

Myntra Launches 30-Minute Fashion Delivery Service ‘M-Now’ in Pune

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India’s leading online fashion destination, **Myntra**, has rolled out its **hyper-speed delivery service, ‘M-Now’, in Pune**, bringing the future of quick-commerce fashion to one of India’s most dynamic urban markets. With this expansion, Pune shoppers can now order apparel, beauty, and lifestyle products and receive them in as little as **30 minutes**.

Ultra-Fast Fashion at Your Doorstep

M-Now builds on Myntra’s earlier deployments in cities such as Bengaluru, Mumbai, Delhi-NCR and Hyderabad — where rapid delivery has already reshaped customer expectations for online shopping. In Pune, the service is powered by **eight strategically located dark stores** that support quick fulfillment operations across the city.

Customers in Pune can now browse from an extensive catalogue of **over 20,000 trending styles** from more than **600 popular brands**, with delivery windows starting at 30 minutes — a major leap from traditional e-commerce delivery timelines.

What’s on Offer: Fashion, Beauty & Lifestyle

M-Now’s inventory spans top fashion categories including:

- **Women’s Western & Indian wear**
- **Men’s Casuals & Accessories**
- **Beauty & Personal Care products**

During the pilot phase of the service at Pune’s **Myntra Big Fashion Festival (BFF)**, orders in categories such as Indian wear and Western outfits surged nearly **4X compared to normal days**, confirming strong local appetite for quick-commerce fashion.

Among the most popular brands available through M-Now in Pune are **Levi’s, USPA, Puma, Libas, Jack & Jones, Maybelline, Metro, Fossil, Titan, Adidas, ASICS** and more — ensuring a broad mix of everyday essentials and trend-forward options.

A Boost for Quick Commerce in Fashion

M-Now represents a strategic move by Myntra into the **quick commerce segment**, a space that has historically been dominated by grocery and essentials delivery players. By offering rapid fulfillment for fashion and lifestyle products, Myntra is not only catering to changing consumer expectations but also positioning itself as a pioneer in ultra-fast

delivery for non-grocery categories in India.

Industry observers note that the service aligns with a broader trend of instant gratification among urban shoppers, particularly in markets where events, last-minute plans, and fashion choices quickly evolve.

Looking Ahead

With quick commerce gaining traction nationwide, Myntra plans to continue scaling M-Now's reach and product selection across major Tier-1 cities. Pune's launch is expected to bolster adoption as more consumers embrace **instant, on-demand fashion delivery**, setting a new standard for online retail convenience

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