



June 14, 2024

National Stock Exchange of India Limited

BSE Limited

Symbol: NYKAA

Scrip Code: 543384

Dear Sir,

Subject: Investor Presentation

In continuation of our letter dated May 30, 2024 and pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, we are enclosing the Investor presentation to be used by the Company on “**Annual Investor Day**” scheduled today i.e. on Friday, June 14, 2024.

The Presentation at the aforesaid event will also be available on the Company’s website.

We request you to take the above information on records.

Thanking You,

Yours faithfully,

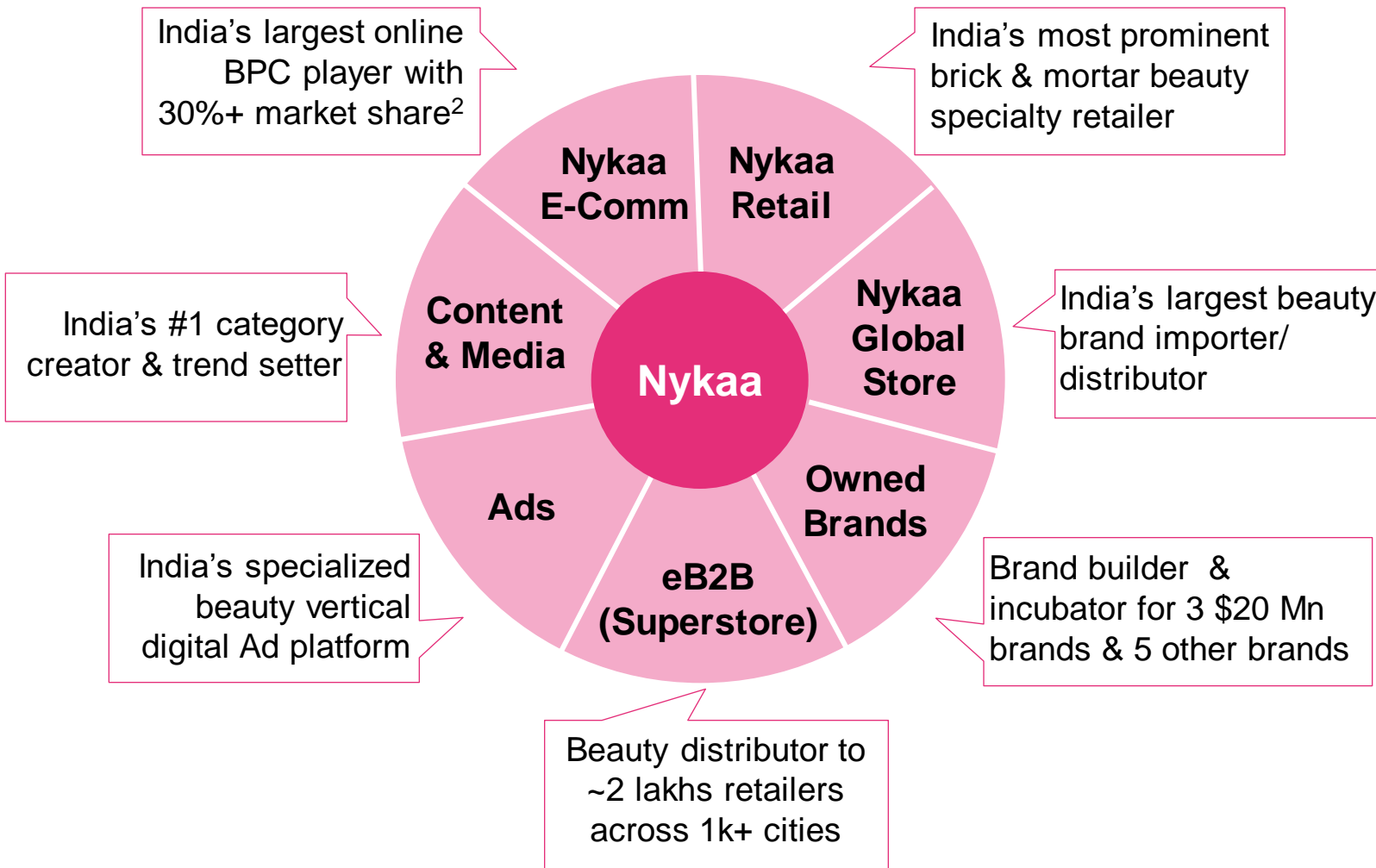
For FSN E-Commerce Ventures Limited

Neelabja Chakrabarty

Company Secretary and Compliance Officer

Beauty Multi Brand Retail

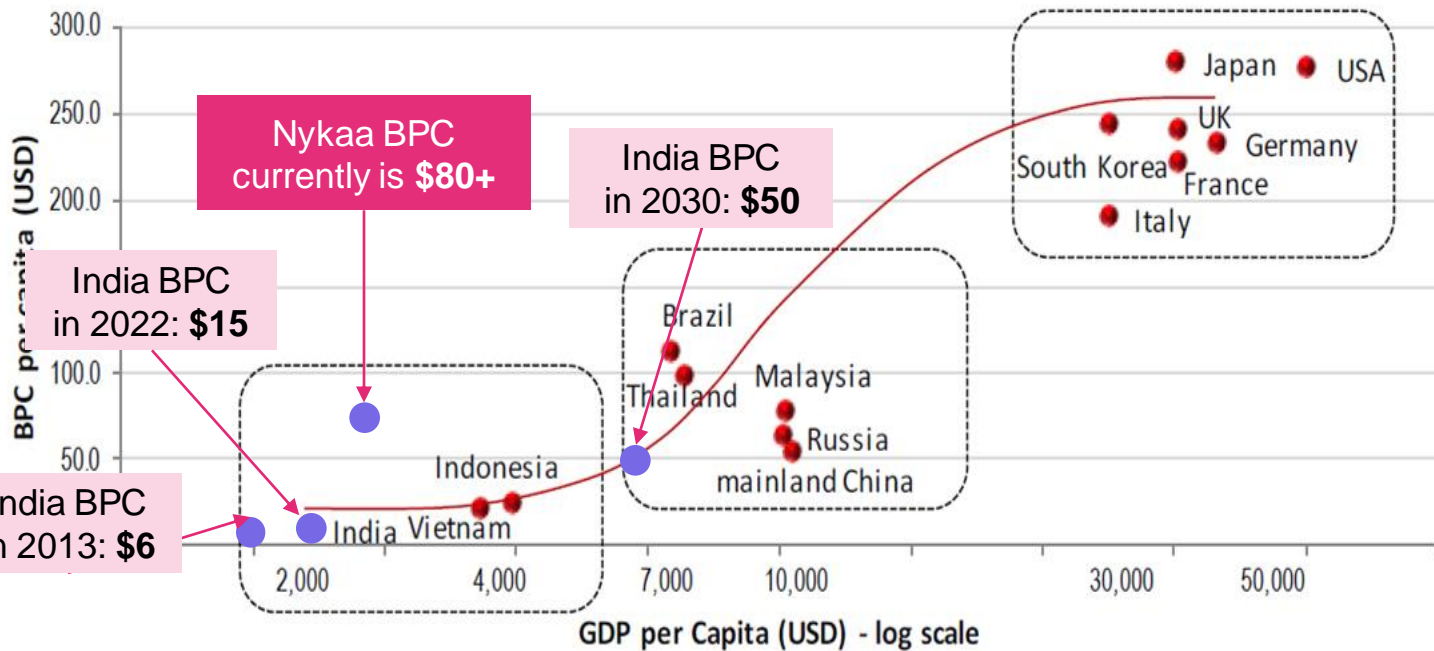
Nykaa is more than just a beauty retailer – India's beauty category creator & market builder



- ✓ Entire \$30 bn+¹ TAM addressed
- ✓ End to end sourcing and distribution for both global & domestic brands
- ✓ Unique O+O model at scale
- ✓ Specialized player with deep market and customer understanding
- ✓ Trend setting marketing initiatives through Social Media & Influencer activations

Nykaa to play a pivotal role in accelerating India's move up the BPC S-curve

India BPC journey on the S curve



BPC Per Capita India:
\$15 → \$50

GDP Per Capita India:
\$2700 → \$5500

2023 to 2030

High income households⁶
18 Mn → 29 Mn

Upper-mid income households⁷
115 Mn → 168 Mn

2023 to 2030

1 in 2 households with high purchasing power by 2030

Market Expansion is our Responsibility

Interventions

Metrics impacted

1 Growing category width FOP¹, ABS²

2 Increase category depth FOP¹, ABS²

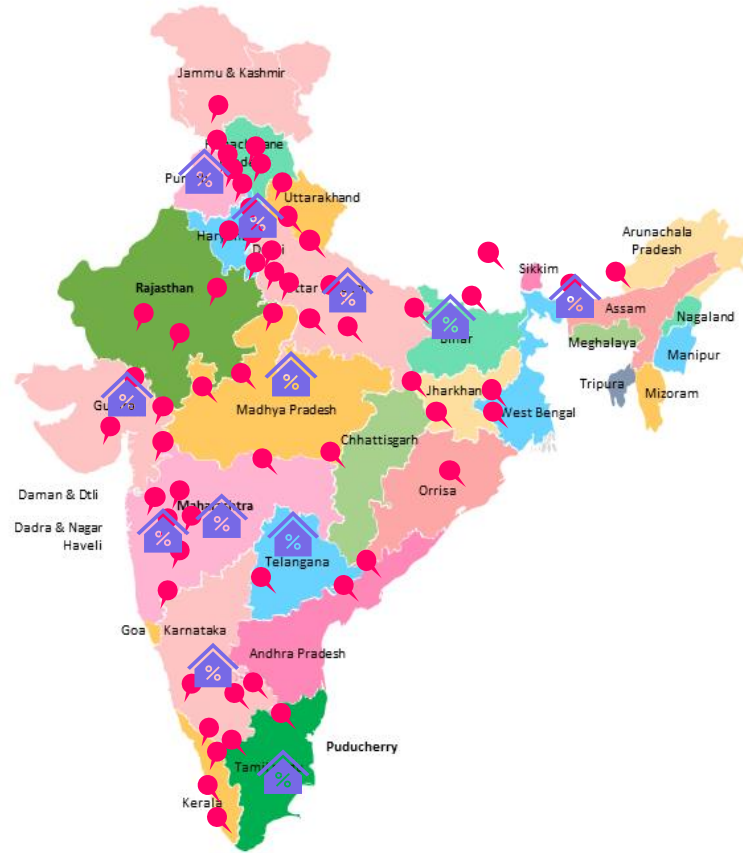
3 Premiumize Assortment ASP³, AOV⁴

4 Events & Experiences, Retail Customer Acquisition, ACV⁵

1. Frequency of Purchase; 2. Average Basket Size; 3. Average Selling Price; 4. Average Order Value; 5. Annual Consumption Value; 6. >\$40k per annum per household; 7. \$8.5-40k per annum per household

Nykaa: India's Largest Omnichannel Beauty Company

India's largest beauty retailer



\$1 Bn+

Omnichannel revenue,
39% CAGR (5-years)

187

Physical stores across
68 cities

44

Warehouses across
the country

150 Mn+

Omnichannel orders
serviced till date

Superlative online experience led by technology



1 Bn+

Visits on the App
annually

25 Mn

Customers shopped
till date

3 Bn

Impressions served
per month on the app

50X

Visits per visitor
annually

3K+

Brands across mass
to prestige segments

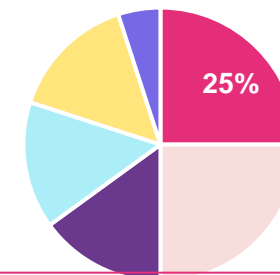
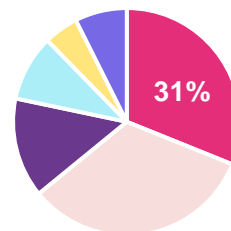
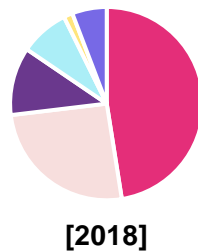


