

## Myntra Unveils Zero-Commission Model to Boost Made-in-India D2C Brands

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In a strategic move to strengthen the Indian direct-to-consumer (D2C) ecosystem, **Myntra**, India's leading fashion and lifestyle marketplace, has announced a **zero-commission model** for new homegrown brands in the fashion, beauty, and lifestyle segments. This initiative, launched under the **Myntra Rising Stars (MRS)** programme, is aimed at helping emerging Made-in-India D2C companies scale faster by eliminating marketplace commission fees during the early phase of their growth.

### Supporting Early-Stage Growth Through Zero Commission

Traditionally, online marketplaces earn a percentage of sales as commission from sellers. Under the new model, eligible D2C brands joining the Myntra marketplace can list and sell products without incurring any commission charges initially, allowing them to invest more in **brand building, marketing, and customer acquisition**.

This initiative is especially valuable for early-stage D2C brands that normally rely on social media and proprietary websites for sales and struggle with high customer acquisition costs. By eliminating platform commissions, Myntra aims to reduce these barriers and help brands establish a broader digital footprint.

### Access to Large User Base & Platform Advantages

Under this programme, qualifying brands gain access to Myntra's **75+ million monthly active users**, significantly expanding their reach beyond owned channels. The platform also offers:

- **Enhanced discovery tools** and personalised shopping experiences to help brands stand out.
- **Seamless UI/UX** and integration with the platform's discovery mechanisms.
- **Quick delivery and logistics advantages**, with service across over **98% of Indian pincodes**.
- **Conversion-boosting levers**, including coupons, bank offers, and marketing support.

These features enable smaller brands to focus resources on product innovation and customer engagement, while Myntra's infrastructure supports operations and distribution.

### Myntra Rising Stars: A Launchpad for Homegrown Brands

The zero-commission model is part of the broader **Myntra Rising Stars (MRS)** programme — an initiative designed to nurture digital-first Made-in-India brands by giving them visibility and growth support on one of the country's largest e-commerce platforms. The MRS programme already hosts over **2,000 brands** across fashion, beauty and lifestyle

categories.

Maneesh Kumar Dubey, Vice President of Category Management at Myntra, explained that the zero-commission structure enables a “seamless launch” on the platform and equips brands with robust technology and high-visibility touchpoints, while letting them scale operations backed by **data-driven insights**.

### **Building on a Successful Pilot**

The zero-commission model follows a successful pilot conducted during the **2025 festive season** in the **women’s ethnic wear** category, which drew over 200 new brands to the platform. Many participants achieved significant scale and improved penetration within just four months — validating the potential of such initiatives for future brand growth.

### **What It Means for India’s D2C Ecosystem**

India’s e-commerce and D2C landscape has witnessed rapid expansion, with fashion and lifestyle brands increasingly gaining traction online. Despite this growth, many emerging players face challenges in customer acquisition and scaling beyond niche audiences. Myntra’s zero-commission model directly addresses these pain points by providing brands with access to a large consumer base.

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