



FSN E-Commerce Ventures Limited

(formerly 'FSN E-Commerce Ventures Private Limited')

February 13, 2023

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra – Kurla Complex,
Bandra (E), Mumbai – 400 051

BSE Limited
Corporate Relationship Department,
2nd Floor, New Trading Wing,
Rotunda Building, P.J. Towers,
Dalal Street, Mumbai – 400 001

Symbol: NYKAA

Scrip Code: 543384

Dear Sirs,

Sub: Investor Presentation

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing the Investor Presentation for the quarter and nine months ended December 31, 2022, to be used by the Company for the analyst/ institutional investors meeting(s) scheduled today i.e., February 13, 2023.

Kindly take the same on record.

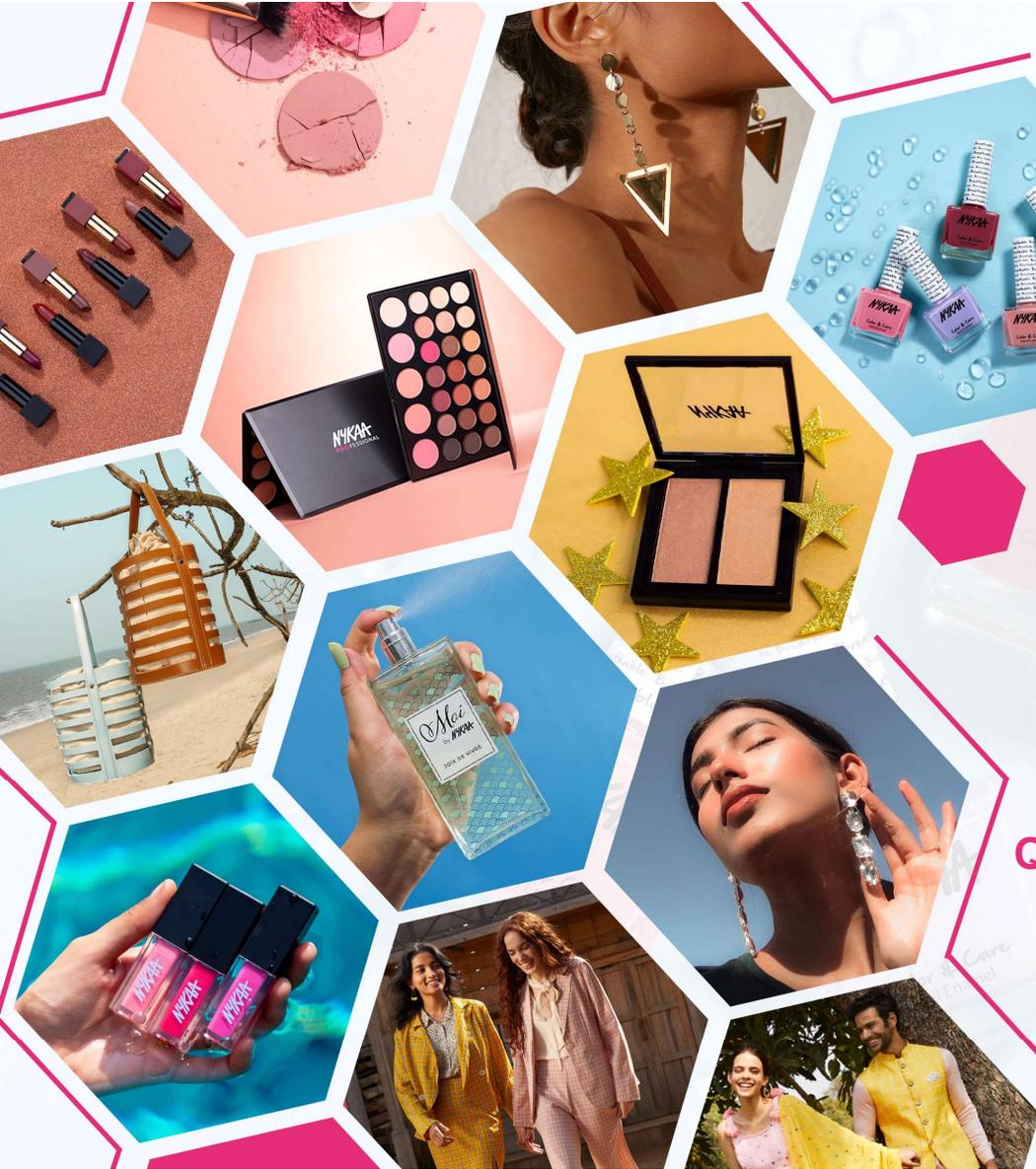
Thanking You.

Yours faithfully,

For FSN E-Commerce Ventures Limited
(formerly 'FSN E-Commerce Ventures Private Limited')

Rajendra Punde
Head – Legal, Company Secretary & Compliance Officer
Mem. No.: A9785

Encl.: as above



NYKAA

Investor Presentation

Quarter and nine month ended December 31, 2022

FSN E-Commerce Ventures Limited

Disclaimer

By attending the presentation or by reading the presentation slides you agree to be bound as follows:

This Presentation is prepared by FSN E-Commerce Ventures Limited (“Company”) and is for information purposes only without regards to specific objectives, financial situations or needs of any particular person and is not and nothing in it shall be construed as an invitation, offer, solicitation, recommendation or advertisement in respect of the purchase or sale of any securities of the Company or any affiliates in any jurisdiction or as an inducement to enter into investment activity and no part of it shall form the basis of or be relied upon in connection with any contract or commitment or investment decision whatsoever. This Presentation does not take into account, nor does it provide any tax, legal or investment advice or opinion regarding the specific investment objectives or financial situation of any person. This Presentation and its contents are confidential and proprietary to the Company and/or its affiliates and no part of it or its subject matter be used, reproduced, copied, distributed, shared, or disseminated, directly or indirectly, to any other person or published in whole or in part for any purpose, in any manner whatsoever.

The information contained in this Presentation is a general background information of the Company. We don't assume responsibility to publicly amend, modify or revise any information contained in this Presentation on the basis of any subsequent development, information or events, or otherwise. This Presentation should not be considered as a recommendation to any investor to subscribe to any security. This Presentation includes certain statements that are, or may be deemed to be, “forward-looking statements” and relate to the Company and its financial position, business strategy, events and courses of action. Forward-looking statements and financial projections are based on the opinions and estimates of management at the date the statements are made and are subject to a variety of risks and uncertainties and other factors that could cause actual events or results to differ materially from those anticipated in the forward-looking statements and financial projections. Forward-looking statements and financial projections include, among other things, statements about: our expectations regarding our expenses, sales and operations; our future customer concentration; our anticipated cash needs, our estimates regarding our capital requirements, our need for additional financing; our ability to anticipate the future needs of our customers; our plans for future products and enhancements of existing products; our future growth strategy and growth rate; our future intellectual property; and our anticipated trends and challenges in the markets in which we operate. Forward-looking statements are not guarantees of future performance including those relating to general business plans and strategy, future outlook and growth prospects, and future developments in its businesses and its competitive and regulatory environment. No representation, warranty or undertaking, express or implied, is made or assurance given that such statements, views, projections or forecasts in the Presentation, if any, are correct or that any objectives specified herein will be achieved.

We, or any of our affiliates, shareholders, directors, employees, or advisors, as such, make no representations or warranties, express or implied, as to, and do not accept any responsibility or liability with respect to, the fairness, accuracy, completeness or correctness of any information or opinions contained herein and accept no liability whatsoever for any loss, howsoever, arising from any use or reliance on this Presentation or its contents or otherwise arising in connection therewith. The information contained herein is subject to change without any obligation to notify any person of such revisions or change and past performance is not indicative of future results.

It is clarified that this Presentation is not intended to be a document or advertisement offering for subscription or sale of any securities or inviting offers or invitations to offer or solicitation to offer from the public (including any section thereof) or any class of investors. This document has not been and will not be reviewed or approved by a regulatory authority in India or by any stock exchange in India. No rights or obligations of any nature are created or shall be deemed to be created by the contents of this Presentation.

Table of Contents

1. Quarterly Highlights

2. Business Highlights

2a. BPC

2b. Fashion

2c. eB2B

3. Financial Performance

NYKAA

1

Q3 FY23 Highlights

Q3 FY23: GMV momentum continues

GMV



Rs. 27,965 MM

+37% YoY Growth

Revenue



Rs. 14,628 MM

+33% YoY Growth

Gross Profit



Rs. 6,347 MM

+25% YoY Growth

Gross Margin **43.4%⁽¹⁾** (↓293 bps YoY)

EBITDA



Rs. 782 MM

+13% YoY Growth

EBITDA Margin **5.3%⁽¹⁾** (↓94 bps YoY)

PBT



Rs. 127 MM

-66% YoY Growth

PBT Margin **0.9%⁽¹⁾** (↓250 bps YoY)

PAT⁽²⁾



Rs. 85 MM

-71% YoY Growth

PAT Margin **0.6%⁽¹⁾** (↓206 bps YoY)

1. Margin% is on Revenue
2. PAT is after considering share of loss of associate

9M FY23: GMV momentum continues

GMV



Rs. 72,980 MM

+42% YoY Growth

Revenue



Rs. 38,421 MM

+37% YoY Growth

Gross Profit



Rs. 17,023 MM

+40% YoY Growth

Gross Margin **44.3%⁽¹⁾** (↑79 bps YoY)

EBITDA



Rs. 1,853 MM

+49% YoY Growth

EBITDA Margin **4.8%⁽¹⁾** (↑37 bps YoY)

PBT



Rs. 298 MM

-28% YoY Growth

PBT Margin **0.8%⁽¹⁾** (↓71 bps YoY)

PAT⁽²⁾



Rs. 187 MM

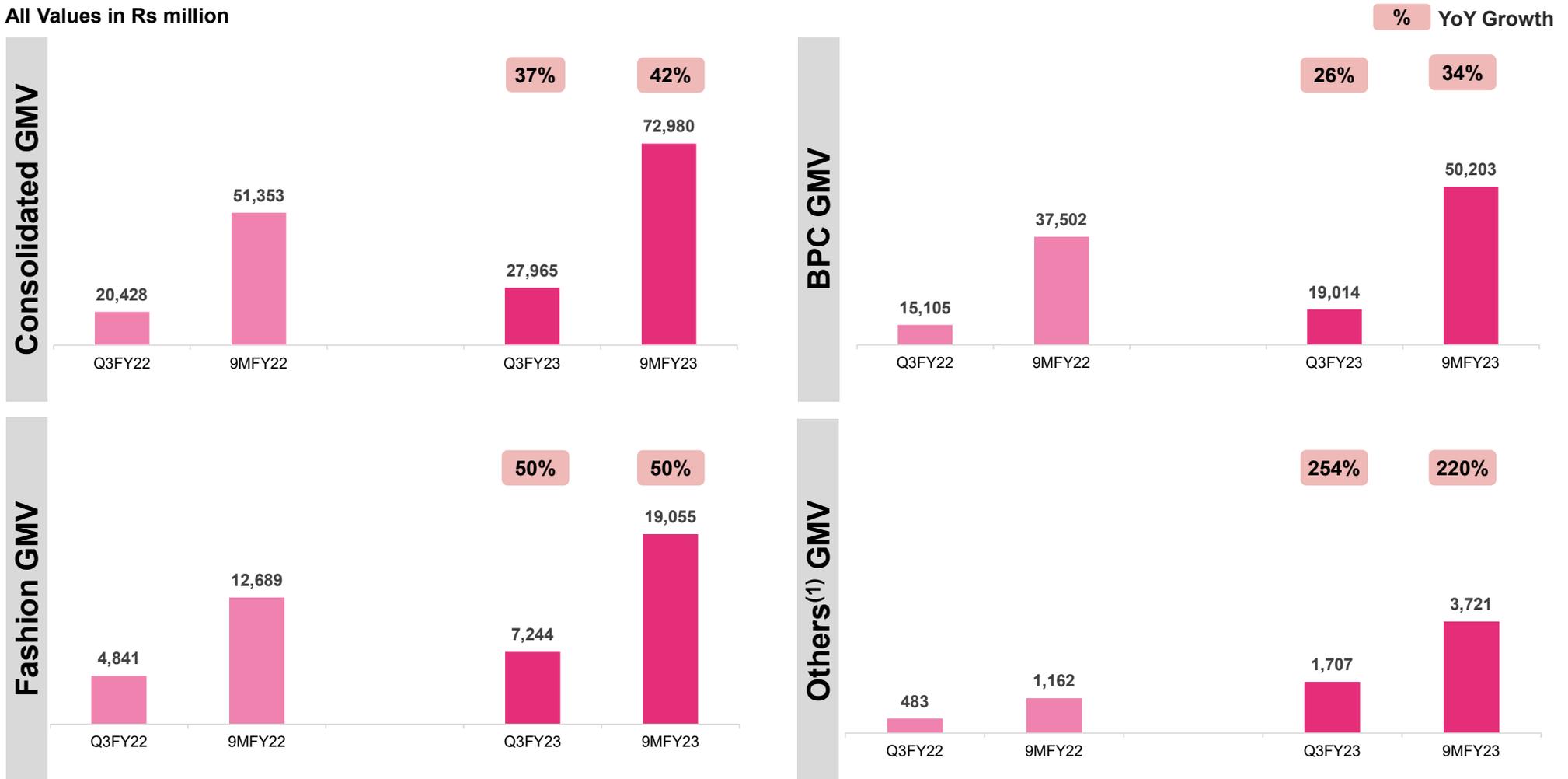
-45% YoY Growth

PAT Margin **0.5%⁽¹⁾** (↓72 bps YoY)