Nykaa Omnichannel Retail: Quality growth is the priority for the years to come

	Where we were FY21	Where we are FY24	Our ambition FY28
BPC GMV	Rs. 33.5 bn	Rs. 83.4 bn	We aim to grow at mid-late 20s%
Growth %	60% [CAGR FY 18 – 21]	34% [CAGR FY 21 – 24]	[CAGR FY24 – 28E]
Retail GMV¹	Rs. 1.9 bn	Rs. 6.9 bn	8 – 10% contribution to O+O GMV
Growth %	150%+ [CAGR FY 18 – 21]	50%+ [CAGR FY 21 – 24]	40%+ [CAGR FY 24 – 28]
Stores	77 Stores 60k+ sq ft	187 stores 170k+ sq ft	400+ stores 400k+ sq ft
Contribution Margin%	22.7%	25.5%	Aim to keep margin in line with in FY24, reinvesting potential improvements in growth
Customer Metrics	<ul style="list-style-type: none"> ▪ CCB¹: ~10 mn ▪ AUTC²: 5.2 mn ▪ Cumulative Orders: 50 mn + 	<ul style="list-style-type: none"> ▪ CCB: 25 mn ▪ AUTC: 11 mn ▪ Cumulative Orders: 150 mn+ 	Continue to invest in new customer acquisition & improving retention

Category Mix

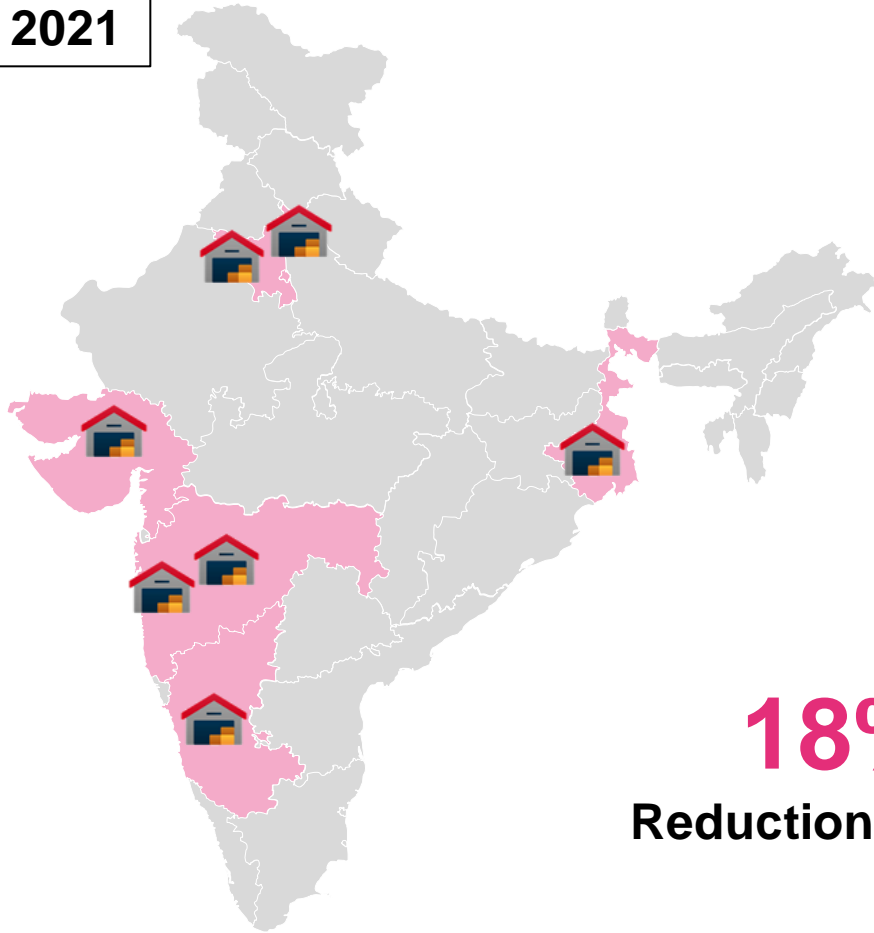
- Colour Cosmetics
- Skincare
- Haircare
- Bath & Body
- Fragrances
- Others



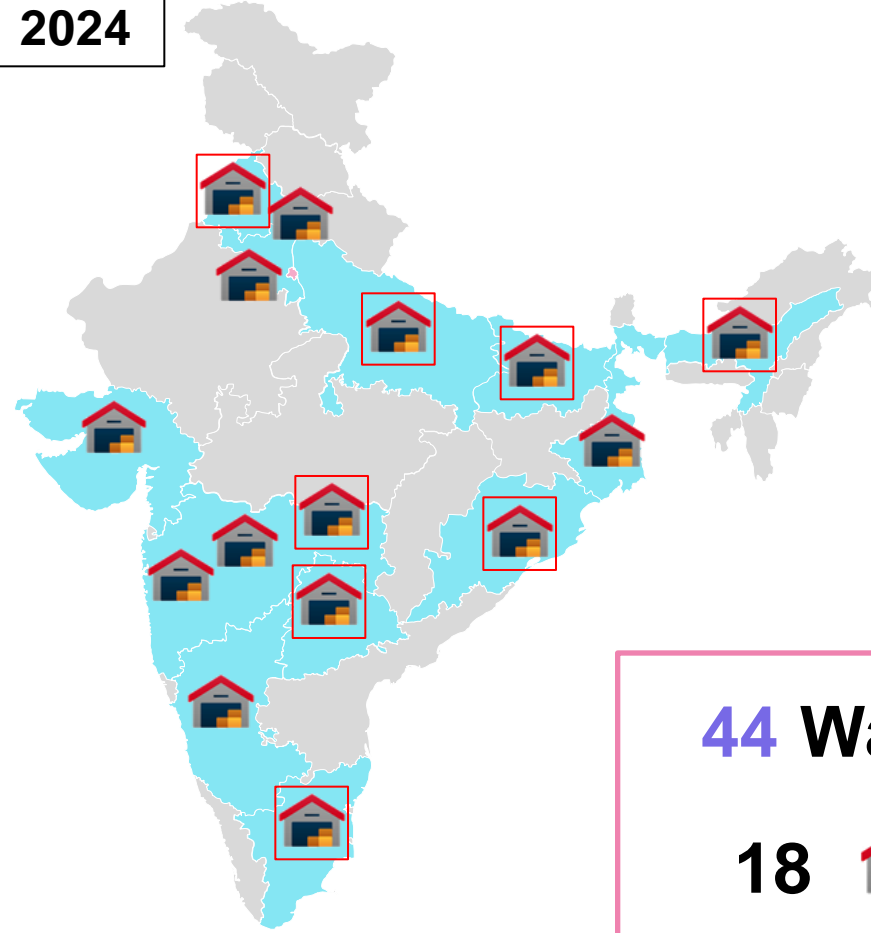
1. incl. Hyperlocal; 2. Cumulative Customer Base; 3. Annual Unique Transacting Customers

Meaningful investments in supply chain to deliver best-in-class service across India

2021



2024



18%

Reduction in O2D

19%

Reduction in
Fulfilment Costs*

24%

Reduction in
Split Shipments

44 Warehouses

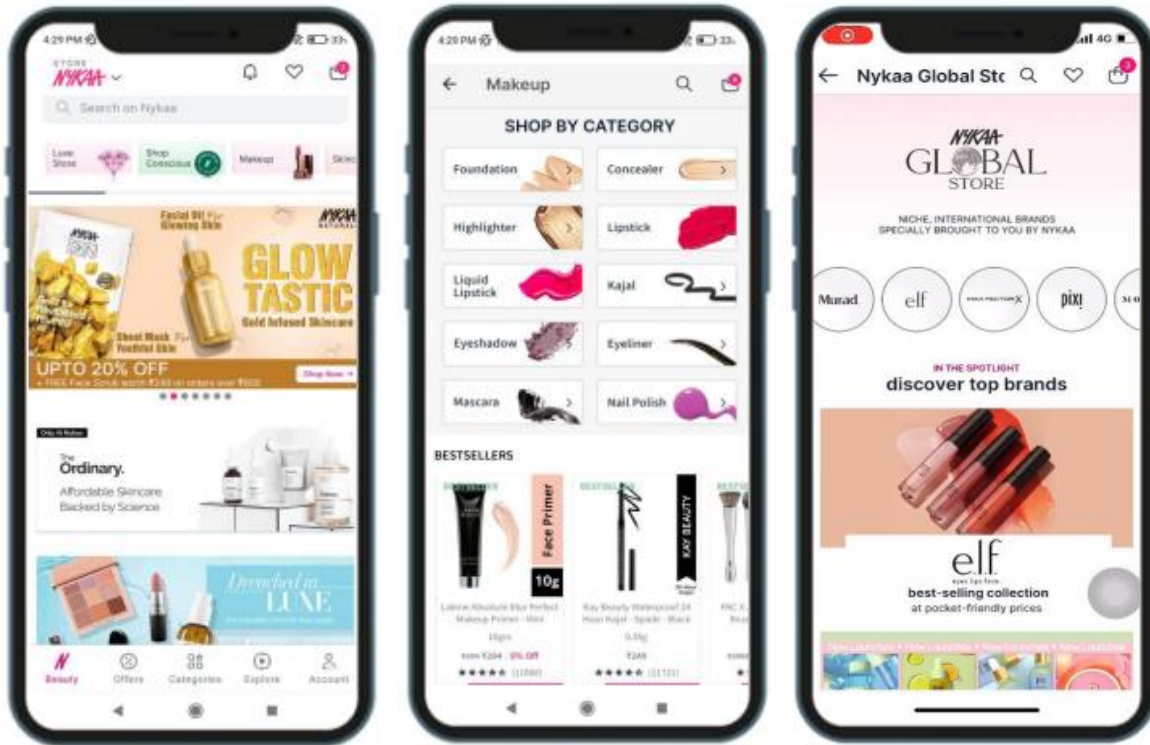
18  in FY'21

+

26  by FY'24

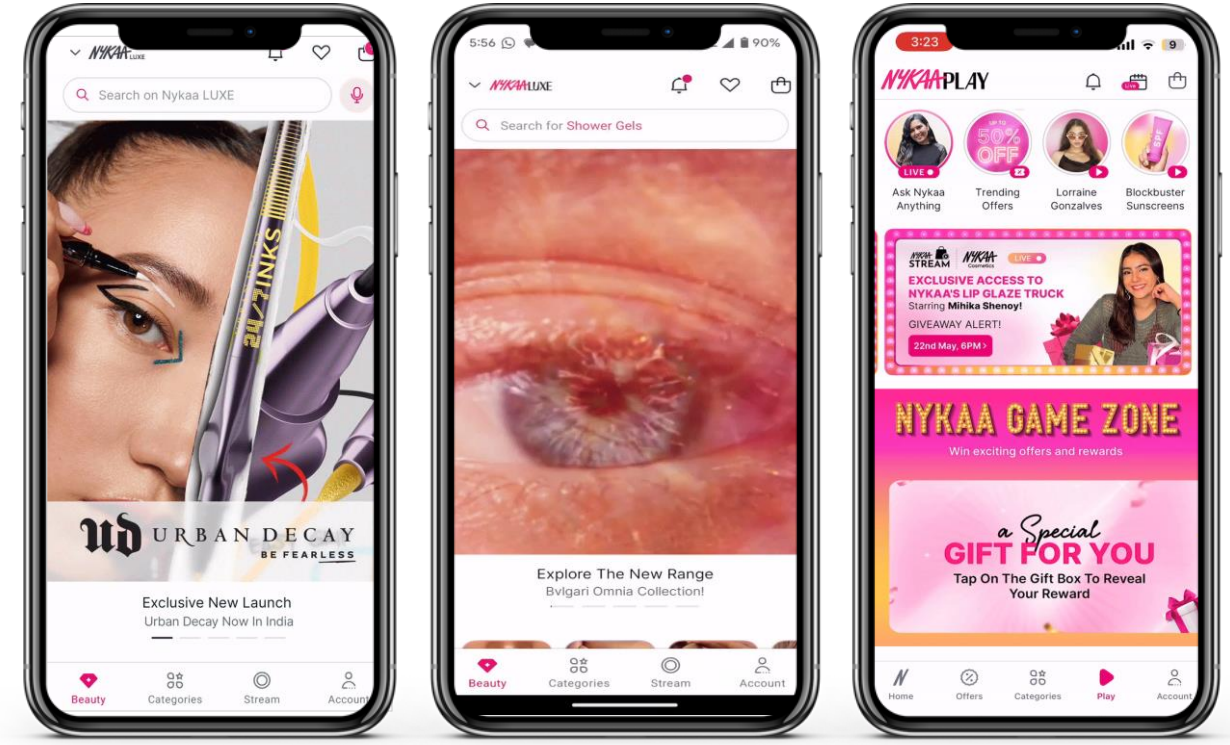
Constantly evolving the look and feel of the customer purchasing journey

