

MANGO

MANGO COMMITS TO INDIA WITH TEN STORE OPENINGS IN THE FIRST SEMESTER

The firm will reach a total of 56 stores in the country with the opening of ten stores in the first semester of 2022

BARCELONA, 3 MARCH 2022 Mango continues to strengthen its international presence with a new expansion plan in India, destined to become the third biggest consumer market in the next five years, according to the latest forecasts by Euromonitor International.

The company, which has been committed to this market for several years now, plans to open ten stores during the first semester of 2022. This will give Mango a total of 56 stores in India, making it the Asian country in which it has the largest presence.

As part of its plan to make India one of its key markets, Mango will consolidate its presence in major cities such as Mumbai, Chennai, Delhi and Bangalore, while also opening in other cities such as Indore, Chandigarh and Bhopal.

In March, Mango will open a 250 m² store in the exclusive Mumbai Palladium shopping centre, in Mumbai, where it will sell the Woman line. The company has already opened a 144 m² store in the Bhopal DB shopping centre, in the city of Bhopal, which also sells the Woman line. With the ten planned store openings, which include the two already mentioned, Mango will have a total sales space of more than 1,200 m² in the country.

All these new stores will open in collaboration with Myntra, Mango's local partner, with whom it arrived in India in 2014 through online selling and with whom it developed an expansion plan for India in late 2020.

Mango has over 380 stores in Asia, distributed across different markets in the continent, including Saudi Arabia, China, the Philippines, Taiwan, Indonesia, Thailand and Vietnam, among others.

Mango was founded in Barcelona 1984 and is today one of the leading fashion groups in the world. The company, which is present in more than 110 countries, closed 2020 with a turnover of 1.842 billion euros, of which the online channel represented 42%. More information at www.mango.com

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