1. Margin% is on Revenue
2. PAT is after considering share of loss of associate

Maintaining our GMV growth momentum

All Values in Rs million

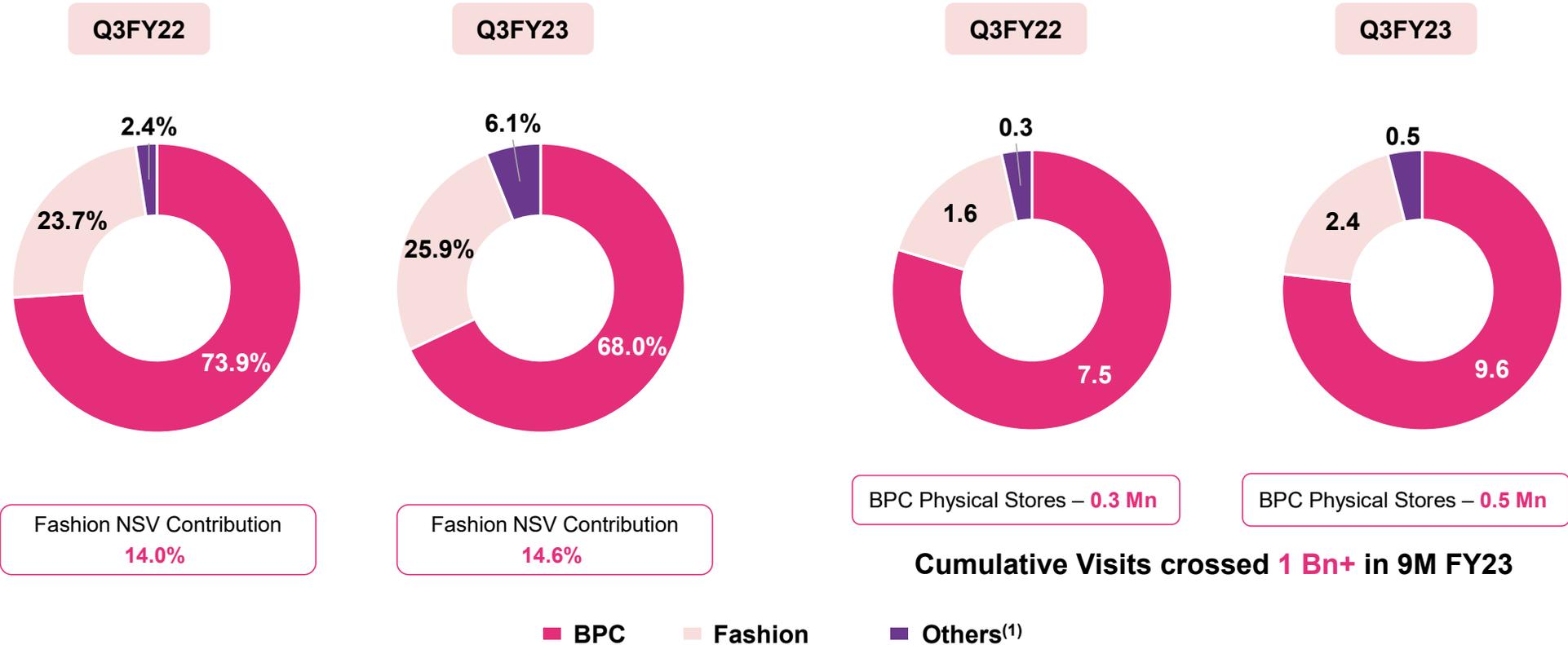


1. Others includes our new business NykaaMan, eB2B platform "SuperStore by Nykaa", International, LBB, and Nudge

Q3 FY23: Diversification to address larger TAM

GMV (Rs Mn)

Annual Unique Transacting Customers (Mn)



1. Others includes our new business NykaaMan, eB2B platform "SuperStore by Nykaa", International and new brand acquisitions.

NYKAA

2

Business Highlights

NYKAA

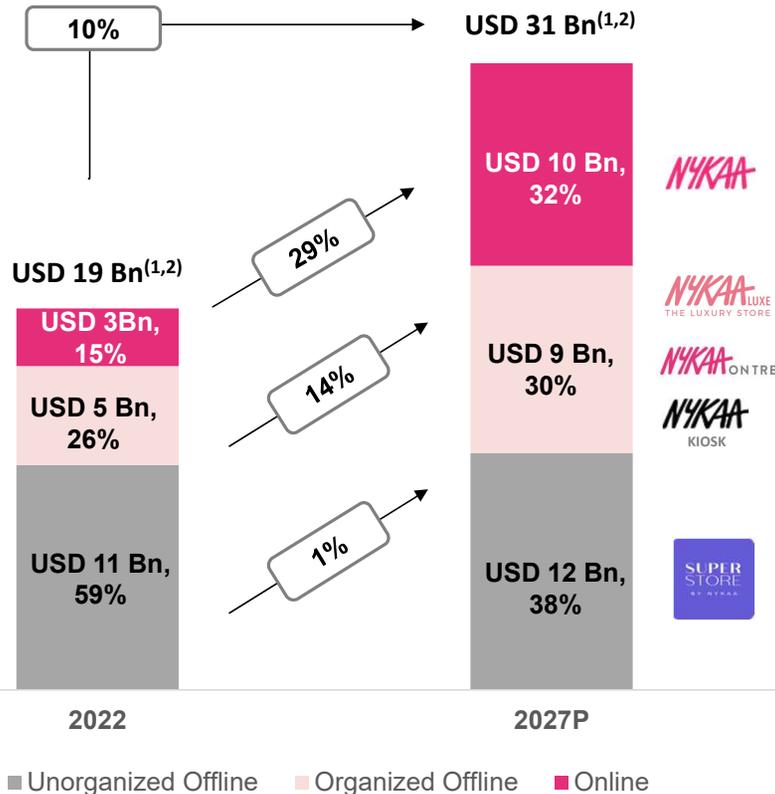


2a

Beauty & Personal Care

Formalization of BPC market from unorganized to organized

CAGR %



Growth Drivers



Evolving Consumer Preference

Emergence of new need spaces (or) proposition leading to significant evolution in the BPC Category Mix



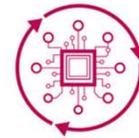
BPC spends among Millennials and Gen Z

Growth in Discretionary spend among the Millennials and Gen Z



Premiumization & Personalization

Upgrading to more premium products as consumers evolve to use more efficacious products, supported by hyper-personalized/bespoke solutions as consumer needs deepen



Digital Integration

Increasing use of digital tools like Virtual Try On/ Virtual Stores to replicate the historically unique in-store experience

Source Redseer Estimates

1. Overall BPC Market Size (doesn't include appliances)
2. Conversion rate: 1 USD = INR 80

Key Growth Strategies

Core Value Proposition driving our growth



1

Driving customer acquisition and retention across the funnel journey



2

Deep relationships with a diverse set of domestic & international brands



3

Penetrating across the value chain and channels to address the larger TAM



4

Creating, acquiring, and scaling a portfolio of independent and new age consumer-first brands



5

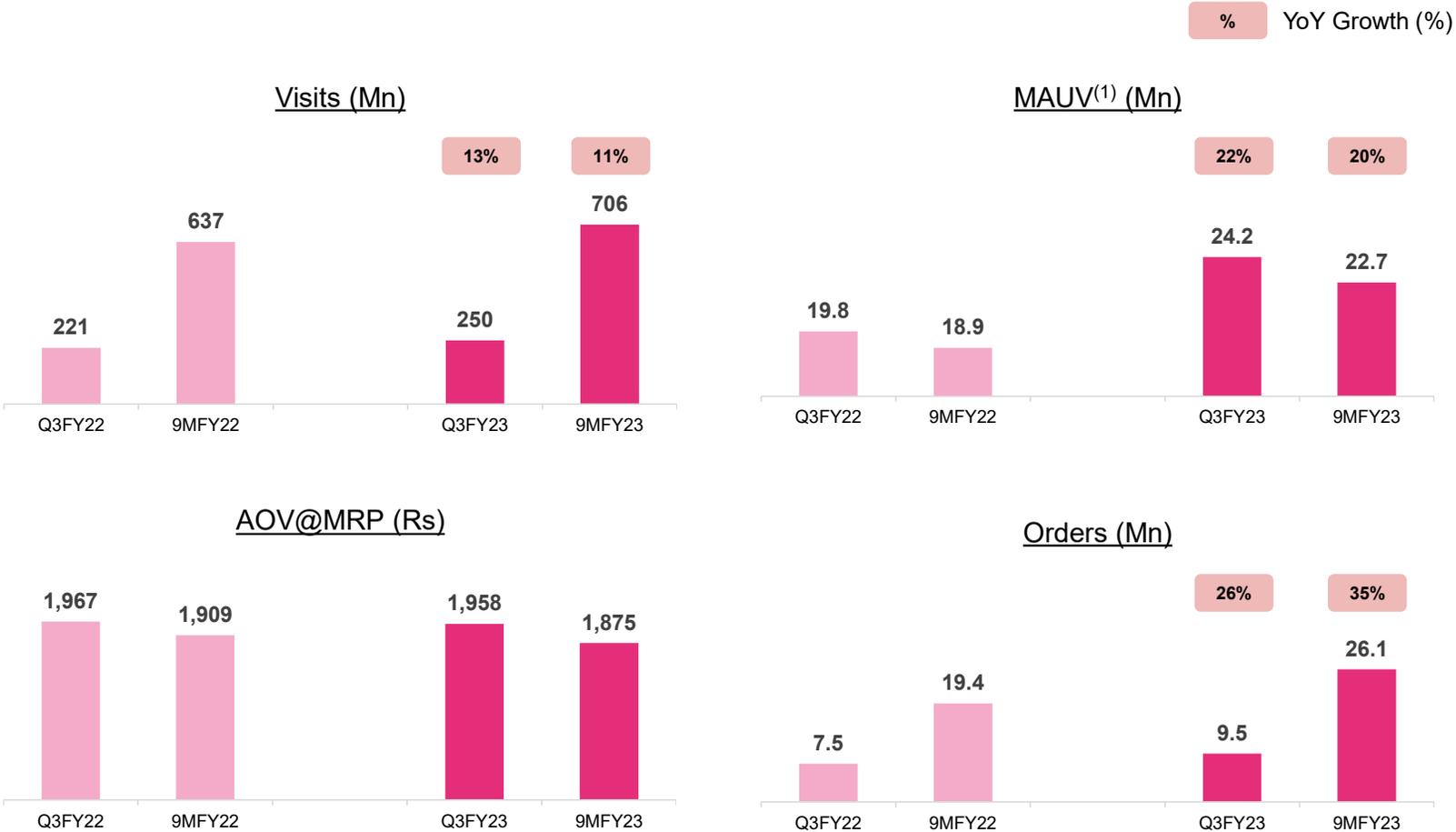
Developing new ways of selling and a holistic consumer connect

Focus on order growth, driven by quality traffic



1

Driving customer acquisition and retention across the funnel journey



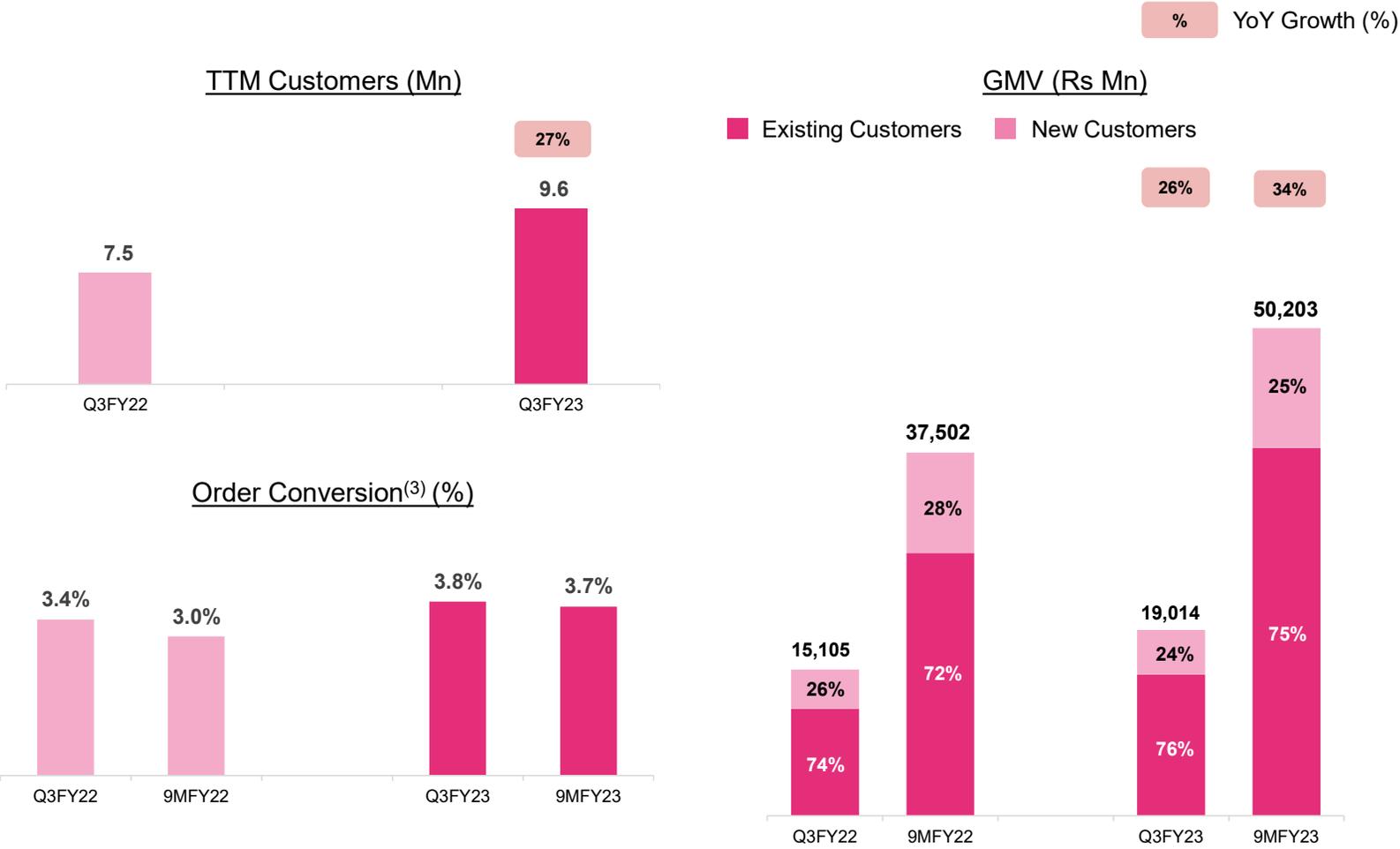
1. MAUV is Monthly Average Unique Visitors