Where we were FY21



- Lower extent of sophistication with regard to imagery; limited avenues for brand story-telling
- No video capabilities on brand pages

Where we are FY24

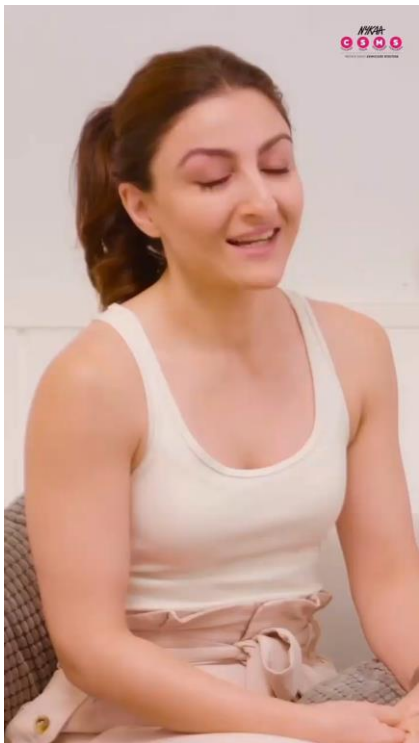


- Larger asset allocation for brand imagery and videos for immersive story-telling
- Unique on-site property 'Nykaa Play' - monetizable by brand partners

Our Ambition: Hyper-personalization

Unique Nykaa experience for every individual user suited to their interactions

Stepification of Beauty: Leveraging content & education to expand market through demand generation



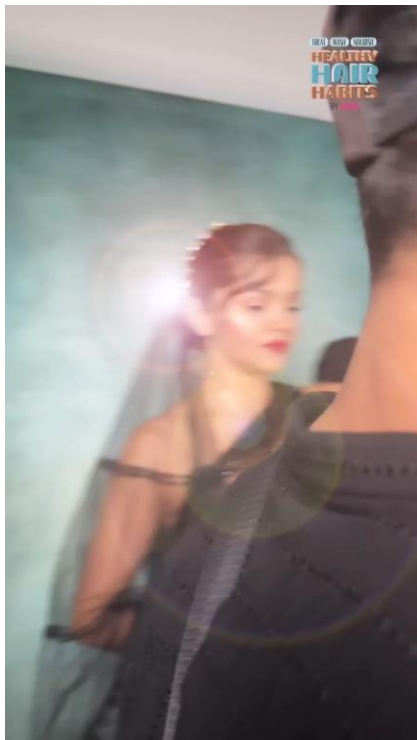
Launched in Jun '23 ~270 mn Reach

3.5*

Category Width
[vs India avg. of 1.5]

65%+ YoY**
Growth in Sunscreen

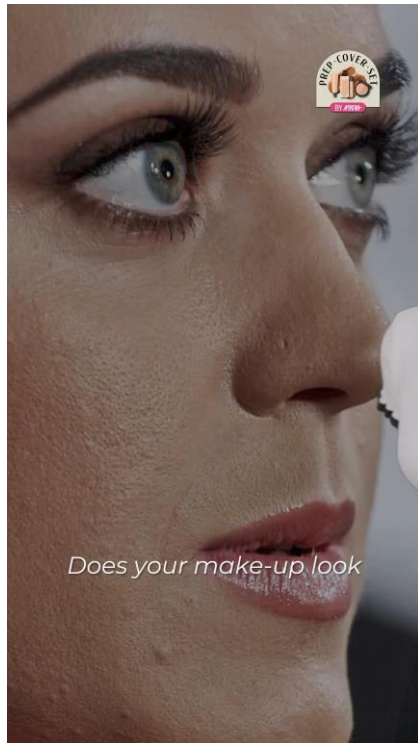
35%+ YoY**
Growth in Serum



Launched in Jan '24 ~165 mn Reach

1.2x
Customer Acquisition
Vs BAU

1.3x
GMV DRR
vs BAU



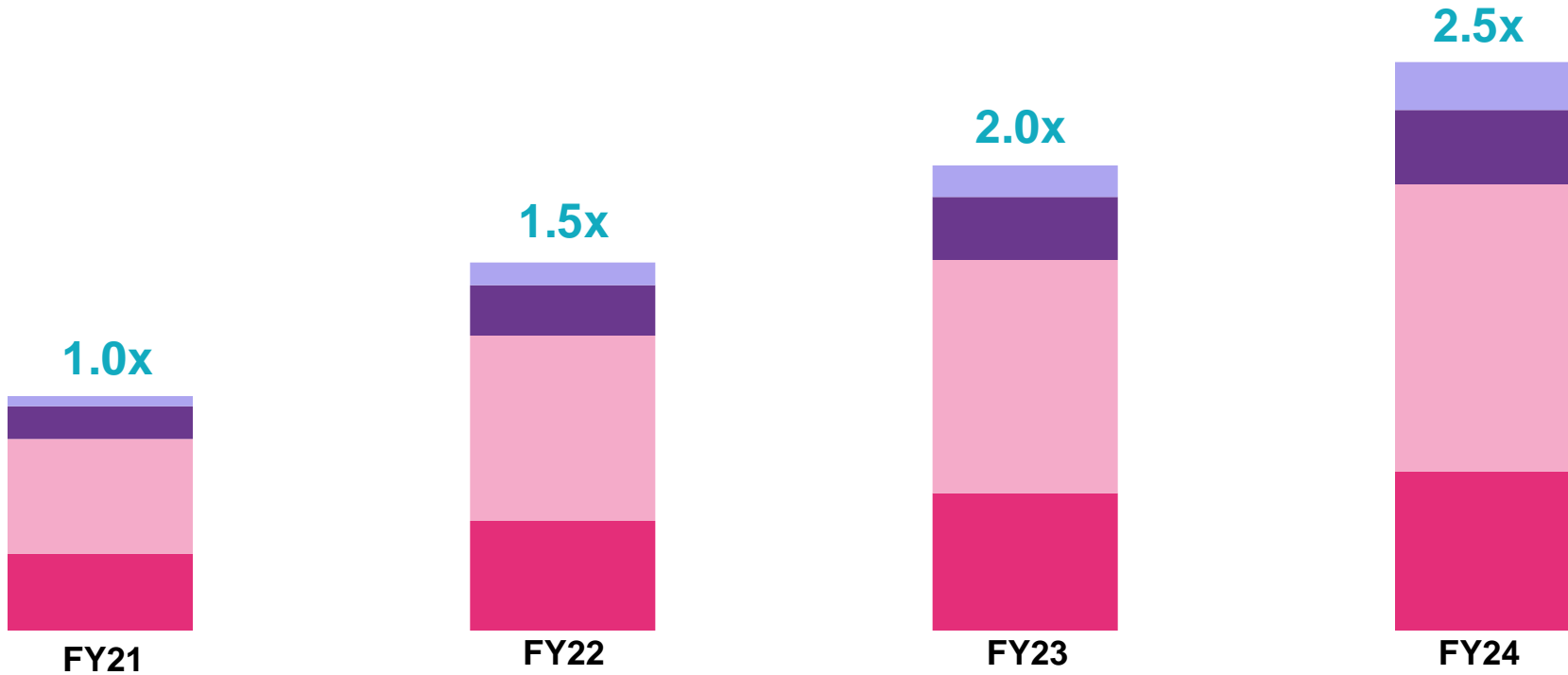
Launched in Apr '24 ~160 mn Reach

1.3x
Concealer GMV DRR

1.3x **1.4x**
Foundation GMV DRR **Setting Spray GMV DRR**

Nykaa has played a pivotal role in bolstering the growth of Indian BPC across brand cohorts

GMV



FMCG

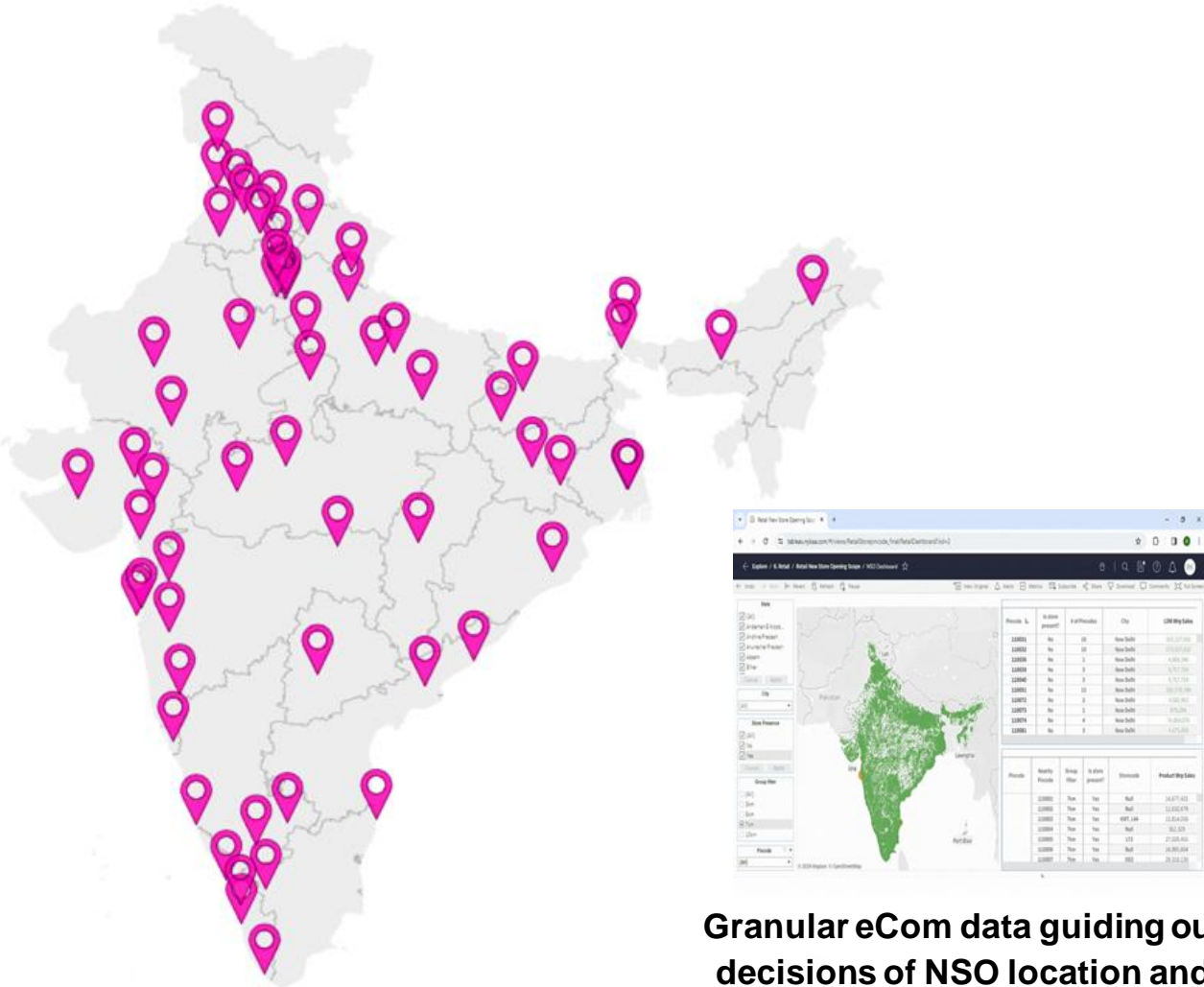
D2C

Luxury

Global Store

Our store network and format flexibility basis catchment is unparalleled

Largest network of beauty specialist stores across the country – 187 stores across 68 cities



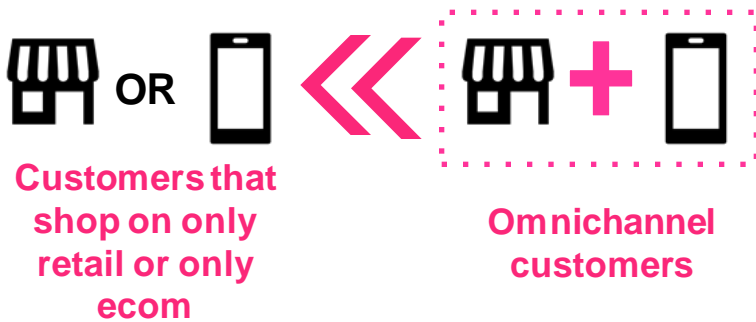
Granular eCom data guiding our decisions of NSO location and optimal brand mix for a store

