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SENIOR VICE PRESIDENT

House Of Brands



Myntra

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Your transformative journey in the industry.

The changing landscape in India's fashion industry is influenced by the growing presence of millennials and Gen Z in the workforce, holding significant disposable income. This demographic shift emphasizes a preference for personalized, quality-driven products over mass produced ones. To meet evolving consumer tastes, the supply chain must become more personalized. India, historically focused on export-driven economic activities, has shifted to prioritize domestic consumption.

The fashion cycle has transformed, with distinctive trends tailored for the Asian market and the rise of trend-first homegrown labels. E-commerce has played a pivotal role, reshaping traditional branding and requiring businesses to adapt to real-time data insights for proactive responses to customer preferences and market trends.

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Mention an inspirational chapter of your life that stands out.

In a pivotal chapter of my career, I transitioned from overseeing traditional brick-and-mortar stores, featuring both international and domestic brands, to venturing into e-commerce with Myntra in 2017. This shift brought forth nascent brands and a departure from the traditional seasonal approach, opening the door to widespread product assortments.

Navigating this transformation required redefining our consumer approach and educating vendors on adapting to the e-commerce paradigm. The evolution witnessed our in-house brands grow from modest enterprise to household names, marking a significant milestone for Myntra as it became the pioneering e-commerce platform introducing nationally resonant house brands. This transformative phase stands as a game-changer in my professional journey, epitomizing adaptability and innovation.

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Name some game changing retail or consumer technologies according to you.

In the current business landscape, major brands aim for omnichannel integration, recognizing the appeal of e-commerce with its fusion of variety, convenience, and value. Traditional brick-and-mortar stores are taking note and incorporating e-commerce elements. Technological advancements, like Assisted Selling tools and virtual try-ons, enhance the online shopping experience, making it more immersive and engaging.

Myntra's adoption of these technologies has garnered great engagement and appreciation. E-commerce's reach in tier-2 and tier-3 towns brings global fashion to diverse consumers, influencing fashion trends in these regions. This demonstrates the democratizing effect of e-commerce, broadening access to previously less accessible fashion trends.

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Are there observations on gaps in the industry & and what would be your recommendations for enhancements.

In the realm of retail and commerce, technology is widely embraced on the consumer-facing side, but a noticeable gap exists in backend operations, particularly in India. Outdated methods persist in the supply chain, impacting operational efficiency for stakeholders, vendors, and manufacturers. Despite consumer expectations for competitive pricing, there's a need for increased efficiency in manufacturing lifestyle products, coupled with sustainability.

The labor-intensive manufacturing landscape contributes to rising production costs annually. While initiatives like "Make in India" have made strides in domestic manufacturing, a substantial gap remains, especially in integrating technology into manufacturing processes. Efforts are required to enhance efficiency in logistics, transportation, fulfillment centers, and consumer-facing stores. Bridging the technology gap between consumer-facing and operational facets is crucial for optimizing efficiency, promoting sustainability, and ensuring long-term viability in the dynamic market environment.

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What would you say are Myntra's endeavors that you feel passionately about, that support the industry, the ambition and the nation's vision to becoming a trillion dollar textile economy?

Myntra's commitment to democratizing fashion through technology ensures widespread access to trendy, branded fashion for the broader Indian population. This comprehensive approach provides a seamless purchasing experience with an extensive array of fashion choices. From international brands to homegrown labels, Myntra caters comprehensively to evolving consumer tastes, exemplifying an inclusive stance leveraging cutting-edge technology.

Myntra simplifies decision-making through innovative user interfaces, empowering consumers to make informed choices, explore fashion combinations, and access a wide selection of products at their fingertips.

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A message you'll impart to galvanize India's genz.

GenZ shows preferences towards personalization, tech engagement, authenticity, sustainability with fashionability and all brands needs to bend towards these attributes and adopt to the changing consumer environment

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