Strong base of repeat customers



1

Driving customer acquisition and retention across the funnel journey



1. For Nykaa.com (doesn't include Dot & Key)
 2. Order conversion is computed on visits

Strong connect with brands to offer a differentiated curated collections



2

Deep relationships with a diverse set of domestic & international brands

Brand Partners



3,000+

International & Domestic Brands⁽¹⁾

Of top 100 brands



22⁽²⁾

International brands



17⁽²⁾

FMCG brands



32⁽²⁾

D2C brands



10⁽²⁾

Luxe Brands



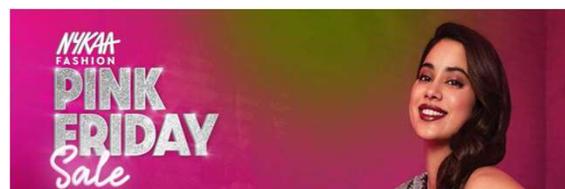
7⁽²⁾

Global brands

1. As of December 31, 2022;
2. Among Top 100 Brands in terms of Q3 FY23 GMV on Nykaa.com
3. Navratri Sales was in Q2FY23

Marquee sale events & Festive sale

Pink Friday continues to grow bigger



40% YoY GMV growth



10 Mn visits in day 1, a **37%** YoY growth



57% of the purchases were from **Tier 2 and Tier 3** collectively

Strong performance across **Navratri & Diwali** sale



30% YoY GMV growth

Participation by **1800+** domestic & international brand

Building a Beauty Ecosystem through various events



2

Deep relationships with a diverse set of domestic & international brands

Nykaa Femina Beauty Awards 2022



~20 Mn Reach

NFBA - Nykaa's flagship beauty awards. 400+ Brands participating with total reach of ~20 Mn

Beauty & You



Successfully concluded the first edition of **Beauty & You** - An entrepreneurship platform for BPC brands

in partnership with **Estee Lauder Companies**

Note: Reach is defined as the total number of unique visitors across all platforms who have viewed the content

Anomaly launched live on Nykaa



~12 Mn Reach

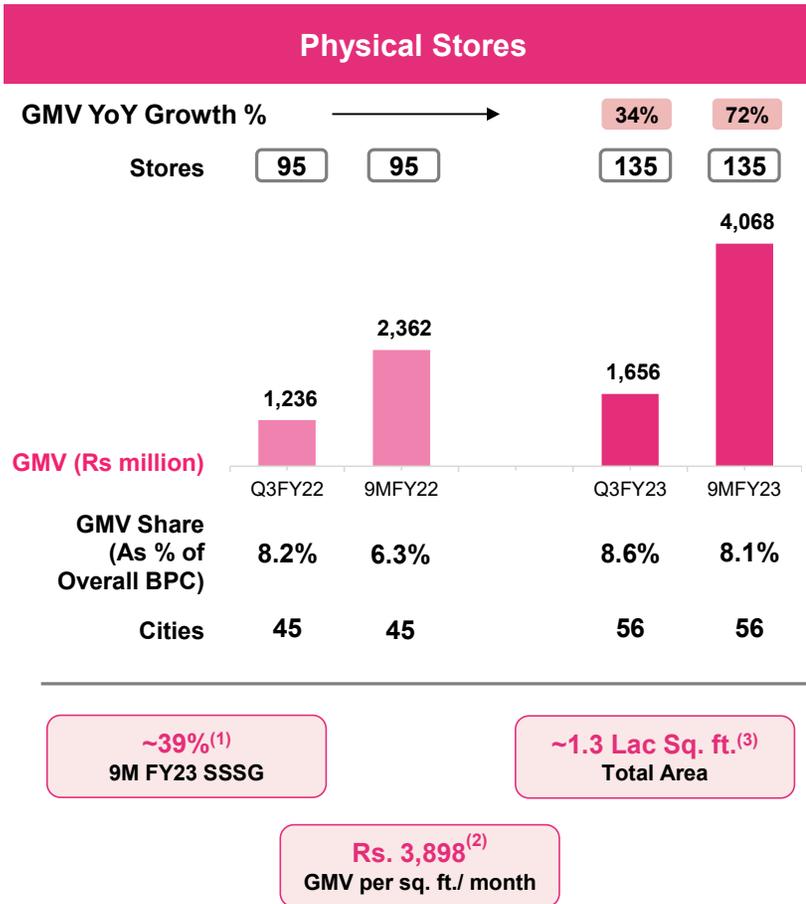
Bringing live coverage of the launch of the much-awaited hair care brand **Anomaly** in India, with **Priyanka Chopra Jonas**.

Investing across value chain & channels to create better consumer experience

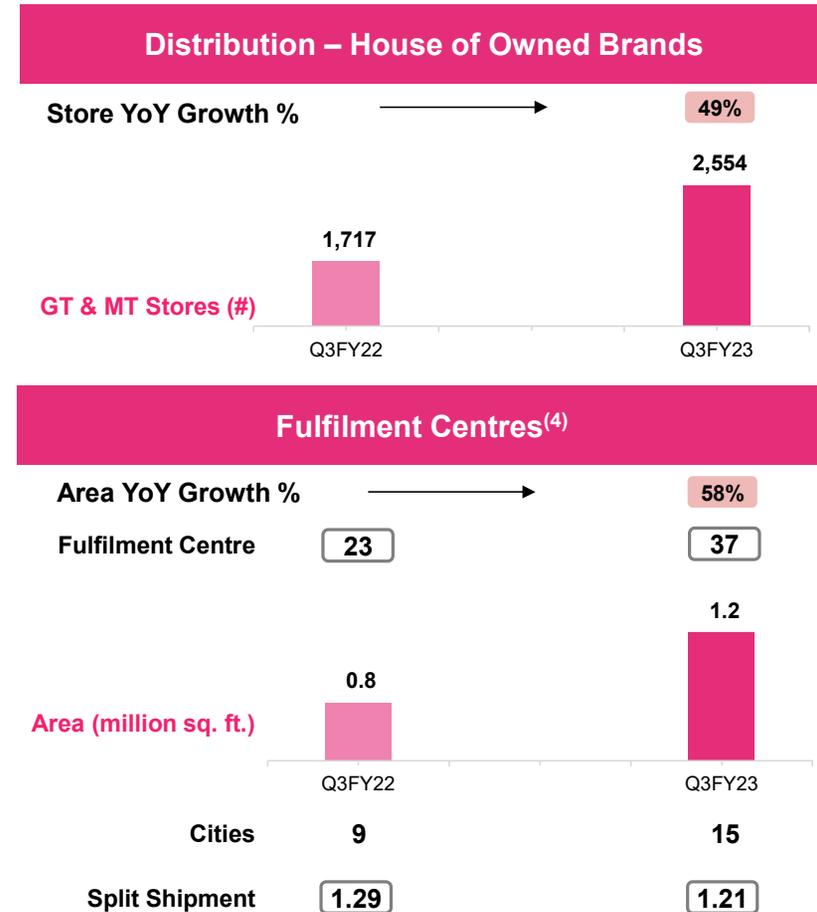


3

Penetrating across the value chain and channels to address the larger TAM



1. SSSG based on physical stores opened till Mar'21
2. For 9M FY23
3. As on December 31, 2022
4. BPC warehouse and Others Warehouse



Growing distribution of our House of Brands

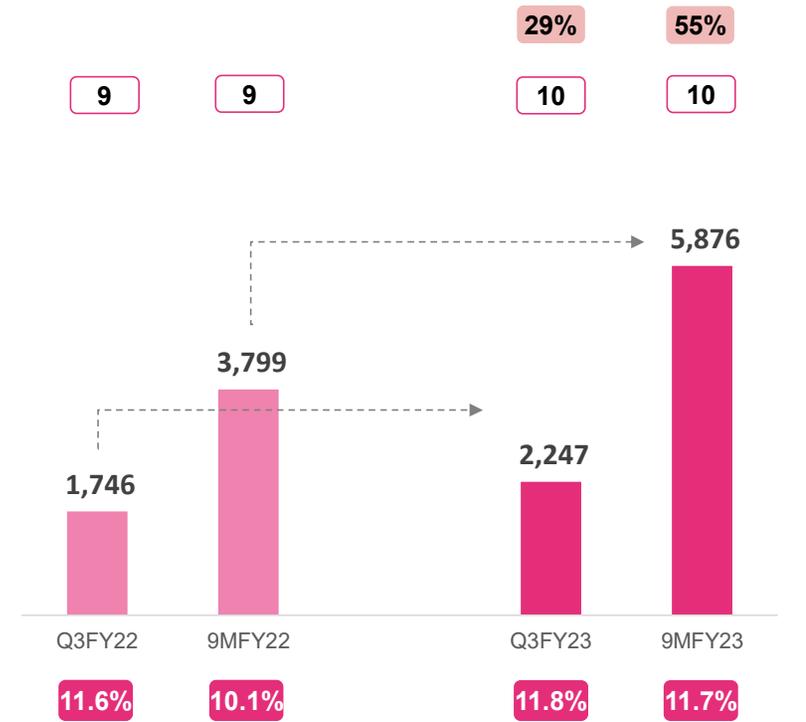


4

Creating, acquiring, and scaling a portfolio of **independent and new age consumer-first brands**

% YoY GMV Growth **#** Owned Brand Count

GMV of Owned Brands⁽¹⁾ (Rs million)



% Contribution of Owned Brands to Nykaa BPC GMV

1. GMV of owned brands does not include Earth Rhythm, as Company holds a minority stake in the brand
 2. For Q3 FY23

Annual GMV Run Rate⁽²⁾

- Nykaa Cosmetics** Rs 2,500 Mn+
- Kay Beauty** Rs 1,200 Mn+ each
- DOT & KEY** Rs 1,200 Mn+ each

Highlights

SKU Depth

- As on December 31, 2022, active SKU count for BPC Owned Brands was **2,000+ SKU**

Offline Expansion

- Distributed across **2,405 General Trade & 149 Modern Trade** outlets in India in Q3FY23
- Serving **4,000+ retailers⁽²⁾** in India through eB2B "SuperStore" in Q3FY23

House of Brands: New launches across categories



4

Creating, acquiring,
and scaling a
portfolio of **independent**
and **new age**
consumer-first brands



Endless Night Fragrances



Ceramide Moisturizer



Illuminating Primer Drops



Vitamin C+E Super Bright Sunscreen
SPF 50 PA+++ 50gm

House of Brands: New launches across categories



4

Creating, acquiring,
and scaling a
portfolio of **independent**
and **new age**
consumer-first brands



Ceramides & Hyaluronic Skin Barrier Repair + Face Cream 100g



Moringa & Argan Frizz Control Smoothing Hair Conditioner 120ml



Body Oleos - 6 Variants



Butter Lotion - 6 Variants

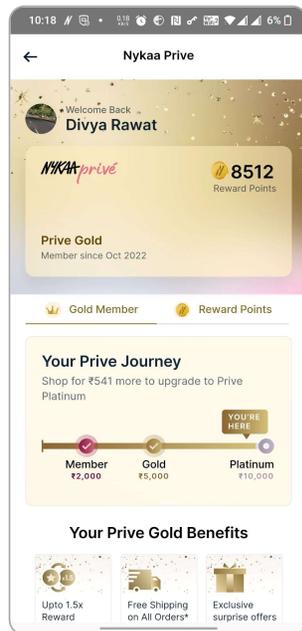
Strong engagement with the customer



5

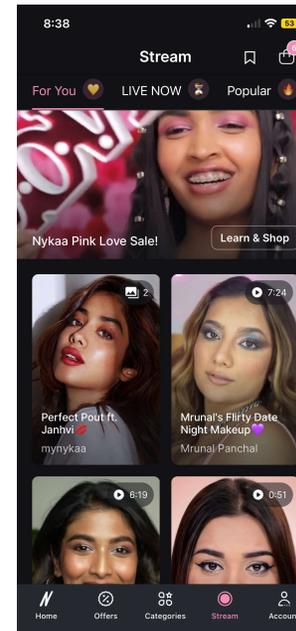
Developing new ways of selling and a holistic consumer connect

