers, for monitoring real time feedback on adoption

Post Launch Plan:

- Invest in all kinds of Marketing: Content marketing, Influencer marketing, Performance marketing.
- Collect User Feedback
- Review Metrics