Formats



Retail plays a critical role in holistically tying up the omnichannel customer experience

Accretive impact on ACV¹ through omnichannel play



- ACV of omnichannel customers is 4-5x of customers that shop on only 1 channel
- Frequency of purchase for these customers is 3-5x higher

Events and Experiences

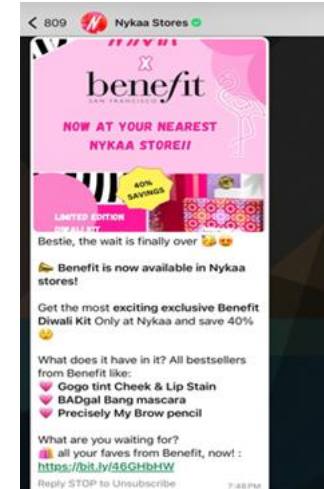


Masterclasses and Beauty Bars: 50+ master classes & 14 beauty bars with ~65mn digital impressions

Consumer Tech: Skin Analyzer tool launched in FY24 across few luxe doors

Services: ~1mn makeovers and skincare consultations

Seamless O2O experience



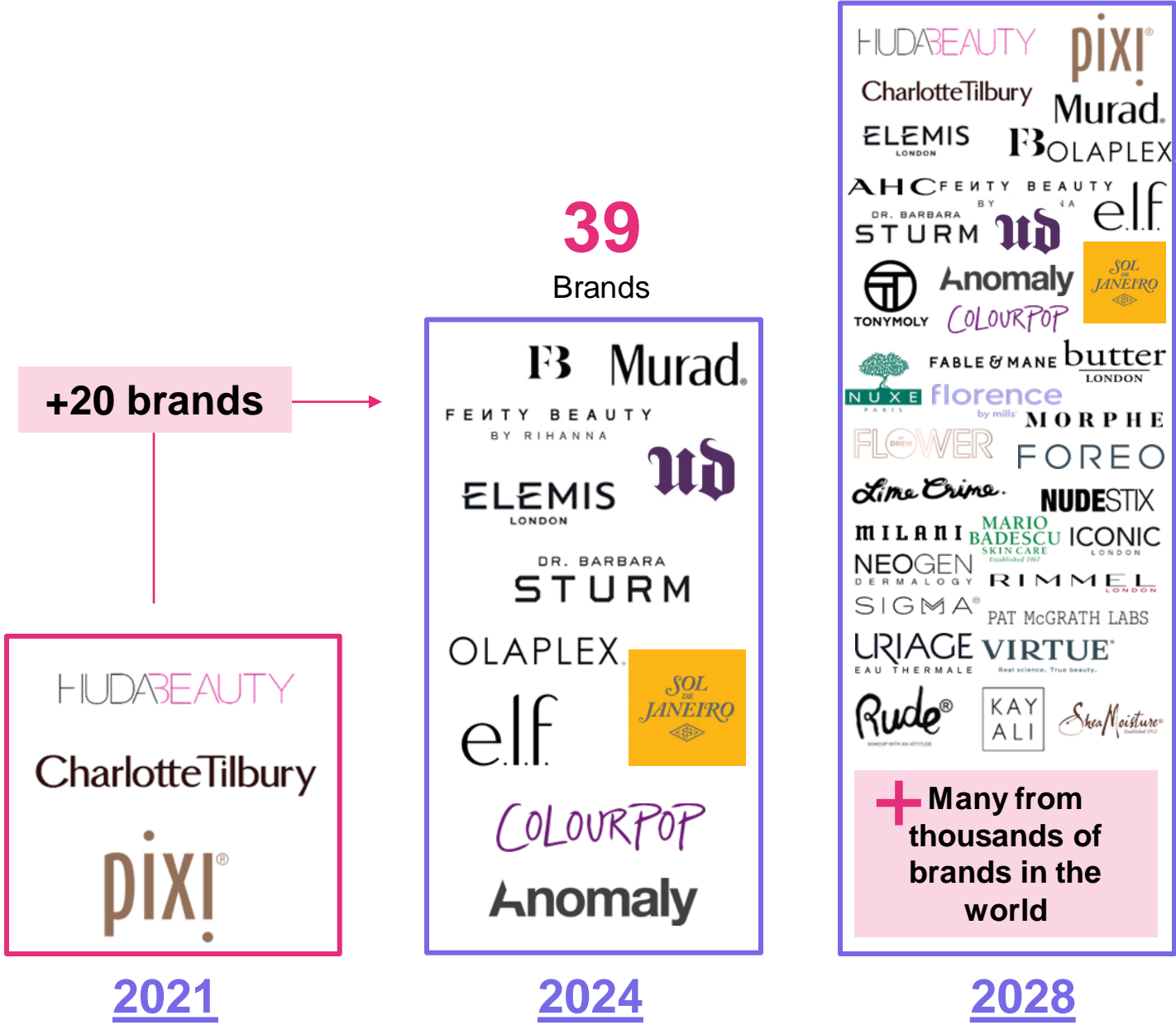
- Personalized store locator** in app
- Hyperlocal delivery** for quick fulfilment of ecom orders
- Recommendations basis customer's **online abandoned cart history at retail store POS**
- In-store assistance to shop online via **endless aisle**
- Retarget customers** across online and offline basis intent and purchase history
- Omni Sampling journeys**

Nykaa Global Store has grown to become India's Largest Beauty Brand Importer/ Distributor

	Where we were? FY21	Where we are? FY24	Our Ambition FY28
GMV	1x	5x	15x
50% Growth CAGR fueled by existing brand growth, distribution expansion & brand launches			
Brands	19	39	80-100
Key Launches in FY24: Fenty Beauty, Urban Decay, ColourPop, AHC, Dr Barbara Sturm			
Brand Partners	<ul style="list-style-type: none"> Independents Only Huda, Pixi, elf, Tony Moly 	<ul style="list-style-type: none"> Global Beauty Conglomerates L'Oreal Luxe, Puig, AmorePacific, Unilever 	<ul style="list-style-type: none"> Global Beauty Conglomerates L'Oreal Luxe, Puig, AmorePacific, Unilever... and more Independents & D2C
Distribution Model	<ul style="list-style-type: none"> Nykaa.com & Nykaa Retail only 	<ul style="list-style-type: none"> Nykaa.com & Nykaa Retail 3P Ecom Distribution in Beauty Horizontals 	<ul style="list-style-type: none"> Nykaa.com & Nykaa Retail 3P Ecom Distribution Department Stores, Brand Boutiques, In-Clinic, Brand Websites

Forward looking statements are subject to inherent risk and the Company, therefore, cannot guarantee that they shall be realised.

Nykaa Global Store uniquely positioned to be the port of call for international brands in India



Nykaa is a brand custodian providing 360° services to its brand partners



Nykaa Global Store has proven its performance as Brand Incubator & Brand Builder





Market Trends & Outlook

Colour Cosmetics

01 Rise of D2C brands

Insurgence of home grown D2C brands in a category otherwise dominated by international brands



02 Simultaneous massification & premiumization

Growth being witnessed on both ends of the spectrum



03 Green shoots in unique sub-categories

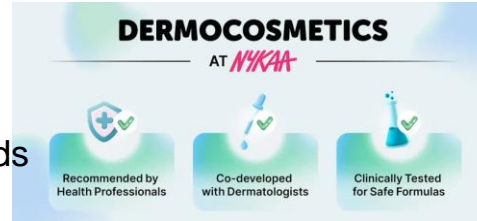
Innovative sub-categories in face and lips category have shown rapid growth YoY

Lip Gloss 81% (3-yr CAGR)	Compact 35% (3-yr CAGR)	Foundation 27% (3-yr CAGR)
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Skincare

01 Dermocosmetic brands

Increasing conversations about derma-cosmetic brands



02 Active Ingredients led search

Retinol <small>Retains collagen</small> <small>Stimulates collagen production to treat fine lines & wrinkles, because age is not a skin type</small> <small>Best Paired With</small> <small>Niacinamide, Salicylic Acids</small>		Vitamin C <small>Brightens Skin</small> <small>A multi-purpose antioxidant compound to help protect, brighten and firm the skin</small> <small>Best Paired With</small> <small>Exfoliants, Retinoids</small>	
<small>Best Paired With</small> <small>Retinol, Vitamin C, Sunscreens</small>		<small>Best Paired With</small> <small>Exfoliants, Retinoids</small>	
Hyaluronic Acid <small>Hydrates & Plumps</small> <small>A powerful moisture-binding element that improves elasticity and adds plumpness to the skin</small>		Salicylic Acid <small>Exfoliates & Unclogs</small> <small>Penetrates deeply to unclog pores and clear away whiteheads & blackheads</small>	
<small>Best Paired With</small> <small>Retinol, Vitamin C, Sunscreens</small>	<small>Best Paired With</small> <small>Exfoliants, Retinoids</small>	<small>Best Paired With</small> <small>Exfoliants, Retinoids</small>	<small>Best Paired With</small> <small>Exfoliants, Retinoids</small>

Ingredients & concern led searches growing at 3x of category led searches

03 Rapid growth of sunscreen & serums

	77% 3-Yr CAGR on Nykaa
Sunscreen	
	37% 3-Yr CAGR on Nykaa
Serums & Essences	

Haircare

01 Widening of category

Baskets expanding to treatment categories



02 Skinification of Hair

Shop By Ingredient The Powerhouse Of Benefits	
Redensyl <small>Boosts hair growth, prevents thinning, and improves density</small>	Hyaluronic <small>Moisturises the scalp and enhances volume at the roots</small>

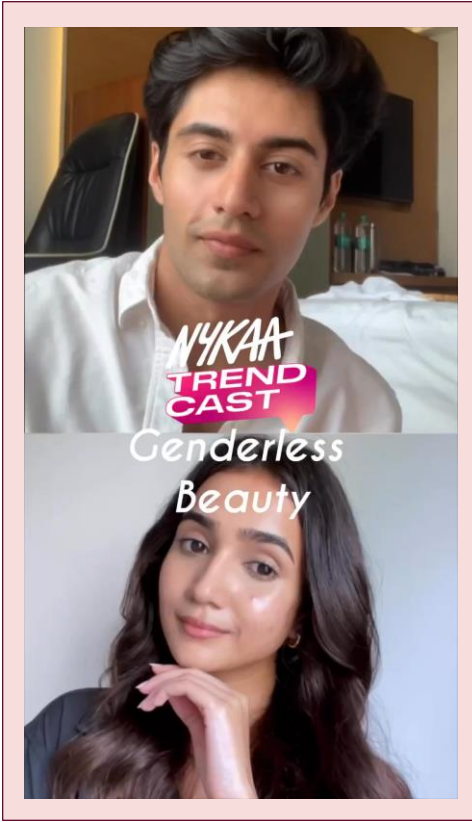
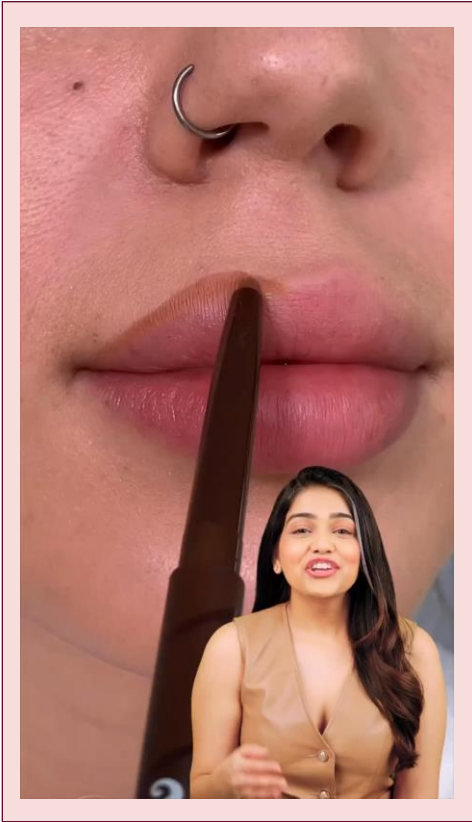
Science/Ingredients based searches trending similar to skincare