Prive 2.0



Revamped our **Nykaa's Flagship Loyalty Programme** incorporating multi tiers (member, gold, and platinum)

Nykaa on app stream



Streaming various Beauty Content to drive awareness and education – **Personalised content** (based on search and purchase behaviour), **Live Content** (Influencer based educative content), **Popular** (latest beauty regime)

Bridal Series on Nykaa TV

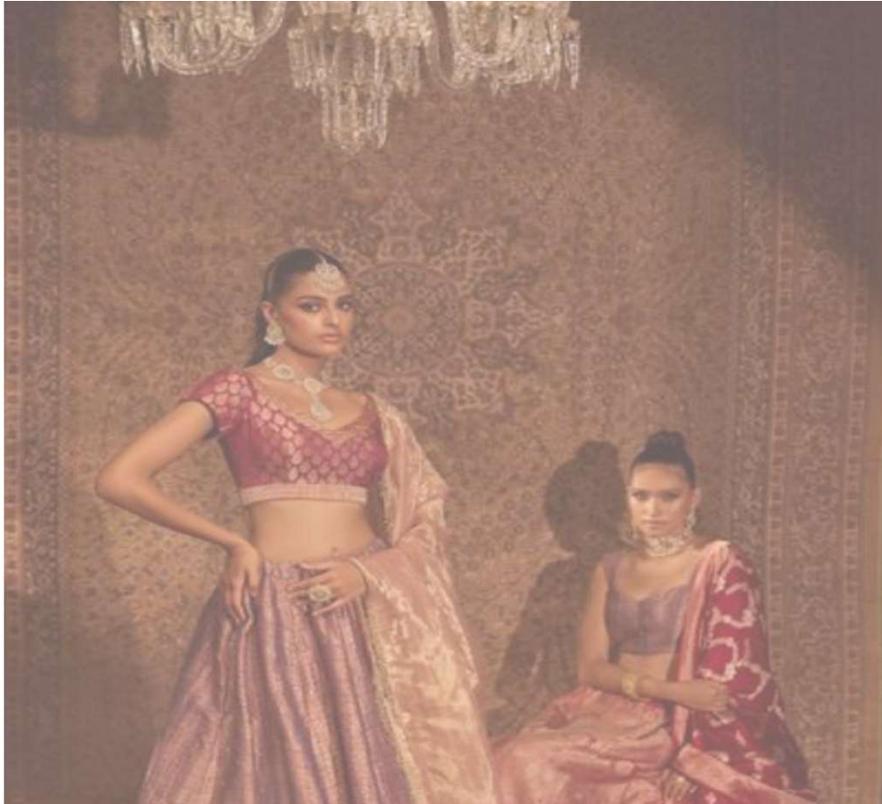


~15 Mn Reach



Topical Content on **Bridal Series**

NYKAA

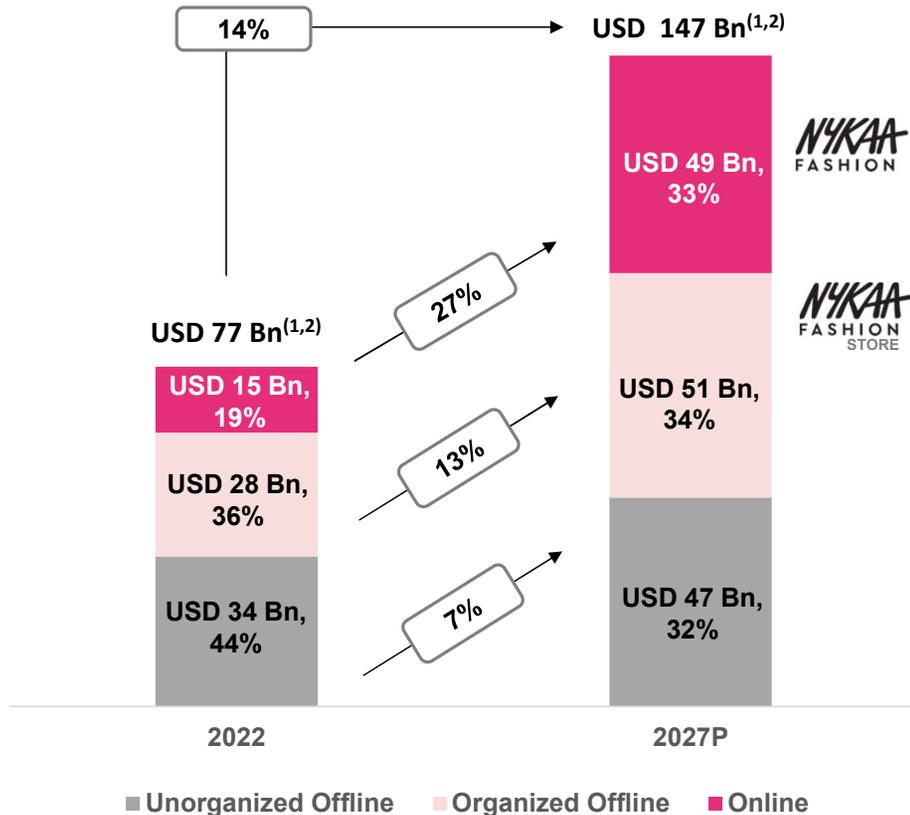


2b

Fashion

Fashion – The largest discretionary category - CAGR of 14%

CAGR %



Growth Drivers



Rapid emergence of new categories

Fashion is rapidly evolving providing opportunities for new categories to emerge



Industry transformation led by D2C disruption

More new age D2C brands emergence, created a significant disruption and growth in the Fashion market



Rapid growth of digital penetration

More consumers have transitioned to the online space leading to online channel growth, driven by ease of shopping and product discovery



Personalized Shopping Experience

Rise of personalization keeping in mind the latest trends and consumer needs to create a better shopping experience

Source Redseer Estimates

1. Overall Fashion Market Size

2. Conversion rate: 1 USD = INR 80

Key Growth Strategies

Core Value Proposition driving our growth



1

Driving customer acquisition and retention across the funnel journey



2

Deep relationships with a diverse set of domestic & international brands



3

Scaling up multiple operating model to drive availability and mitigate inventory risk



4

Creating, acquiring, and scaling a portfolio of independent and new age consumer-first brands



5

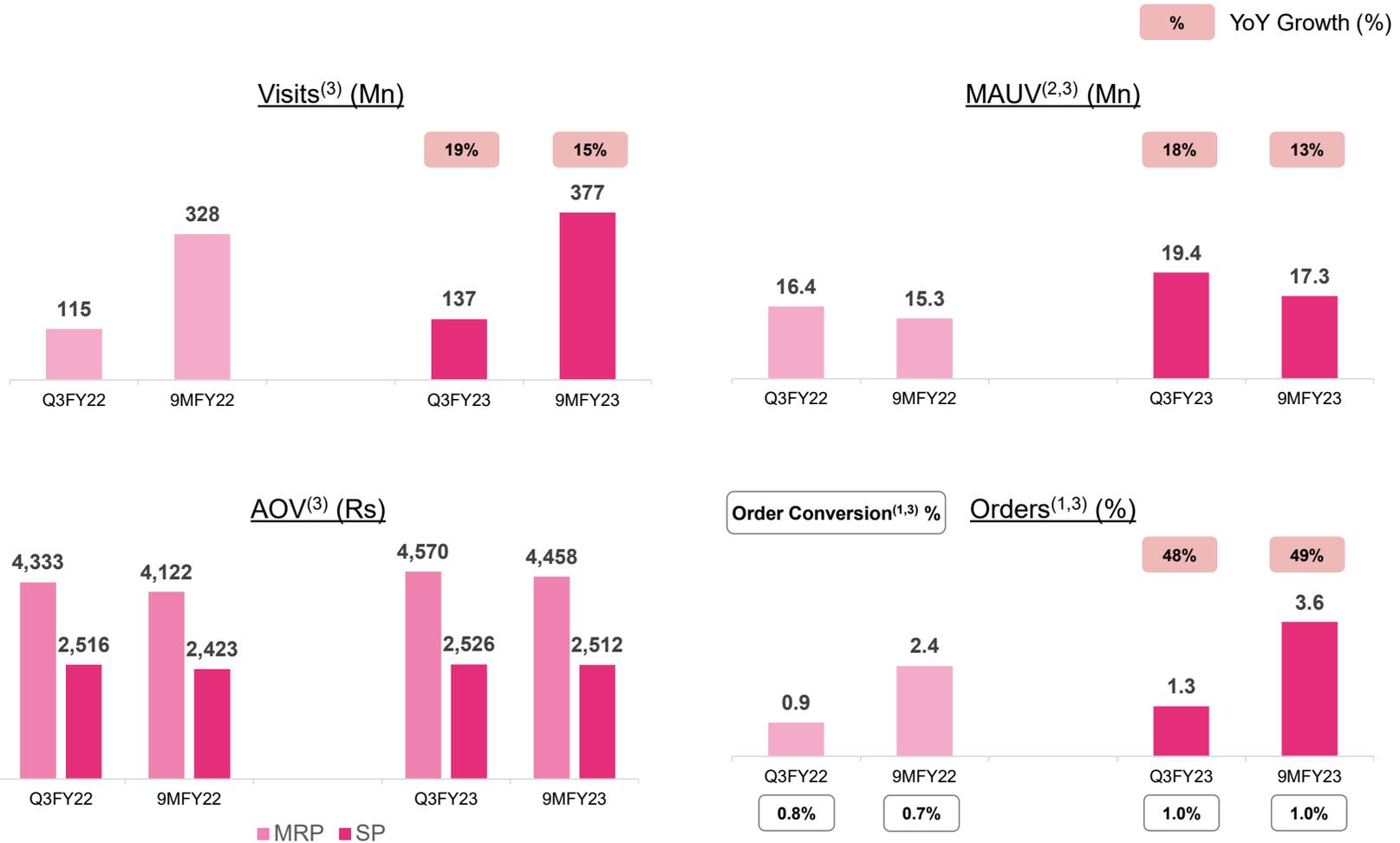
Developing new ways of selling and improving consumer facing technology

Improved order conversion supported by strong AOV



1

Driving customer acquisition and retention across the funnel journey



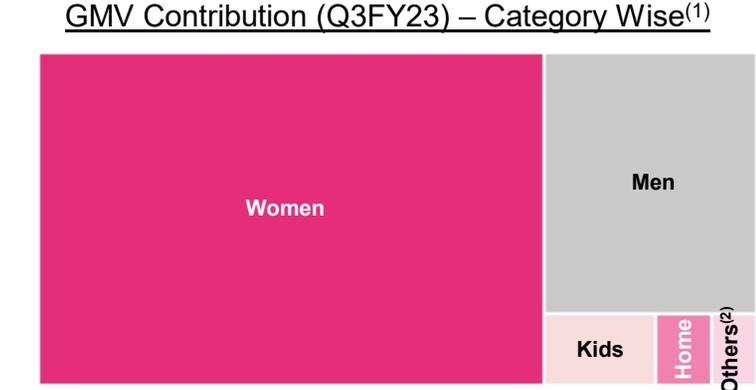
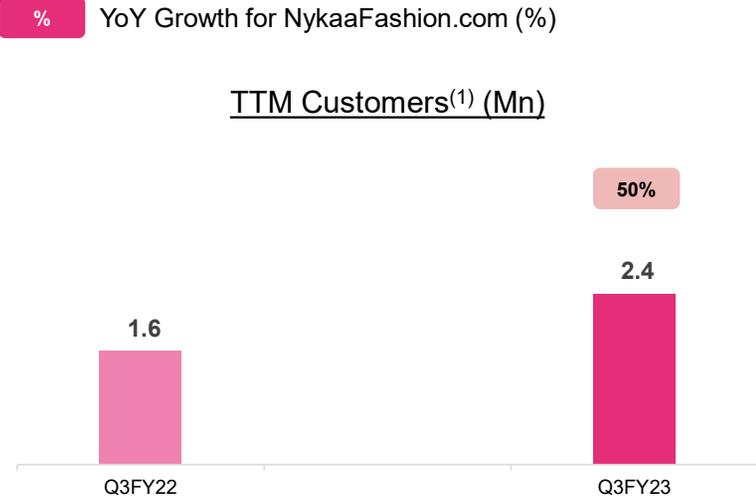
1. Order Conversion is computed on visits
2. MAUV is Monthly Average Unique Visitors
3. For NykaaFashion.com

