

## How Myntra's Founders Built India's Top Fashion E-Commerce Platform

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In the dynamic landscape of Indian e-commerce, **Myntra** stands out as a resounding success — a homegrown fashion and lifestyle marketplace that has transformed how millions of Indians shop online. At the heart of this transformation are the company's visionary co-founders — **Mukesh Bansal**, **Ashutosh Lawania**, and **Vineet Saxena** — whose entrepreneurial acumen turned a modest startup into the country's largest fashion e-commerce destination.

### Humble Beginnings and Strategic Pivot

Myntra was founded in **2007** by the trio — all graduates of the **Indian Institute of Technology (IIT) Kanpur** — initially as an online platform for **personalised gift items**, offering customised T-shirts, mugs, and other merchandise.

After a few years of early traction, the founders recognised that the personalised gifting model had limited growth potential. In **2010–2011**, they made a bold and strategic pivot to focus exclusively on **fashion and lifestyle products** — a move that would define the brand's future. At a time when e-commerce in India was still evolving, the founders bet on the untapped potential of online fashion retail, aiming to create a curated destination for branded apparel, footwear, accessories, and beauty products.

### Scaling the Fashion Frontier

Under the leadership of Mukesh Bansal, Ashutosh Lawania, and Vineet Saxena, Myntra rapidly expanded its catalog, forging partnerships with top Indian and international fashion labels. The platform's early focus on user experience, comprehensive product offerings, and fashion-centric marketing helped it carve out a distinct identity in a highly competitive marketplace.

Strategic decisions — such as building a strong brand portfolio, introducing private labels, and investing heavily in technology and logistics — helped Myntra consistently broaden its customer reach. The company also became known for its innovative sales campaigns, including signature events and mobile-first engagements that resonated with a digitally native audience.

### Acquisition and Continued Leadership

A defining moment in Myntra's journey came in **May 2014**, when it was acquired by **Flipkart** in a high-profile deal valued at around **\$330 million** — one of the most significant acquisitions in India's e-commerce history. Despite the acquisition, Myntra continued to operate as a standalone brand, retaining its focus on fashion and lifestyle — a testament to the founders' commitment to preserving the company's original vision.

Following the acquisition, co-founder Mukesh Bansal took on a senior leadership role at Flipkart, overseeing commerce and advertising initiatives, while Ashutosh Lawania continued to lead strategic operations and digital marketing efforts. Vineet Saxena played a pivotal role in building and scaling operational efficiencies during the platform's early growth.

### **Legacy and Impact**

Today, Myntra stands as **India's largest fashion e-commerce marketplace**, serving millions of users with products from thousands of top brands and delivering fashion to customers across urban and emerging markets alike. The path from a niche personalised gifts portal to a fashion retail powerhouse reflects the founders' deep strategic vision, adaptability, and commitment to innovation.

The success of Myntra highlights a broader shift in India's digital commerce story, where homegrown tech-led ventures can compete not just nationally but set standards globally. Thanks to the efforts of Mukesh Bansal, Ashutosh Lawania, and Vineet Saxena, Myntra has become synonymous with online fashion, shaping consumer behaviours and setting new benchmarks for e-commerce excellence in the country

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