03 New Age Brands pique in interest

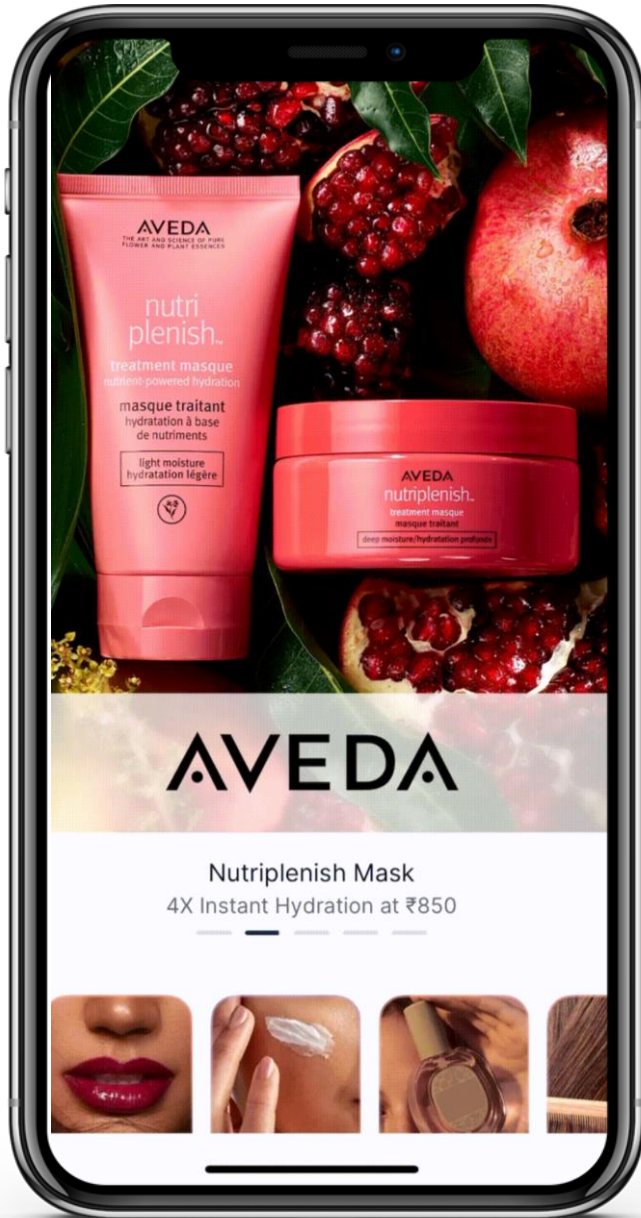
New Age & D2C brands growing far ahead of category; even creating demand for newer sub-categories



Nykaa Trendcast captures and showcases the latest beauty trends to millions of customers



Nykaa Luxe: Delivering a truly luxury omnichannel retail experience for our brand partners & customers



Thank you to all our brands for years of true partnership

Unilever CEO – Hein Schumacher visit – Jan 2024



ELC CEO – Fabrizio Freda visit – Oct 2023



Amorepacific Chairman & CEO visit – Feb 2024



Beiersdorf CEO visit – Nov 2023



ULI Prestige CEO – Vasiliki Petrou visit – Jan 2024



L'Oreal President Alexei Perakis, CCO Fred Roze visit



Thank you to all our customers for their constant support and encouragement





TWENTY
DRESSES



DOT & KEY



Nykd
BY NYKAA



NYKAA
Cosmetics



Kay
Beauty



gajra
gang



KICA

NYKAA

House of Brands



MIXT



likha



NYKAA
SKINRX



NYKAA
Wanderlust



NYVEDA
POTENT AYURVEDA



earth
rhythm

Our Vision

To build a Nykaa House of Brands that is founded on quality and trust, and focused on enriching the customer experience through the trendiest and high quality products



Our Guiding Principles

Consumer-Centric Propositions

We will solve customer needs and wants, build brands on consumer love

Build for long-term endurance

Our actions will be strategic and sustainable for the long-term

High Quality, Always

We will only launch products of the highest quality

What We Are Doing

How We Will Do It



Supercharging our scaled-up brands



- *Consistently achieve top 5 category share for each scaled up brand*



Investing in high potential segments through our up-and-coming brands



- *Investing in athleisure via 3 brands*
- *Focusing both on large sub-categories like derma skincare and niches like Ayurveda*



Expanding omnichannel – aggressively but sustainably – on Nykaa and beyond



- *Continue to be present in all new Nykaa Beauty Stores (187 as on March 31, 2024)*
- *Grow profitably in GT outlets across beauty and fashion (8k+ doors today)*

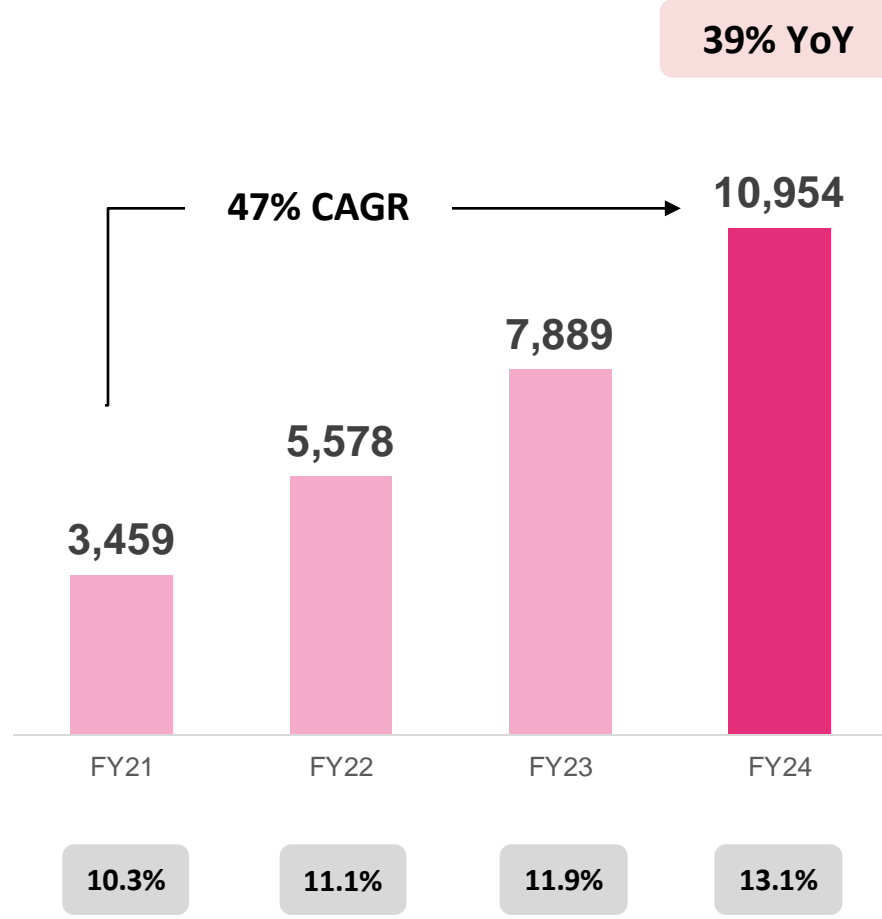


Acquiring the right customers and driving loyalty through brand love



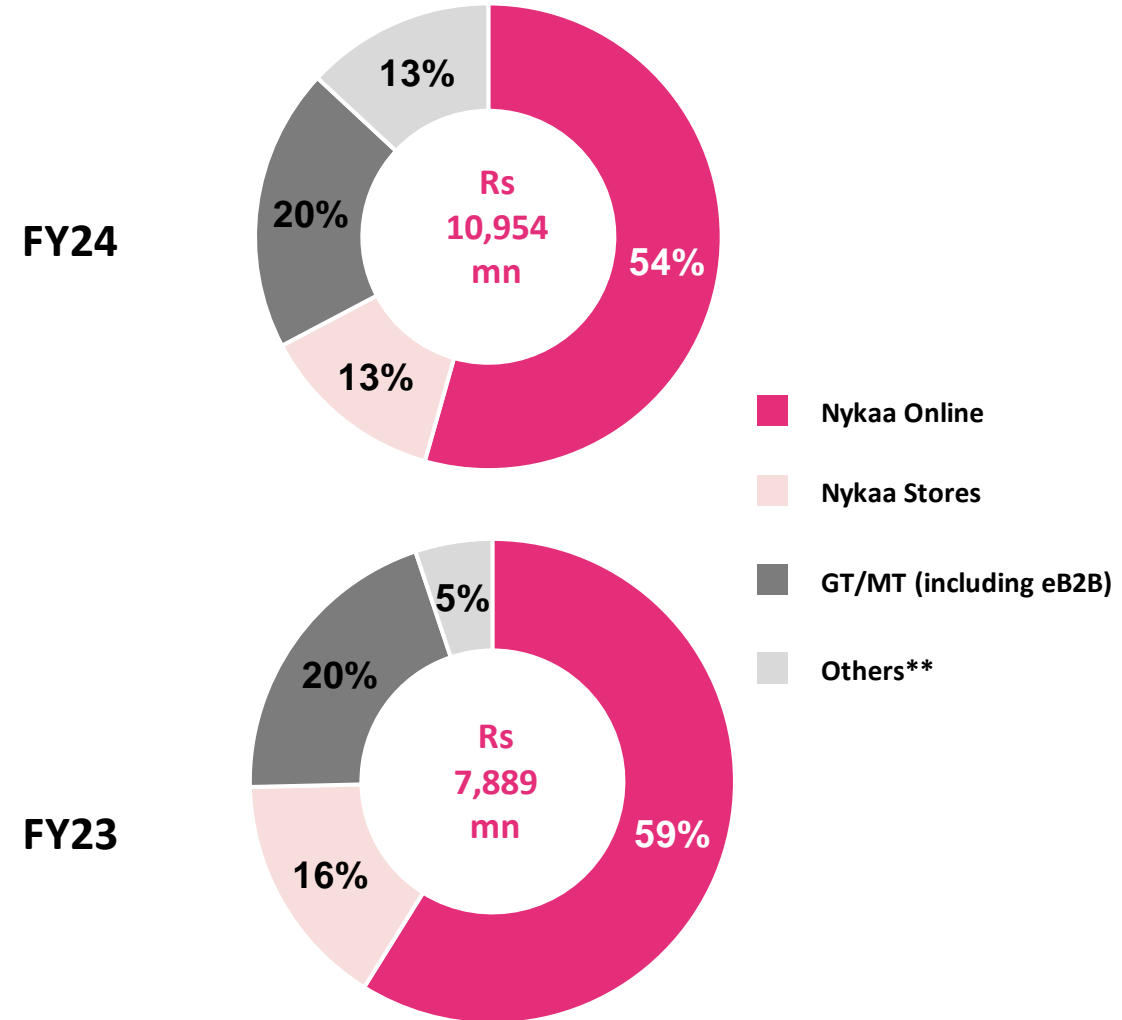
- *Investing more in brand building*
- *Targeting carefully curated customer cohorts to aim for higher retention*

GMV* of Beauty owned brands (Rs mn)