Growth rebounds with strong customer addition

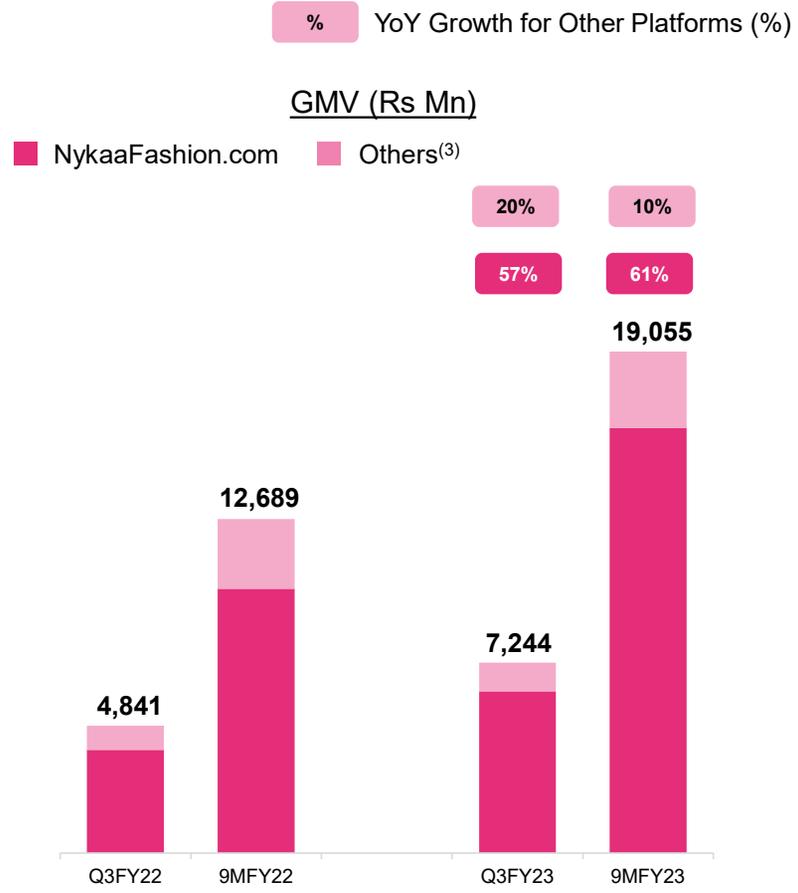


1

Driving customer acquisition and retention across the funnel journey



1. For NykaaFashion.com
 2. Others includes Tech & Gadget, Sports & Fitness Equipment
 3. Others refer to 3P Platforms



NykaaFashion.com GMV grew by **21% QoQ** in Q3 FY23

Strong connect with brands to offer a differentiated curated collections



2

Deep relationships with a diverse set of domestic & international brands

Brand Partners



~2,700⁽¹⁾

International & Domestic Brands

New Launches⁽³⁾



Cider - Global Store

Globally minded, social first fashion brand

Western Wear



Kalki – Hidden Gems

Saree Collection



Unnati Silks

Event



Nykaa Fashion Pink Friday Sale 2022

~1,800 brands participated in the Pink Friday 2022

Global Store



~600⁽²⁾ Brands

~17%⁽³⁾ GMV contribution to western wear offering on Nykaa Fashion

Hidden Gems



~250⁽²⁾ Brands

~7%⁽³⁾ GMV contribution to Nykaa Fashion

New Season



650+^(2,4) Brands

~17%^(3,4) GMV contribution to Nykaa Fashion

1. As on December 31, 2022; inclusive of Global Brands
2. Brands Listed on NykaaFashion.com as on December 31, 2022
3. For Q3 FY23
4. Autumn Winter (Oct'22, Nov'22 and Dec'22) Collection sales on NykaaFashion.com
5. **1,540 brands** listed on NykaaFashion.com as of December 31, 2021

Strong Relationship with Global Brands - Revolve



2

Deep relationships with a diverse set of domestic & international brands

600+ International Brands

1. Access to an assortment of differentiated products
2. Hassle free consumer experience
3. Zero Inventory Risk



Built B2B2C platform

Order placed on Nykaa Fashion by customers

Consolidation of orders by Revolved and shipped to India

Custom Clearance by Nykaa Fashion

Product Inward to Nykaa Fashion Warehouse, where it is packed and labelled for delivery

Nykaa Fashion handles last mile logistics for delivery and returns



Pricing

Consolidated price on Nykaa Fashion



Delivery

No KYC requirement for customers



Returns

Access to Free Returns



Payment Options

Customer can leverage all payment modes available in India

Flexible fulfillment models supported by technology

While majority of our business is driven by marketplace, we've built the tech and ops capabilities in-house to cater to our customers via inventory-led and other hybrid models

Our Capabilities

Marketplace



B2B2C



Inventory Led



Built capabilities to pick up from:

1. 3P Stores
2. 3P Warehouses

Building capabilities to support pick up from **3P Franchisee Stores**

Majority of the 3P brands operate through marketplace model

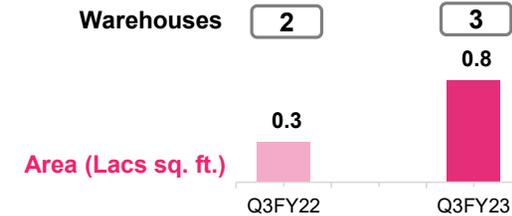
Improving customer convenience by enabling them to leverage the benefits of both the brand and Nykaa Fashion platform

1. **Consolidated Pricing**
2. **Leverage all payment service** available for global/imports brands
3. **No KYC requirement** for purchasing global/import brands

JIT
Just-in-Time Inventory

SOR
Sales or return

Ramped up our Warehouses

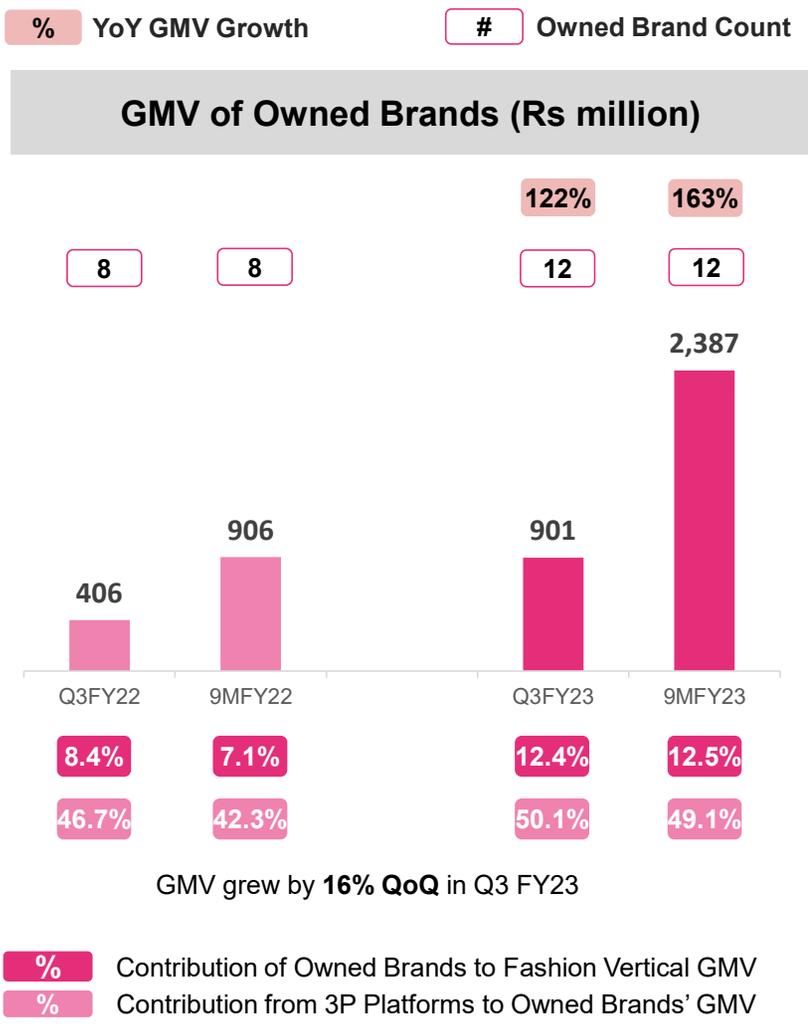


3

Scaling up multiple operating model to drive availability and mitigate inventory risk

Expanding our House of Brands portfolio

4
 Creating, acquiring,
 and scaling a
 portfolio of **independent**
 and **new age**
 consumer-first brands



1. For Q3 FY23

Annual GMV Run Rate⁽¹⁾



Offline Expansion

- **Twenty Dresses & RSVP: 62 MBOs** as on December 31, 2022 (Added **24 MBOs** in Q3 FY23)
- **Nykd by Nykaa: Presence in 2 EBOs and 750 General Trade Outlets** as on December 31, 2022 (Added **247 General Trade outlets** in Q3 FY23)
- **Our Owned brands** also retailed through **4 Nykaa Fashion MBOs**

New Brand Launch



Launched "**Nyri**" to expand our offering in the Indian wear category with a **curated saree collection**, designed based on the latest trends

House of Brands: New Launches across categories



4

Creating, acquiring, and scaling a portfolio of independent and new age consumer-first brands

TWENTY DRESSES

3,000+ SKU



RSVP

700+ SKU



pipa·bella

1,500+ SKU



Nykd

550+ SKU



KICA

250+ SKU



gajra gang

350+ SKU



1. SKU count as on December 31, 2022

House of Brands: New launches across categories



4

Creating, acquiring, and scaling a portfolio of independent and new age consumer-first brands

iky k
IF YOU KNOW YOU KNOW

300+ SKU



likha

600+ SKU



G
GLOOT

1,500+ SKU



azai

600+ SKU



Y T Twig & Twine

140+ SKU



nyri

200+ SKU



1. SKU count as on December 31, 2022

Continuous engagement with customers



5

Developing new ways of selling and improving consumer facing tech

Global Store Fiesta – Dec'22



Nykaa Fashion celebrates the launch of **Global Store**, bringing the **hottest styles** and **latest trends** to India from around the world.

Showcased **9 global brands** including **Revolve, NA-KD, Pomelo, OXXO**

First in Fashion Festival – Dec'22



Fashion and Lifestyle event providing brands with an exclusive platform to showcase their collections and drive festive sales

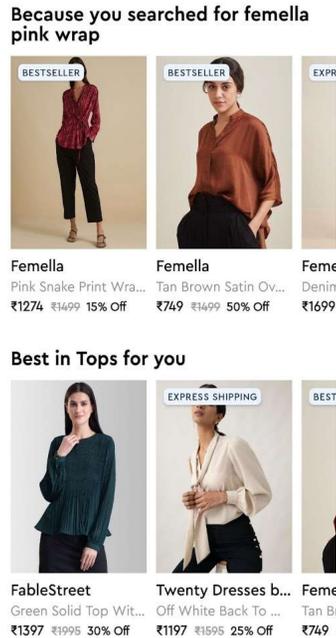
Consumer facing technology updates



5

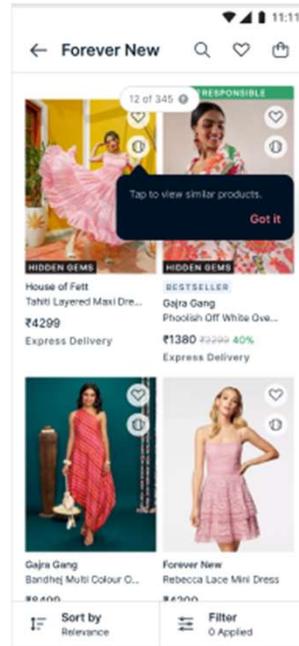
Developing new ways of selling and improving consumer facing tech

Hyper Personalisation



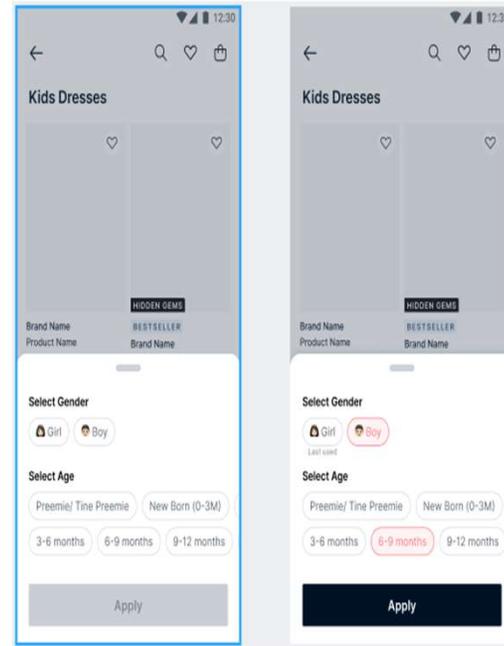
Personalised navigation touchpoints on Home page (We think you'll love, Because you Like, New launches in, Because you Searched for)

Similar Products



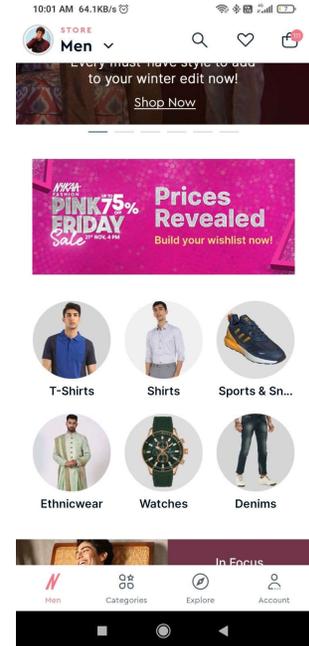
Recommend similar products on Product Listing page by providing an action on the product card

