



77 Hatton Garden, London EC1N 8JS, United Kingdom

Stylescape Limited • +44 20 8099 1785 • hello@edited.com

FOR IMMEDIATE RELEASE

EDITED Helps Flipkart and Yepme Power India's E-commerce Boom

LONDON — October 21, 2015 — EDITED, retail's leading analytics software, is playing a powerful behind-the-scenes role in India's e-commerce boom.

With online marketplaces like Flipkart, Myntra, Yepme and others forecasting record-breaking profits during the 2015 festive season stretching from October to December, real-time market data from EDITED has helped them perfect their offerings for consumers across the hard-to-pin-down Indian market.

"India is an extremely diverse country with an unbelievably wide range of customer choices and market trends. This is where EDITED data plays a crucial role for us in fashion," says Rishi Vasudev, Vice President of Fashion at Flipkart.

Flipkart, one of India's unicorn league e-commerce platforms, uses EDITED data, in part, to sustain the 12-15% month-on-month growth in its apparel category.

"Our focus is to build the largest and most relevant selection across all price points, and we rely heavily on data and technology to drive this," says Vasudev. "EDITED tells us the latest trends across India and the globe. We use it to build a great selection and effectively merchandise our products so we remain the most relevant lifestyle destination in India."

Anand Jadhav, President and co-founder of Yepme, India's biggest online fast-fashion retailer, says his company uses the data it gets from EDITED to commercially assess assortments inside and outside of India to see what styles and items are working before it invests in them.

"Being a fast-fashion brand, we are constantly tracking brands and emerging trends in different markets. With EDITED, the data we get on products across many brands and retailers is very rich and helps us reduce our margin of error on the product side," says Jadhav. "It helps us strengthen current products and plan for expected trends in the near future, thereby making our inventory far more efficient and reducing our financial risks."

Mobile-only retailer Myntra also uses EDITED to keep an eye on competitors and, according to Vice President of International Business Shifali Singh, the company looks for opportunities within India's broad range of market segments.

"With the rise of mobile-internet users, our demand for correct and accurate data becomes paramount. Hence, EDITED is very handy and helps our business manifold," says Singh. "EDITED gives us a clear indication of the entry and exit price points of our competitors and enables us to sharpen our pricing strategy effectively. It helps us identify price gaps and provide a competitive MRP to our customers."



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About EDITED

EDITED is a retail technology company that helps apparel brands and retailers on six continents have the right product at the right price, at the right time. By collecting and contextualizing real-time data of the entire industry, EDITED gives brands and retailers like Gap, Calvin Klein and Saks Fifth Avenue the ability to make better retail decisions every day.

Press Contact:

Natalie Yee

natalie.yee@edited.com

+44 (0)20 3137 0226