Contribution to Beauty GMV

GMV Channel Mix

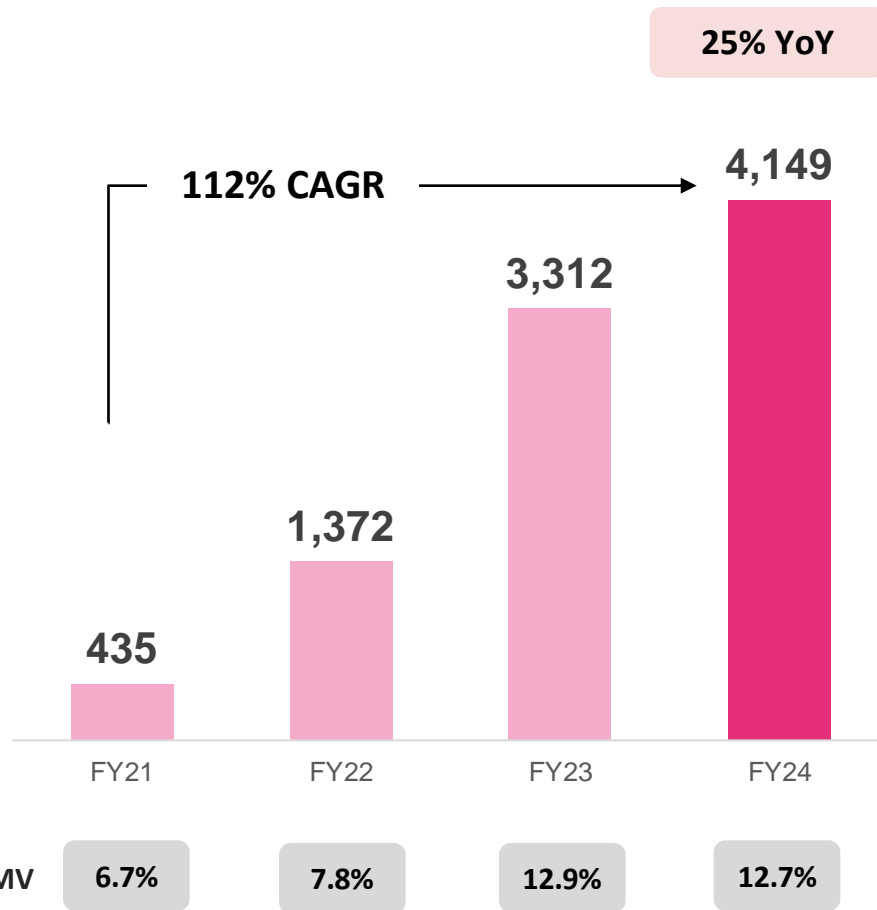


Wide penetration across multiple channels

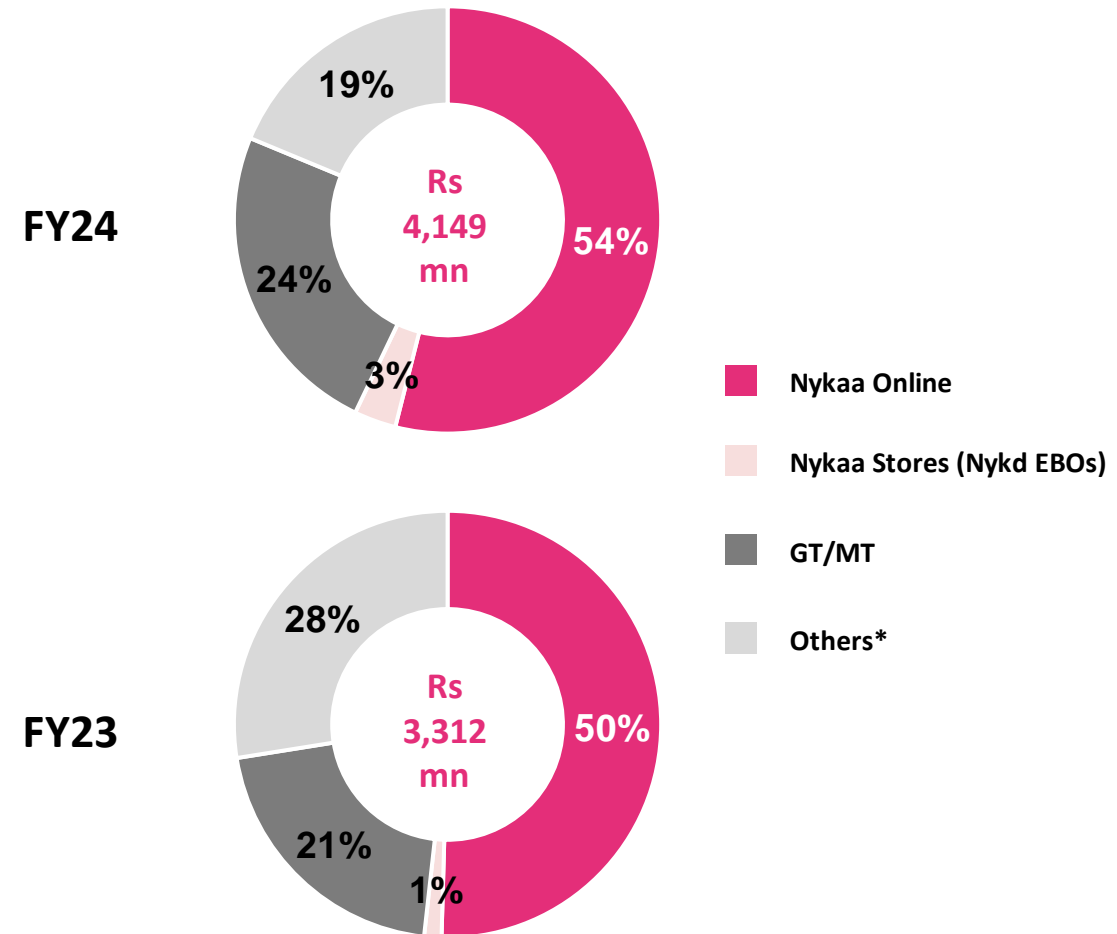
* doesn't include GMV/NSV of Earth Rhythm, as company holds a minority stake in the brand

** Others primarily includes other online marketplaces

GMV of Fashion owned brands (Rs mn)















GMV Channel Mix



Reaching customers across different touchpoints

* Others primarily includes other online marketplaces

Many of Our Brands Have Already Achieved Scale

	BPC	FASHION
~Rs 6 bn*	DOT & KEY	
Rs 3 bn+*	NYKAA Cosmetics	
Rs 1.5 bn+*	Kay Beauty	 TWENTY DRESSES  Nykd BY NYKAA
Up & coming Brands	 NYKAA NATURALS  NYVEDA™  Wanderlust	 KICA  gajra gang
	 NYKAA SKINRX  NYKAA PERFUMERY  earth rhythm	 MIXT  likha

* Q4FY24 Annualized GMV run rate

★★★ Strong Brands with Consumer Love

- 9 brands across 5 key categories
- 5 of our brands have top 10 category shares¹



Market Leading Distribution

- Immediate reach to **c.25mn customers** on Nykaa.com
- Strong and growing Nykaa Retail presence at **187 locations across 68 cities**
- **40+ EBOs** across cities
- Access to **1.95lac retailers across 1k+ cities** through eB2B



An Innovation Powerhouse

- **50+** dedicated innovation team members
- **100+** products launched in FY24

Beauty: We Have Developed Strong Brands in All Major Categories

Acquisition

Over time, we have built brands in all key market segments and our ecosystem will enable us to scale focus brands rapidly

Category	Category Share of Platform	2015	2016	2017	2018	2019	2020	2021	2022	2023
Makeup	1/3 rd	NYKAA Cosmetics				Kay Beauty				
Skincare	1/3 rd							NYKAA SKINRX DOT & KEY	earth rhythm	
Hair				NYKAA NATURALS					NYVEDA TM	
Bath & Body	1/3 rd					Wanderlust				
Fragrances					NYKAA PERFUMERY					

Scale brands built early in Nykaa's original core segment

Significant scale up of presence in fast growing skincare market

Investing in scaling brands in high potential segments

NYKAA
Cosmetics

pH Lip Gloss



Kay
Beauty

Lip Oil



NYKAA
NATURALS

**Rosemary
Hair Range**



**Launch Month
Impact**

- ✓ **#1 product** in lip gloss¹ & **#3 in lips** category overall
- ✓ **20m+** organic online reach
- ✓ **1.2x surge** in overall brand search volume

- ✓ **Sold out on day 1¹**
- ✓ **5m+ organic reach** from **Katrina Kaif** post
- ✓ **20m+** online reach

- ✓ **Top 5 rosemary shampoo¹**
- ✓ **10m+** online reach

★★★ Strong Brands in Scale Markets

- Nykd is the **#1 lingerie brand**¹
- Strong presence in **western wear** at **~10% category share**
- **5 brands** consistently in **top 30 brands** on platform



Growing & Diverse Distribution

- Immediate reach to **6mn+ transaction customers** on NF.com
- Significant sales volume from off-platform offline and online channels
- **6 D2C websites**
- **15+ EBOs** across cities
- Presence in **1,500+ GT doors**



Differentiated Assortment Mix

- Top brands considered a **design differentiator** for the platform
- Leveraging **key platform insights** to curate winning assortments

Fashion: We Have Expanded Into Both Large and Trending Categories

We have expanded into categories keeping in mind our key demographic and their evolving shopping habits

Categories	Women's Western Wear	Indian Wear	Lingerie	Athleisure	Jewellery, Accessories	Bags, Footwear
FY20				 		
FY21	RSVP					RSVP
FY22						
FY23						

20 Dresses is a Top 3 Western Wear brand on Nykaa Fashion

Nykd is the #1 lingerie brand on Nykaa Fashion

We are investing in the athleisure trend organically and through acquisitions



RSVP X LISA MISHRA



GG X Rishi & Vibhuti



RSVP X Nikita Mhaisalkar



GG X Mahima Mahajan

DOT & KEY

Summer Moisturizer Pick

			
VITAMIN C MOISTURIZER	BARRIER REPAIR GEL	CICA DAY MOISTURIZER	BARRIER REPAIR CREAM
<ul style="list-style-type: none">Boosts Skin Glow	<ul style="list-style-type: none">72HR Non-Stop Hydration	<ul style="list-style-type: none">Targets Acne Breakouts	<ul style="list-style-type: none">Boosts Skin Barrier
<ul style="list-style-type: none">Normal, Oily & Combination Skin	<ul style="list-style-type: none">Oily & Combination Skin	<ul style="list-style-type: none">Oily, Acne-Prone Skin	<ul style="list-style-type: none">Dry, Normal, Sensitive & Combination Skin



WATERMELON COOLING UNDERARM ROLL ON



Meet Strawberry Sunstick

SPF 50



NYKAA
Cosmetics



Kay
Beauty







Nykaa
BY NYKAA



TWENTY
DRESSES





gahan

iykyk
IF YOU KNOW YOU KNOW


KICA

MIXT 

DOT & KEY

SKINCARE



Brand Overview



Fruit Powered, Effective Skincare Brand

Dot & Key *offers differentiated skincare solutions that are effective, safe, and fun to use specially designed for late millennials and Gen Z.*

We aspire to make everyone feel the *best version of themselves by strong display of innovation, creativity & honesty.*

ARR (GMV)*
Rs. 600 Cr+

Estd. in
2018 June

100+
Member Family

*Q4FY24 Annualised



Wide Product Portfolio



SUNSCREEN



MOISTURIZER



LIP BALM



FACE WASH



SERUMS

100+ SKUs spread across 8+ categories

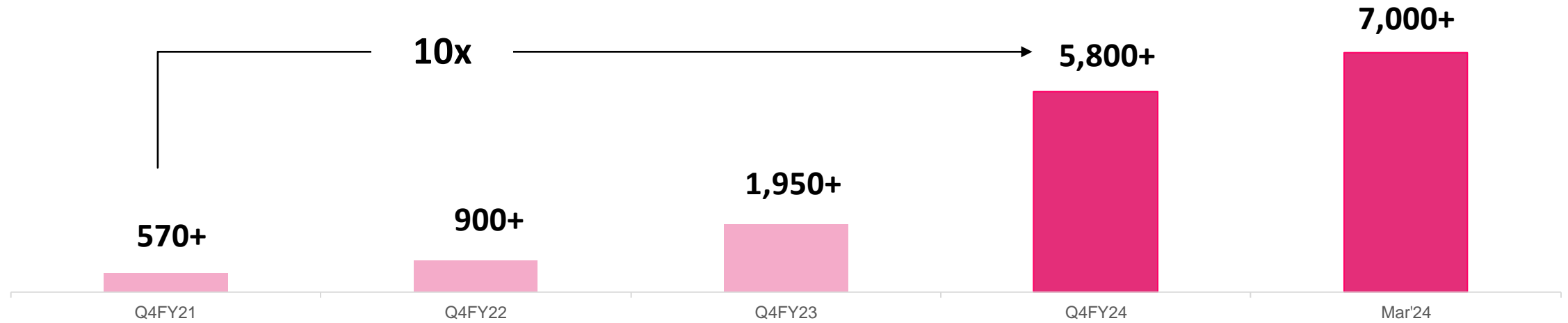
Top ranked in most marketplaces

70% female shoppers across Tier I, Tier II, Tier III cities



Brand Growth

Annualized GMV run rate (Rs mn)



Achieved milestone of ~Rs. 600 cr ARR in Q4FY24

Profitable since Jan 2023



Award & Recognition

Product Awards



Brand Recognition



Dot & Key's new face serum will make your skin brighter, smoother and blemish-free



GRAZIA.co.in

Dot & Key: The Skincare Brand On Our Radar Right Now

VOGUE
INDIA

BEAUTY

8 new Indian skincare and haircare brands that you need to add to cart

The freshest names on the block

BY ANJAN SACHAR

Dot & Key



*Recognized by prestigious names like **Vogue**, **Grazia**, and **Elle**, alongside our triumph at the esteemed Nykaa Femina Beauty Awards 2022, Dot & Key stands as the epitome of excellence and innovation.*



How we did it?