Gender & Age Nudges



Nudging the users to select gender and age filters when they open kids pages

Gamification



Improve product discovery, increase user engagement and boost **Sale Day-1** conversions (pre-buzz, price reveal, wishlist)

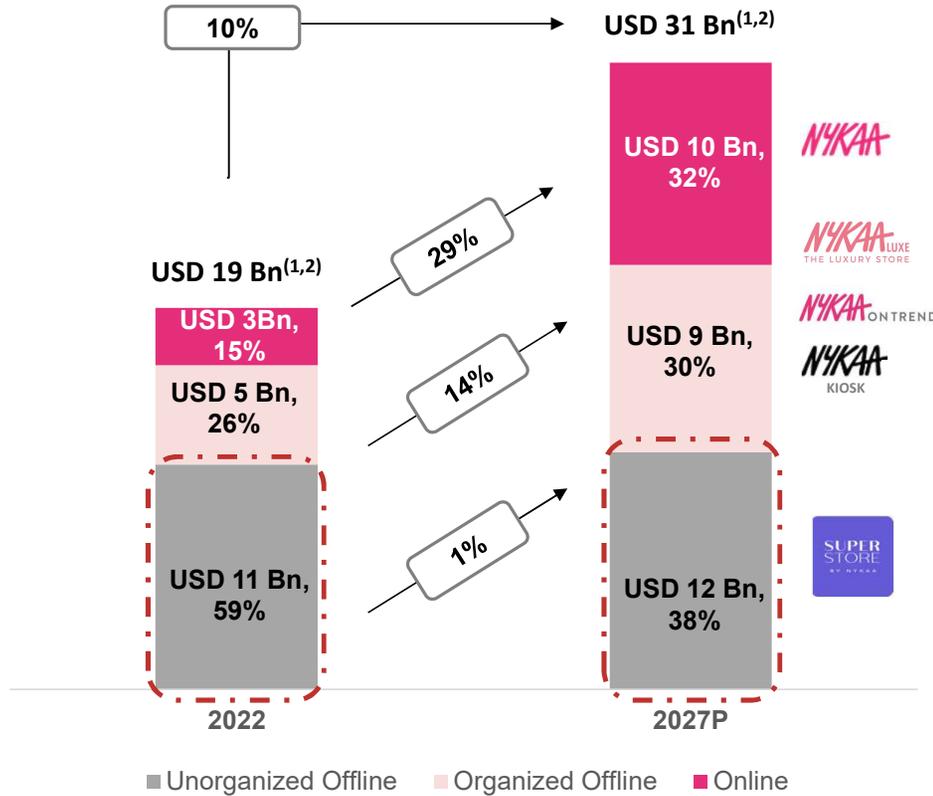
NYKAA

2c

eB2B

eB2B: Deepening the BPC moat

CAGR %



A Democratized Distribution Channel Powered by **Advisory & Advocacy**

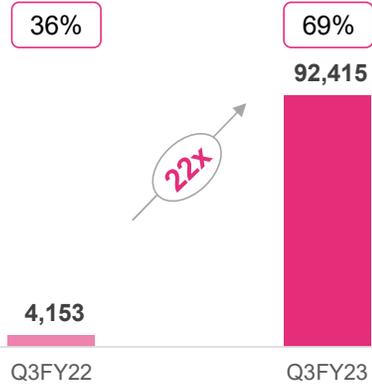
Source Redseer Estimates

1. Overall BPC Market Size (doesn't include appliances)
2. Conversion rate: 1 USD = INR 80

eB2B: Strategic scale up to serve the unorganized market

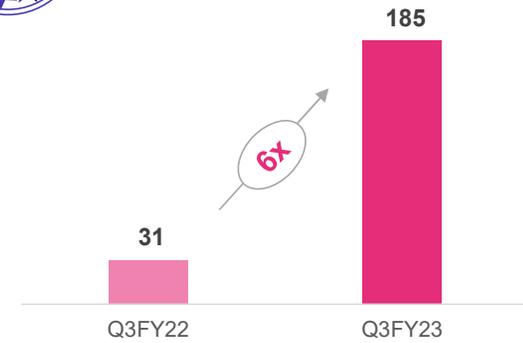


Transacting Retailers (#)

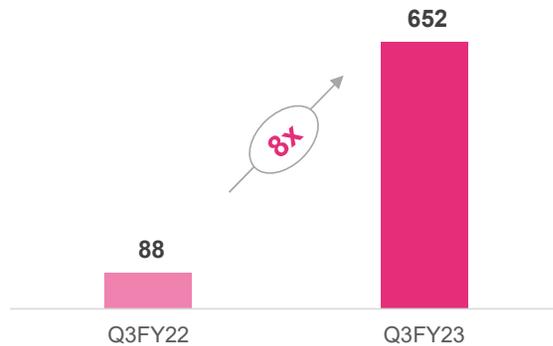


% Activation rate (As % of registered retailers)

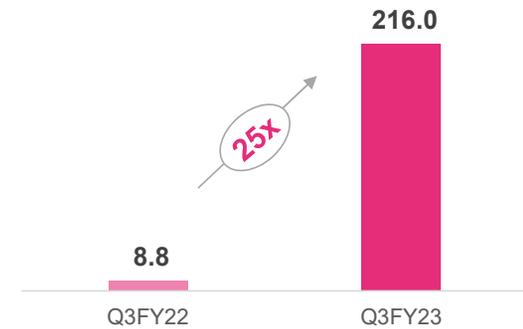
Brands Listed (#)



Cities (#)



Orders ('000)



NYKAA



3

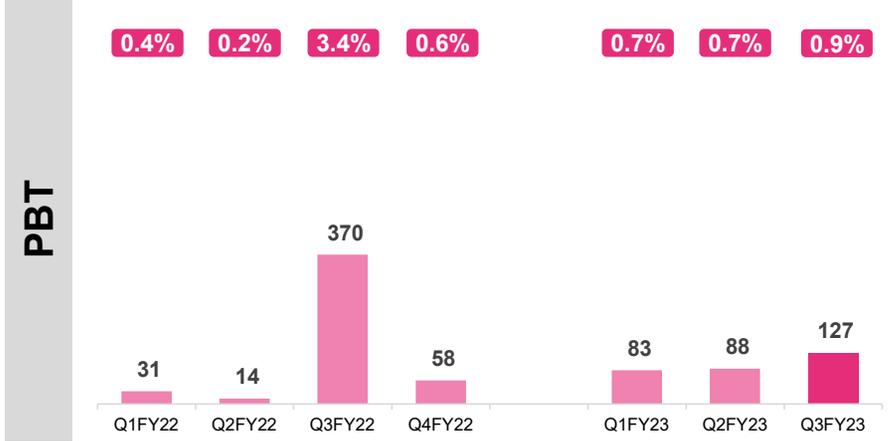
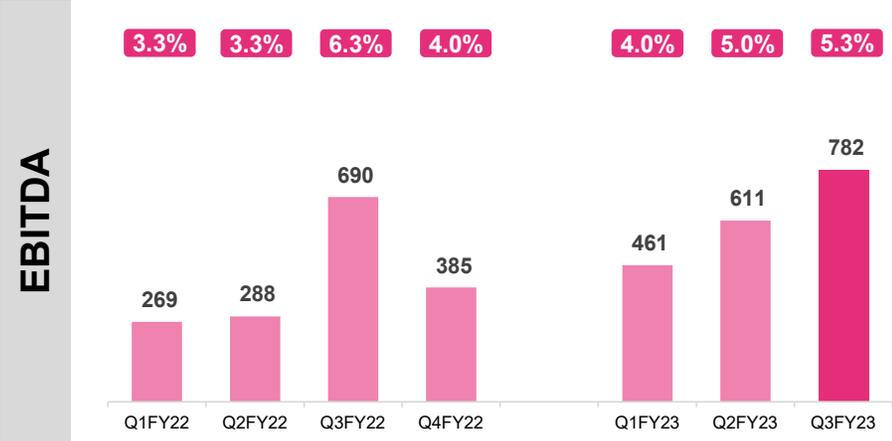
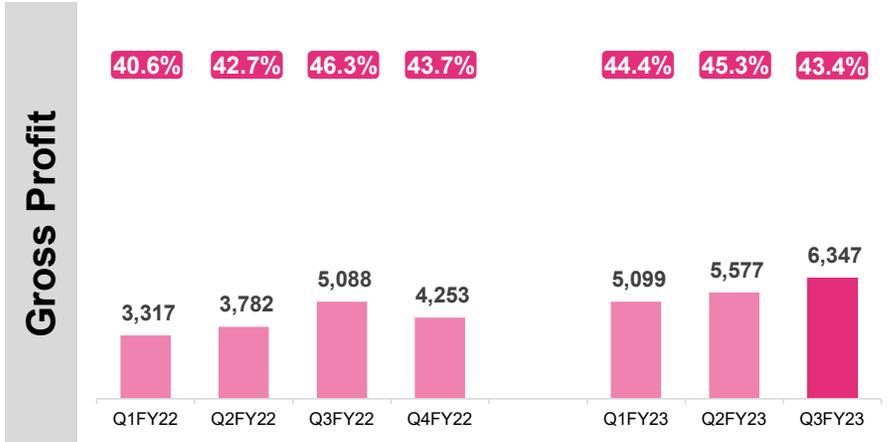
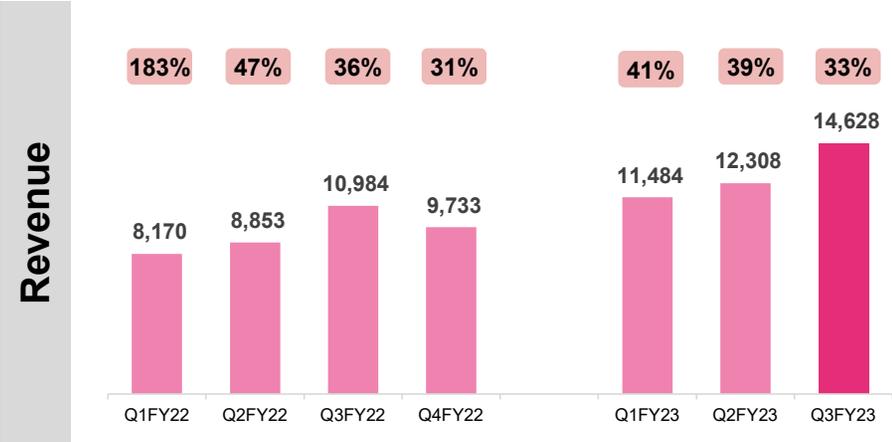
Financial Performance

Q3 FY23: Strong revenue growth

All Values in Rs million

% YoY Growth

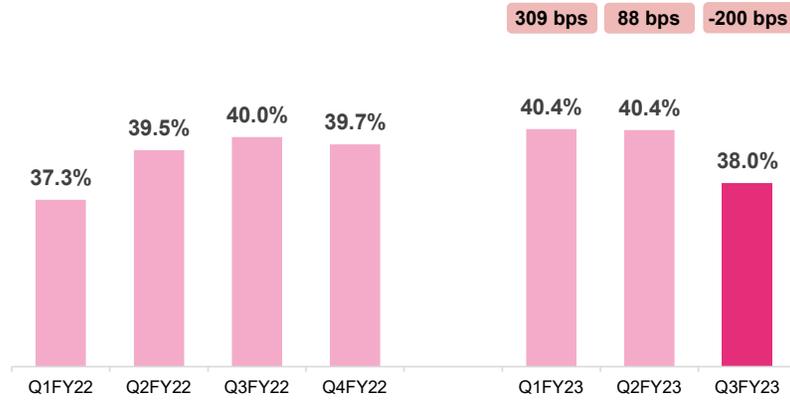
% Margin % to Revenue



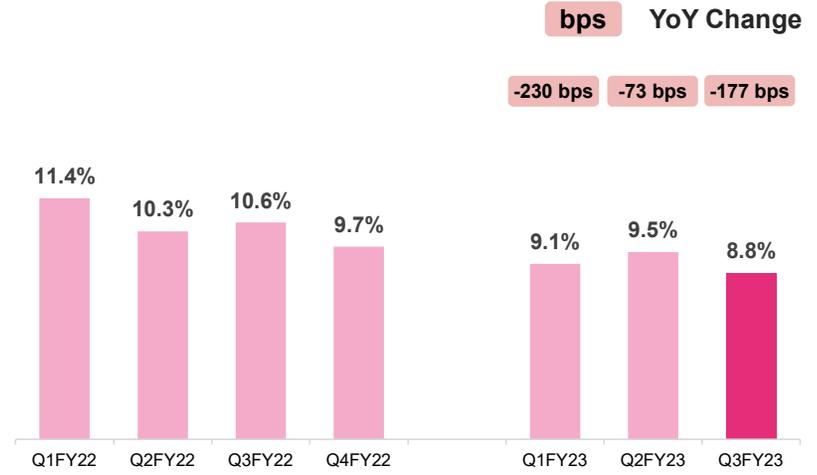
On a trailing 12 months basis Gross margin has expanded by 116 bps 39

Scale efficiencies show through

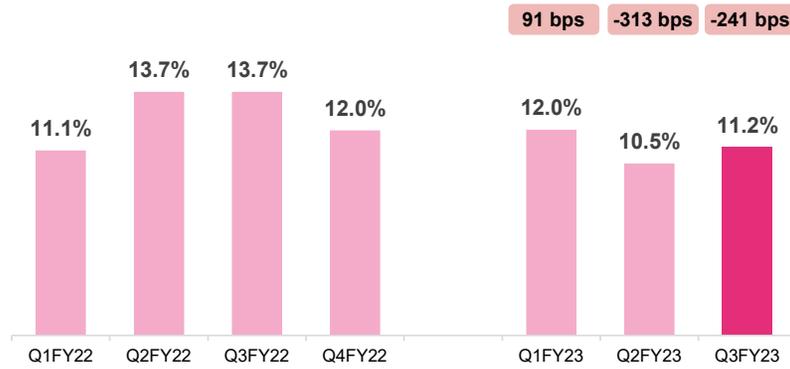
Total Operating Cost^(1,2)



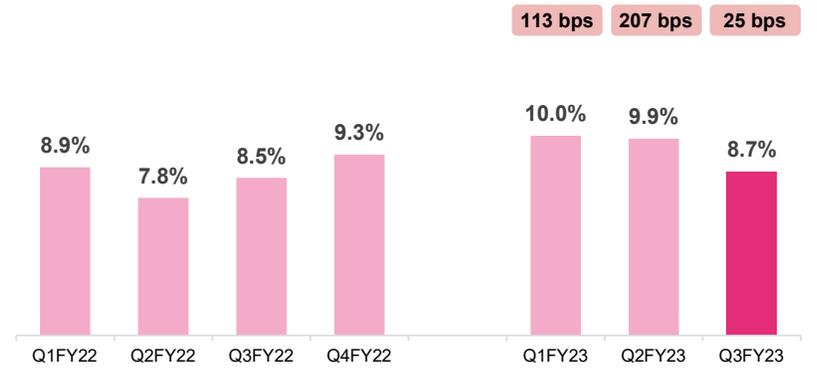
Fulfillment Expense⁽¹⁾



Marketing Expense⁽¹⁾



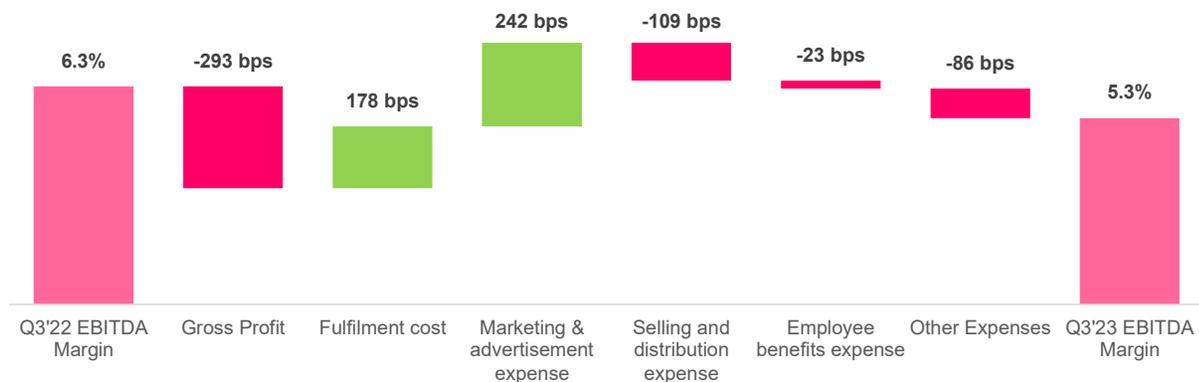
Employee Expense⁽¹⁾



1. As % of Revenue

2. In addition to the above, Total Operating Expense also includes Selling and Distribution Expenses, Other Expenses

Q3 FY23: Strong delivery of EBITDA margin



Rs Mn	Gross Profit	Fulfilment Expense	Marketing & advertisement expense	Selling and distribution expense	Employee benefits expense	Other Expenses	EBITDA
Q3'22	5,088	-1,162	-1,500	-346	-935	-454	690
Q3'23	6,347	-1,288	-1,644	-621	-1,279	-733	782
Delta	1,259	-126	-144	-275	-344	-279	92
YoY Growth	25%	11%	10%	79%	37%	61%	13%

	Gross Margin	Fulfilment Expense	Marketing & Advertisement Expense	Selling & Distribution Expense	Employee Benefits Expense	Other Expenses	EBITDA Margin
Q3FY22	46.3%	-10.6%	-13.7%	-3.2%	-8.5%	-4.1%	6.3%
Q3FY23	43.4%	-8.8%	-11.2%	-4.2%	-8.7%	-5.0%	5.3%
Delta	-293 bps	178bps	242 bps	-109 bps	-23 bps	-88 bps	-94 bps

- Gross margin declined due to change in **BPC category mix, higher brand funded discount during festive season, consumer downgrades**
- Fulfilment expense improvement driven by **regionalization strategy**
- Marketing efficiency driven by better **order to visit conversion ratio**
- Selling & distribution expense increased due to **expansion of eB2B and offline distribution of owned brands**
- Employee expense increased due to **investment into new initiatives** including eB2B, store expansion and technology function
- Other Expenses increased due to **investment in infrastructure**

Q3 FY23: Continue to invest in infrastructure building



	EBITDA	Depreciation (Tangible & Intangible)	Depreciation related to Lease	Interest related to Lease ⁽¹⁾	Interest on Borrowings ⁽²⁾	PBT
Q3'22	690	-94	-157	-55	-14	370
Q3'23	782	-171	-336	-73	-75	127
Delta	92	-77	-179	-198	-61	-243
YoY Growth %	13%	81%	114%	34%	428%	-66%

Sr. No.	Particulars	Q3 FY22	Q3 FY23
1	Cash lease cost	166	343
2	Lease cost as per IND AS	212	409
2a	Depreciation of ROU ⁽³⁾ Assets	157	336
2b	Interest expenses on Lease Liabilities (Net off interest income on security deposit)	55	73
3	Incremental Impact of Lease Cost due to Ind AS Accounting	46	66

1. Net of Interest income on security deposit and gain on cancellation of lease

2. Net of Other Income

3. ROU refers to Right of Use Assets

- Depreciation increased YoY on account of **incremental capex** in retail stores, warehouses, and in offices
- Amortisation and Interest on leases increased YoY due to **leases impact** of additional retail stores, warehouses and offices
- Interest on borrowings increased YoY on account of **incremental borrowing to fulfill our working capital requirement**
- Lease cost as per Ind AS higher vs cash lease cost, **incremental impact on PBT of Rs 66 million** in Q3 FY23

Vertical Performance: Business Wise

(All amounts in ₹ million, unless otherwise stated)

Particulars	Q3 FY23				Q3 FY22			
	BPC	Fashion	Others	Total	BPC	Fashion	Others	Total
GMV	19,014	7,244	1,707	27,965	15,105	4,841	483	20,428
<i>Growth</i>	<i>26%</i>	<i>50%</i>	<i>254%</i>	<i>37%</i>	<i>31%</i>	<i>129%</i>	<i>252%</i>	<i>49%</i>
NSV	11,513	2,100	788	14,401	9,102	1,500	127	10,729
<i>Growth</i>	<i>26%</i>	<i>40%</i>	<i>521%</i>	<i>34%</i>	<i>31%</i>	<i>98%</i>	<i>173%</i>	<i>39%</i>
Revenue from Operations	12,634	1,275	719	14,628	9,996	889	99	10,984
<i>Growth</i>	<i>26%</i>	<i>43%</i>	<i>628%</i>	<i>33%</i>	<i>33%</i>	<i>69%</i>	<i>109%</i>	<i>36%</i>
Gross Profit	5,232	914	201	6,347	4,321	727	40	5,088
<i>Gross Profit Margin % to Revenue</i>	<i>41.4%</i>	<i>71.7%</i>	<i>27.9%</i>	<i>43.4%</i>	<i>43.2%</i>	<i>81.8%</i>	<i>40.7%</i>	<i>46.3%</i>
Fulfilment expenses	993	217	78	1,288	973	174	16	1,162
Marketing & advertisement expense	905	537	93	1,534	883	463	60	1,407
Selling and Distribution expenses	350	142	129	621	290	49	7	346
Contribution Profit	2,984	19	-99	2,903	2,175	41	-43	2,172
<i>Contribution profit Margin % to Revenue</i>	<i>23.6%</i>	<i>1.5%</i>	<i>-13.8%</i>	<i>19.8%</i>	<i>21.8%</i>	<i>4.6%</i>	<i>-43.7%</i>	<i>19.8%</i>
Key Ratios as a % to NSV								
Gross Profit Margin %	45.4%	43.5%	25.5%	44.1%	47.5%	48.4%	31.7%	47.4%
Fulfilment expenses %	8.6%	10.3%	9.9%	8.9%	10.7%	11.6%	12.3%	10.8%
Marketing and Advertisement expense %	7.9%	25.6%	11.8%	10.7%	9.7%	30.9%	47.6%	13.1%
Selling and Distribution expenses %	3.0%	6.7%	16.4%	4.3%	3.2%	3.3%	5.8%	3.2%
Contribution Margin %	25.9%	0.9%	-12.6%	20.2%	23.9%	2.7%	-34.0%	20.2%

Notes:

- Others includes our new business NykaaMan, eB2B platform "SuperStore by Nykaa", International, LBB, and Nudge
- Selling & distribution expenses in Other verticals has increased due to the expansion of BDE count in eB2B business: SuperStore by Nykaa**
- Selling & distribution expenses in Fashion verticals has increased due to the expansion of offline channels for owned brands and sales promotion expense on own platform**
- Branding Media & Production Cost is not considered for Contribution Profit as it is not allocatable, and its benefit accrue over long term
- NSV refers to Net Sales Value calculated basis GMV minus discounts, cancellations, returns and taxes
- GMV and NSV YoY growth for Others has reverse trend due to change in mix effect (NSV of other channel is getting favorable impact due to the mix of eB2B Business)

Vertical Performance: Business Wise

(All amounts in ₹ million, unless otherwise stated)

Particulars	9M FY23				9M FY22			
	BPC	Fashion	Others	Total	BPC	Fashion	Others	Total
GMV	50,203	19,055	3,721	72,980	37,502	12,689	1,162	51,353
<i>Growth</i>	<i>34%</i>	<i>50%</i>	<i>220%</i>	<i>42%</i>				
NSV	30,527	5,585	1,610	37,722	22,904	4,222	340	27,467
<i>Growth</i>	<i>33%</i>	<i>32%</i>	<i>373%</i>	<i>37%</i>				
Revenue from Operations	33,620	3,297	1,503	38,421	25,362	2,371	273	28,006
<i>Growth</i>	<i>33%</i>	<i>39%</i>	<i>450%</i>	<i>37%</i>				
Gross Profit	14,120	2,486	416	17,023	10,234	1,846	106	12,187
<i>Gross Profit Margin % to Revenue</i>	<i>42.0%</i>	<i>75.4%</i>	<i>27.7%</i>	<i>44.3%</i>	<i>40.4%</i>	<i>77.9%</i>	<i>38.7%</i>	<i>43.5%</i>
Fulfilment expenses	2,711	607	195	3,513	2,512	454	41	3,007
Marketing & advertisement expense	2,454	1,427	227	4,108	2,118	1,146	152	3,416
Selling and Distribution expenses	1,040	339	350	1,729	712	123	15	850
Contribution Profit	7,916	113	-356	7,673	4,892	123	-102	4,914
<i>Contribution profit Margin % to Revenue</i>	<i>23.5%</i>	<i>3.4%</i>	<i>-23.7%</i>	<i>20.0%</i>	<i>19.3%</i>	<i>5.2%</i>	<i>-37.2%</i>	<i>17.5%</i>
Key Ratios as a % to NSV								
Gross Profit Margin %	46.3%	44.5%	25.8%	45.1%	44.7%	43.7%	31.1%	44.4%
Fulfilment expenses %	8.9%	10.9%	12.1%	9.3%	11.0%	10.8%	12.0%	10.9%
Marketing and Advertisement expense %	8.0%	25.5%	14.1%	10.9%	9.2%	27.1%	44.6%	12.4%
Selling and Distribution expenses %	3.4%	6.1%	21.7%	4.6%	3.1%	2.9%	4.4%	3.1%
Contribution Margin %	25.9%	2.0%	-22.1%	20.3%	21.4%	2.9%	-29.9%	17.9%

Notes:

- Others includes our new business NykaaMan, eB2B platform "SuperStore by Nykaa", International, LBB, and Nudge
- Selling & distribution expenses in Other verticals has increased due to the expansion of BDE count in eB2B business: SuperStore by Nykaa**
- Selling & distribution expenses in Fashion verticals has increased due to the expansion of offline channels for owned brands and sales promotion expense on own platform**
- Branding Media & Production Cost is not considered for Contribution Profit as it is not allocatable, and its benefit accrue over long term
- NSV refers to Net Sales Value calculated basis GMV minus discounts, cancellations, returns and taxes
- GMV and NSV YoY growth for Others has reverse trend due to change in mix effect (NSV of other channel is getting favorable impact due to the mix of eB2B Business)