Differentiated quality products



Water light Vit C Sunscreen

Sunscreens typically are oil based and are heavy on the skin. Consumers needed a product that protected them but was super light on their skin.



SPF Based Lip Balm

First to launch SPF Lip Balm. Lip has the thinnest layer of skin on your face and needed sun protection too.

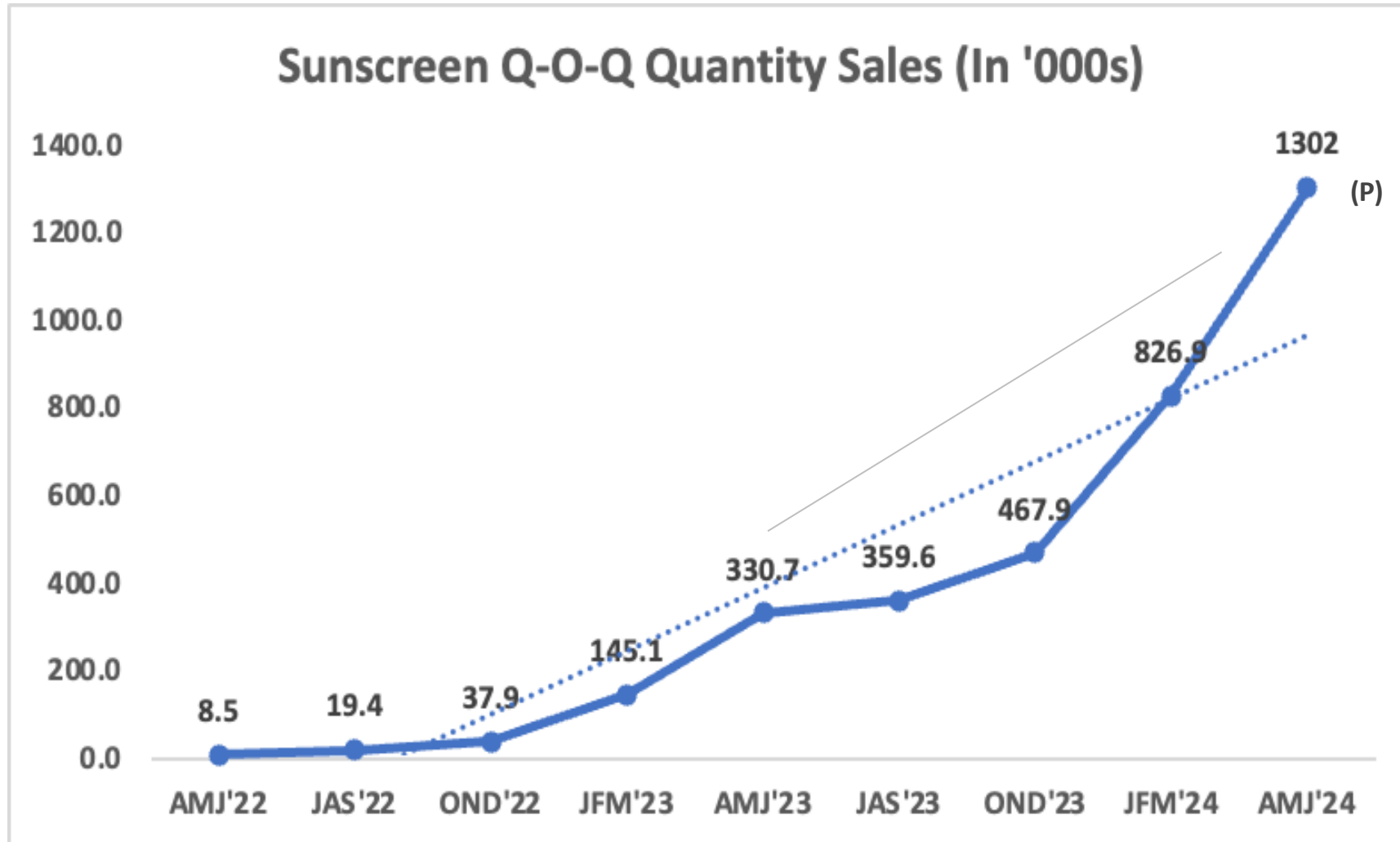


Cooling Watermelon Sunscreen

Sunscreens are most used in the hottest time of the year. Consumers needed a sunscreen that'd give them protection but also provided cooling.



Dot & Key Sunscreen growth



Dot & Key sunscreen sales (qty)



Unique clutter breaking packaging



Our **vibrant, hat-capped packaging** has become a standout feature in the market, drawing attention and fostering brand loyalty. The **colorful design not only makes our products easy** to identify but also adds a fun element that appeals to our target audience.



First, Always First - Preempting CX Needs



Maximising First Mover Advantage - Being *first to market with products like SPF 50 lip balms and barrier repair range*, has enabled Dot & Key to preempt and solve for consumer needs even before they themselves realise.



Listen to the customer - Taking Feedback Seriously

Reviews with images



4.3/5 Overall Rating
17892 verified ratings

Write a review and win 100 reward points !

[Write Review](#)

Photos From Customers



Top reviews ▾

Top reviews from India



Proteeti B.

★★★★★ **Non-oily, very comfortable**

Reviewed in India on 6 June 2024

Size: 50 g (Pack of 1) | **Verified Purchase**

I am on my second bottle now. This is a lovely sunscreen - I have very oily skin, but even in high humidity, this does not feel sticky or oily. There's zero white cast, and my skin stays smooth and hydrated all day. Easily the best Dot and Key product.

Most Useful Review



Divya Sapare

✓ Verified Buyers

5 ★

22/10/2023

"Dot & Key Vitamin C "

I really like the Packaging of this Product. It's cute & Apt. Talking about the Product's result, it did wonders to my skin. It reduces my dark spots, Dullness, Pigmentation ...[Read More](#)



Obsession with Consumer - High value to reviews & ratings. Constantly interacting with the consumer and continuously solving for all their pain points.



Frugality at the Core of the brand



By prioritizing *cost-effective strategies and prudent resource management*, we've have managed to *reduce 5-7% cogs* against industry standards.




Focusing on Deeper Categories, Depth > Width

BESTSELLERS

SUNSCREENS **MOISTURIZER** SERUMS FACEWASH COMBOS


BESTSELLER



Vitamin C + E Moisturizer
Makes Skin Glow
★ 4.8/5 (789)
60ml Pack of 2 (25ml x 2)
Rs: 495

ADD TO CART


BESTSELLER



72 HR Hydrating Gel Moisturizer + Probiotics
Oil-Free Hydration
★ 4.8/5 (560)
60ml 25ml
Rs: 495

ADD TO CART


BESTSELLER



Barrier Repair Face Moisturizer with Ceramides
Repairs Skin Barrier
★ 4.9/5 (284)
175gm 100gm
Rs: 599

ADD TO CART

BESTSELLER



Retinol + Ceramide Night Cream
Delays Skin Ageing
★ 4.8/5 (407)
60ml
Rs: 695

ADD TO CART

Knowing what not to do is more important than knowing what to do - Pareto Approach is in D&K DNA. 80% focus on 20% SKUs driving majority business.



Flexibility in approach

What took us from 0-1 may not necessarily take us from 1-10 or 10-100. So, **agility of thought leadership is core in sustainable growth of the brand.**

FILTER BY

PRODUCT TYPE

- Combo (14)
- Lip Balm (8)
- Sunscreen (8)
- Lip-Duo (1)

CATEGORY

SKIN TYPE

- Combination Skin (12)
- Dry Skin (5)
- Oily Skin (14)

SKIN CONCERN


PRICE

AVAILABILITY

SHOWING 31 RESULT(S) FOR "SUSNSCREEN"


SORT BY RELEVANCE

JUST IN




Barrier Repair Sunscreen, SPF 50+
Protects & Hydrates
★★★★★ (28)
80g 50g
Rs. 445
ADD TO CART

JUST IN



Swim + Sports SPF 50 Sunscreen
180 Mins Water Resistant
★★★★★ (12)
50g
Rs. 495
ADD TO CART

BESTSELLER



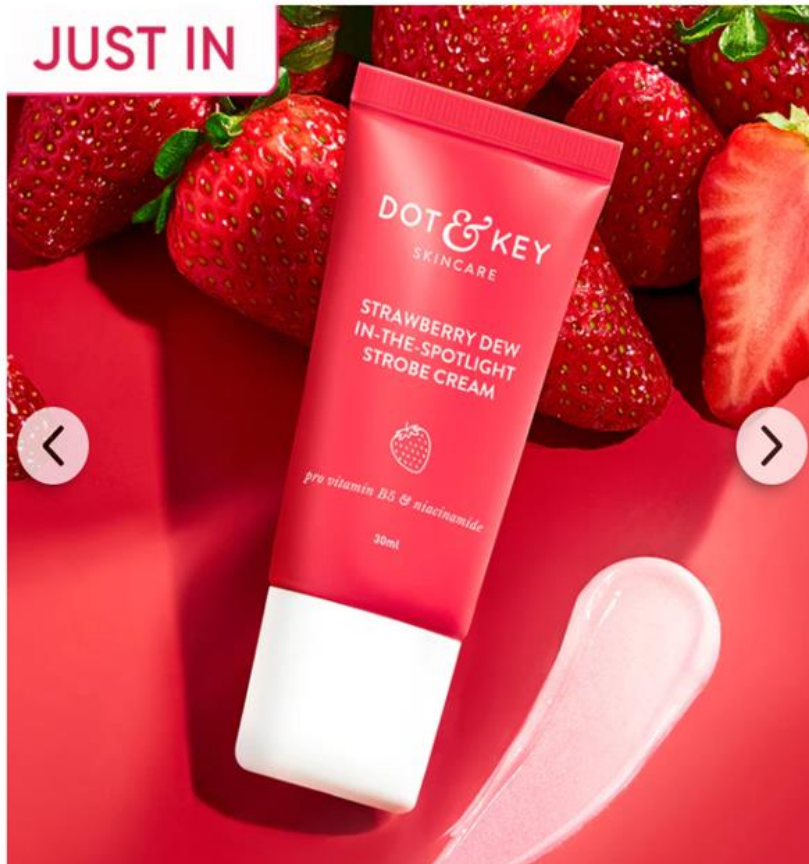
Vitamin C + E Sunscreen, SPF 50+ PA++++
Water-Light Fluid
★★★★★ (470)
80g 50g
Rs. 445
ADD TO CART

Next year people are going to search for sunscreen based on their skin type so preempt & harness that



All in or nothing

Being number 1 is the only option - Category interventions/expansions is always be thought through and success plans into categories is well defined from day one.



Strawberry Dew Strobe Cream

Boosts Radiance

Moisturizes

Non-Greasy

ALL SKIN TYPES

★★★★☆ 27 reviews

Rs: 345.00 Inclusive of All Taxes

30ml

- 1 +

ADD TO CART

Within the first 30 days of launch we make up our mind if we want to take this product to top ranks



Perfection in approach



62 trials of sunstick



Final Prototype



Final Product

At Dot & Key, our obsession with perfection drives our success. From ***meticulous product formulation and trials to exceptional customer service***, we ensure every detail is flawless to make sure we constantly ***deliver VALUE***. 60+ iterations of the sunscreen stick before we launched it in the market.