Q3 FY23: Profit & Loss Statement

(All amounts in ₹ million, unless otherwise stated)

Particulars	Quarter Ended					9 Months Ended		
	Dec-22	Dec-21	YoY Growth	Sep-22	QoQ Growth	Dec-22	Dec-21	YoY Growth
Revenue from Operations	14,628	10,984	33%	12,308	19%	38,421	28,006	37%
Cost of goods Sold	8,282	5,896	40%	6,731	23%	21,398	15,820	35%
Gross Profit	6,347	5,088	25%	5,577	14%	17,023	12,187	40%
<i>Gross Profit Margin %</i>	<i>43.4%</i>	<i>46.3%</i>	<i>-293 bps</i>	<i>45.3%</i>	<i>-193 bps</i>	<i>44.3%</i>	<i>43.5%</i>	<i>79 bps</i>
Fulfilment expense	1,288	1,162	11%	1,175	10%	3,513	3,007	17%
Marketing & advertisement expense	1,644	1,500	10%	1,296	27%	4,316	3,616	19%
Selling and distribution expense	621	346	79%	628	-1%	1,729	850	103%
Employee benefits expense	1,279	935	37%	1,218	5%	3,644	2,355	55%
Other expense	733	454	61%	649	13%	1,967	1,111	77%
Operating Expenses	5,565	4,398	27%	4,966	12%	15,169	10,939	39%
EBITDA	782	690	13%	611	28%	1,853	1,247	49%
<i>EBITDA Margin %</i>	<i>5.3%</i>	<i>6.3%</i>	<i>-94 bps</i>	<i>5.0%</i>	<i>38 bps</i>	<i>4.8%</i>	<i>4.5%</i>	<i>37 bps</i>
Depreciation	132	65	102%	106	25%	322	172	87%
Amortisation including depreciation on ROU	375	186	102%	279	34%	880	487	81%
Finance Cost (Net of other income)	148	69	115%	139	7%	354	173	104%
Profit before Tax	127	370	-66%	88	45%	298	415	-28%
Total tax expense /(income)	35	80		31		92	78	
Profit before share of (loss) of associate	92	290	-68%	57	63%	205	337	-39%
Share in loss of associate	-7			-5		-19		
Net Profit for the period	85	290	-71%	52	64%	187	337	-45%
Fulfilment cost % to Revenue	8.8%	10.6%	178 bps	9.5%	74 bps	9.1%	10.7%	159 bps
Marketing & advertisement expense % to Revenue	11.2%	13.7%	242 bps	10.5%	-71 bps	11.2%	12.9%	168 bps
Selling & distribution expense % to Revenue	4.2%	3.2%	-109 bps	5.1%	86 bps	4.5%	3.0%	-147 bps
Employee expense % to Revenue	8.7%	8.5%	-23 bps	9.9%	115 bps	9.5%	8.4%	-107 bps

Notes:

1. Other Expenses are excluding Fulfilment expenses, Marketing & Advertisement Expense and Selling & distribution Expenses
2. Selling & distribution expenses were higher in Q3 FY23 on account of Business Development Executives deployed into eB2B business and owned brands offline channels, and commission to third party platforms
3. Finance cost includes the interest cost on lease liabilities (Net of Interest Income on Security Deposit & Gain on Cancellation of lease) of Rs 73 Mn in Q3 FY23 vs Rs 55 Mn in Q3 FY22 (34% YoY)
4. Amortization includes the depreciation on RoU (Right of Use Assets) of Rs 336 Mn in Q3 FY23 vs Rs 157 Mn in Q3 FY22 (114% YoY)

Glossary

Term	Description
Annual Unique Transacting Customers (AUTC)	Unique customers identified by their email-id or mobile number who have placed at least one Order on our websites, mobile applications or physical stores during the last 12 months ended as on measurement date. Annual Transacting Customers, with respect to beauty and personal care, denotes Annual Transacting customers on the Nykaa websites and mobile applications and physical stores. Annual Transacting customers, with respect to Fashion, denotes Annual Transacting customers on the Nykaa Fashion website and the mobile application, with respect to Others, denotes Annual Transacting customers on the Nykaa Man website and the mobile application, "SuperStore by Nykaa" website and mobile application
Average Order Value / AOV	GMV generated across our websites, mobile applications and physical stores divided by Orders considered for such GMV.
Contribution Profit	Contribution Profit is a non-GAAP financial measure. Contribution Profit refers to Gross profit for the period, after the adjustment of Fulfillment Expenses, Marketing Expenses (Other than branding), Selling & Distribution Expenses.
Cost of Goods Sold	Cost of Goods Sold is a non-GAAP financial measure. cost of goods sold refers to cost of material consumed, purchase of traded goods, changes in finished goods and stock-in-trade.
EBITDA	EBITDA is a non-GAAP financial measure. EBITDA refers to our profit/(loss) before Tax for the period, as adjusted to exclude (i) Other Income, (ii) Depreciation and Amortization Expenses, (iii) Finance Costs. EBITDA Margin refers to the percentage margin derived by dividing EBITDA by Revenue from Operations
Gross Profit	Gross Profit is a non-GAAP financial measure. Gross Profit refers to Revenue from Operations less Cost of Material Consumed, Purchase of Traded Goods, Changes in Finished Goods and Stock-in-trade. Gross Profit Margin refers to the percentage margin derived by dividing Gross Profit by Revenue from Operations.
Gross Merchandise Value/ "GMV"	Monetary value of Orders inclusive of taxes and gross of discounts, if any, across our websites, mobile applications and physical stores prior to product returns or order cancellations and including sales to and through third party channels. GMV, with respect to BPC, denotes GMV of BPC vertical. GMV, with respect to Fashion, denotes GMV of Fashion vertical. GMV, with respect to Others, denotes GMV of Other Verticals
Monthly Average Unique Visitors	Number of unique devices (laptops, mobile phones, etc.) which recorded at least one Visit to our websites or mobile applications during the month. Monthly Average Unique Visitors, with respect to BPC, denotes Monthly Average Unique Visitors on the Nykaa websites and mobile applications. Monthly Average Unique Visitors, with respect to Fashion, denotes Monthly Average Unique Visitors on the Nykaa Fashion website and the mobile application. Monthly Average Unique Visitors, with respect to Others, denotes Monthly Average Unique Visitors on the Nykaa Man website and the mobile application, "SuperStore by Nykaa" website and mobile application
Net Sales Value "NSV"	NSV refer to Net Sales Value and calculated basis GMV minus Discounts, Cancellation & Returns, and Taxes.
Orders	All orders placed on our websites, mobile applications and physical stores prior to any cancellations and returns. Orders, with respect to BPC Vertical, includes all Orders that placed on Nykaa websites & mobile applications and Physical Store, having at least one BPC product. Orders, with respect to Fashion Vertical, includes all Orders that placed on Nykaa website & mobile application, and Fashion.com website & mobile application having at least one fashion product . Orders, with respect to Others includes all Orders that placed on Nykaa Man website & application, and "SuperStore by Nykaa" website & mobile application.
Visits	Number of visits to our websites and mobile applications. A visit is considered ended when no new request has been recorded in more than 30 minutes from the same device to the website or the mobile application. Visits, with respect to beauty and personal care, denotes Visits to the Nykaa websites and mobile applications. Visits, with respect to Fashion, denotes Visits to the Nykaa Fashion website and the mobile application. Visits with respect to Others, denotes Visits to Nykaa Man website and mobile application, "SuperStore by Nykaa" website and mobile application
Existing Customers	Existing Customers, identified by their email-id or mobile number, are Customers who placed at least one Order in any prior Financial Year on our websites or mobile applications.
Verticals	BPC refers to Beauty and Personal Care and includes Beauty business from Nykaa.com, Physical store and sale of Beauty Owned Brands through 3P online and offline channels. Fashion includes Fashion business from NykaaFashion.com, Nykaa.com, Physical Stores and sale of Fashion Owned Brands through 3P online and offline channels Others includes new business NykaaMan, eB2B platform "SuperStore by Nykaa", International, LBB, and Nudge



Thank you

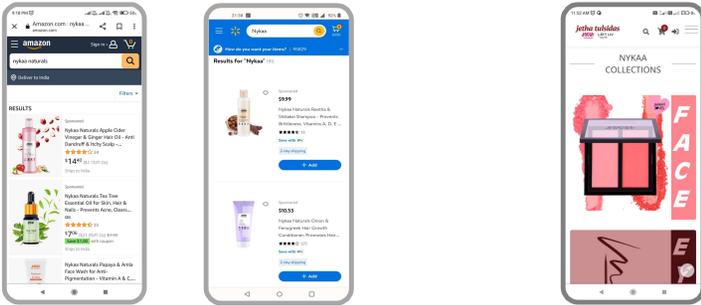
Key Operational Metrics

Metric	Unit	Quarter Ended						Dec-22 YoY growth	Dec-22 Seq. growth	
		Jun-21	Sep-21	Dec-21	Mar-22	Jun-22	Sep-22			Dec-22
Number of Visits										
Beauty and Personal Care	Million	205	211	221	204	222	234	250	13%	7%
Fashion	Million	98	115	115	113	118	122	137	19%	12%
Others	Million	9	9	11	11	14	16	16	46%	2%
Monthly Average Unique Visitors										
Beauty and Personal Care	Million	17	19	20	19	22	22	24	22%	9%
Fashion	Million	13	16	16	16	16	16	19	18%	19%
Others	Million	2	2	2	2	3	3	3	38%	-6%
Orders										
Beauty and Personal Care	Million	5.8	6.0	7.5	7.2	8.1	8.4	9.5	26%	13%
Fashion	Million	1.1	1.3	1.3	1.3	1.5	1.4	1.7	31%	20%
Others	Million	0.1	0.1	0.2	0.2	0.3	0.3	0.4	142%	18%
Average Order Value (AOV)										
Beauty and Personal Care	₹	1,832	1,910	1,967	1,716	1,780	1,872	1,958	0%	5%
Fashion	₹	3,153	3,242	3,558	3,616	3,732	3,940	3,959	11%	0%
Others	₹	2,274	2,502	2,927	3,084	3,199	3,305	3,709	27%	12%
Annual Unique Transacting Customers										
Beauty and Personal Care	Million	6.5	7.0	7.5	8.0	8.6	9.1	9.6	27%	5%
Fashion	Million	1.0	1.3	1.6	1.8	2.0	2.1	2.4	50%	12%
Others	Million	0.2	0.3	0.3	0.4	0.4	0.5	0.5	48%	8%
Gross Merchandise Value (GMV)										
Beauty and Personal Care	₹ in Million	10,699	11,698	15,105	12,587	14,888	16,301	19,014	26%	17%
Fashion	₹ in Million	3,660	4,188	4,841	4,827	5,820	5,991	7,244	50%	21%
Others	₹ in Million	336	343	483	565	850	1,165	1,707	254%	47%
Total	₹ in Million	14,696	16,229	20,428	17,979	21,558	23,457	27,965	37%	19%

1. Visits, Unique visitors and TTM Customers are defined at platform level (BPC= Nykaa.com, Fashion= NykaaFashion.com, Others= SuperStore by Nykaa and NykaaMan.com)
2. Orders and AOV are defined at sales from own platform, cross own platform, and own retail stores
3. GMV is defined at sales from own platforms, cross own platform, own retail stores, and other 3P online & offline channels

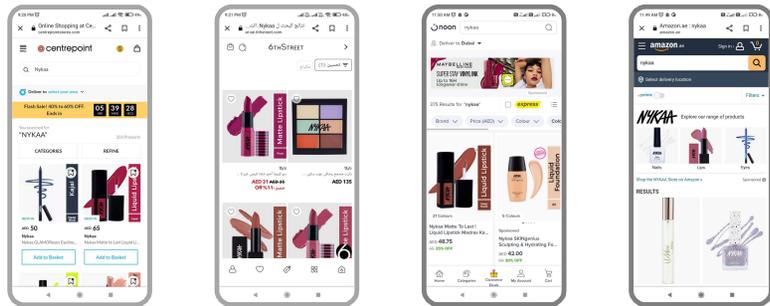
International Expansion: Presence across 3 markets

Online



Presence across **e-commerce marketplaces** in **USA**

Presence across an **e-commerce marketplace** in **Mauritius**

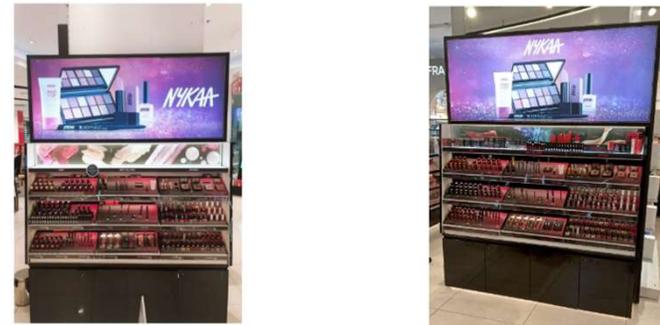


Presence across multiple **e-commerce marketplaces** in **UAE**

Offline



1 EBO in **Mauritius**



Launched **2 new MT Stores** at **Centrepoin, UAE** (one of the largest fashion and Beauty retailers in GCC)