Key Highlights



Built Sunscreens in <15 months to top 3 rank on the internet across all key marketplaces



>50% repeat customers*



Among top skincare brands on Nykaa.com

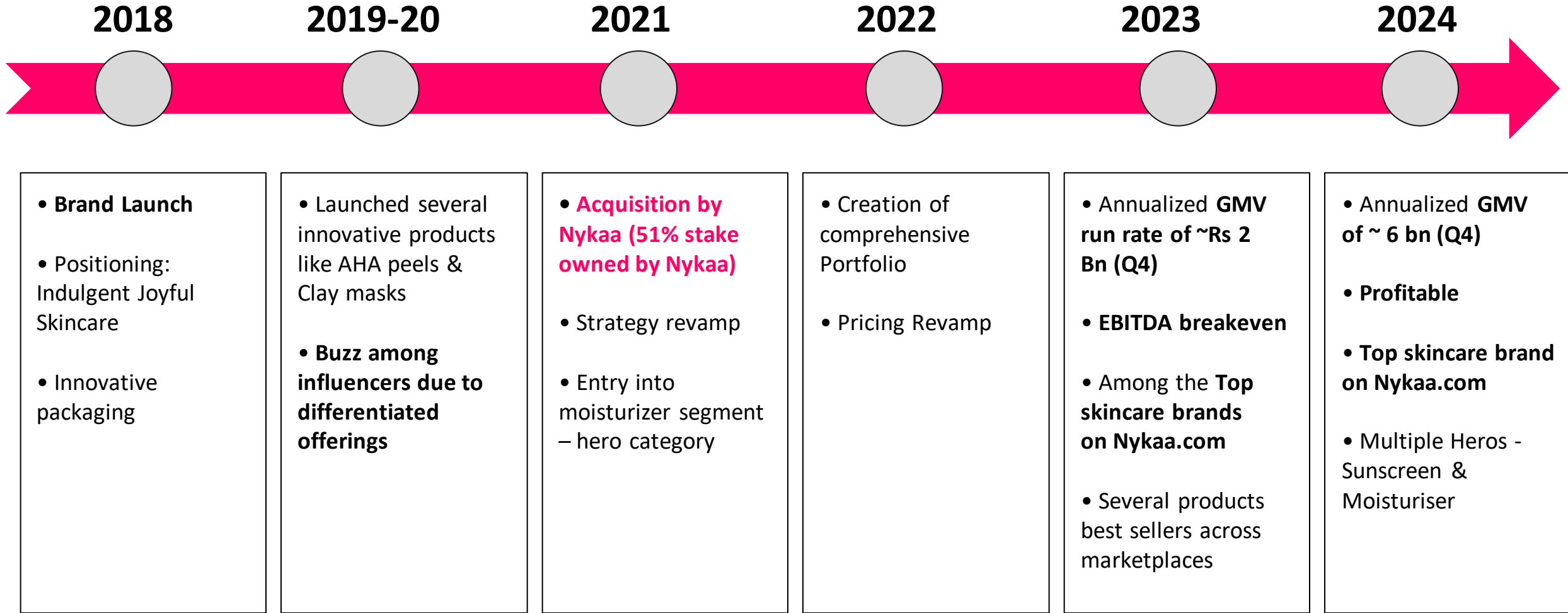


Top 3 in moisturiser across marketplaces

**Repeat consumers on brand website*



Journey



Ambition: Become a Rs 10 bn+ brand by 2026



Way Forward

Strong innovation funnel

While core categories have strong growth momentum, New launches contributed **~ 30% of Net Sales Value in FY23-24.**



Investing in Technology, R&D & Creativity



Dot & Key R&D Lab



Dot & Key Inhouse Studio

Our commitment to technology, R&D and creativity drives innovation, enabling us to ***develop advanced best in class skincare solutions that meet evolving consumer needs.***



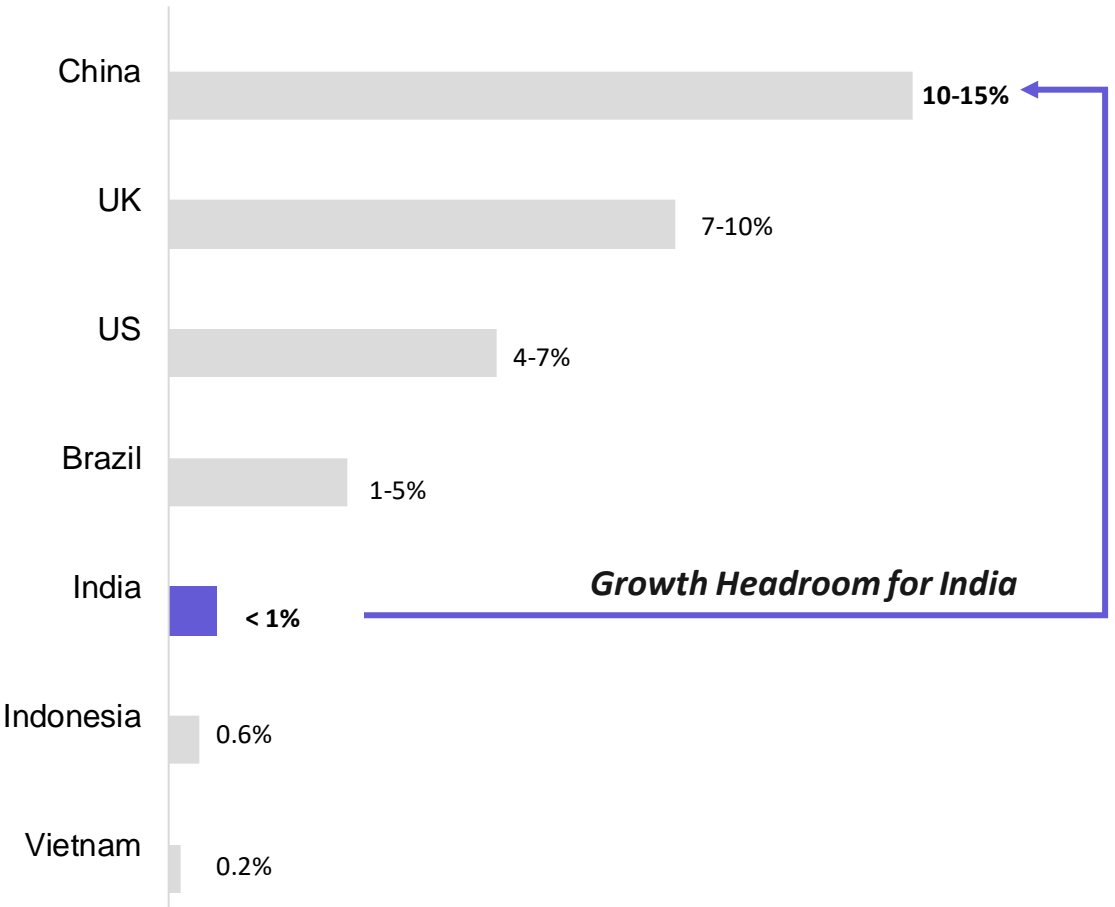
SUPER STORE

BY NYKAA

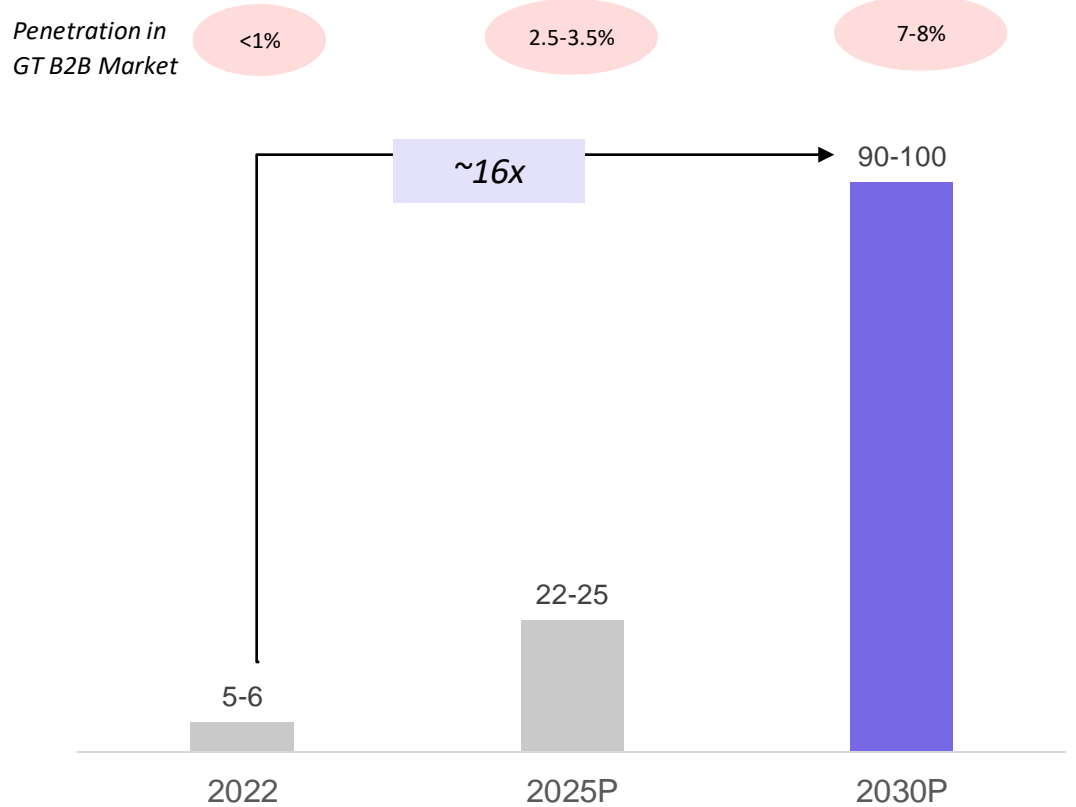
Serving the Underserved via Technology

e-B2B Is Large Addressable Opportunity

eB2B Penetration (% of overall B2B retail, 2022)



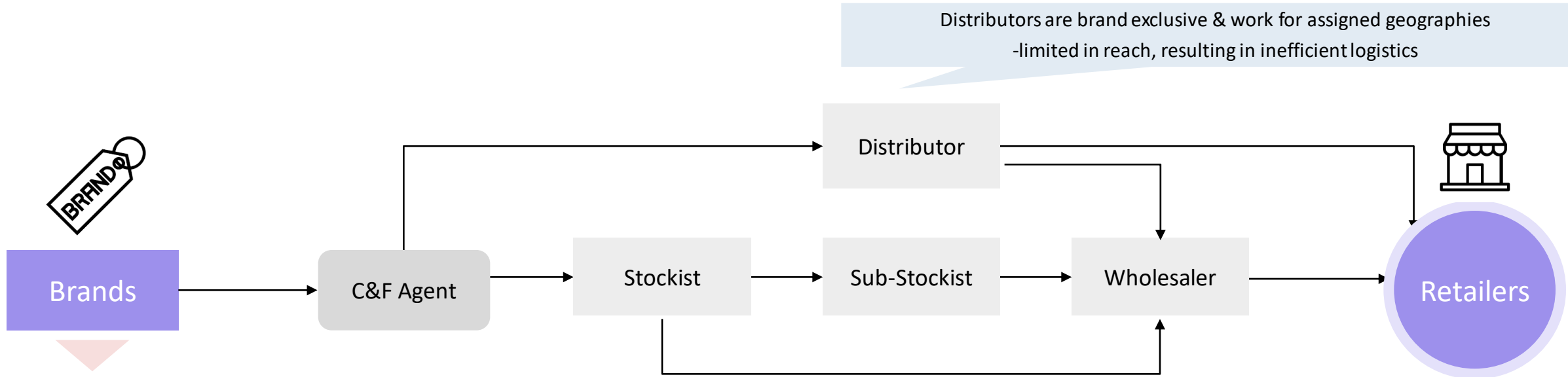
India eB2B Market (GMV) – USD Bn



BPC Unorganized market a \$11-12 Billion market

* Source: Redseer 2022 Report & June 2023 Report on e-B2B landscape

Traditional Retail Distribution Suffers From Many Inefficiencies



DTC/ Challenger Brands

- ! No ready distribution access

Large FMCG Brands –

- ! Over reliance on Top SKUs
- ! Inefficient supply chain adding cost
- ! Distributor attrition
- ! No feedback loop to capture consumer insights

- ! Limited access to new brands/assortment
- ! Lack of Credit
- ! Opaque pricing in wholesale markets
- ! Inefficient supply chain adding to cost
- ! Hassle of managing multiple distributors
- ! Retailers lack market intelligence & trends

SuperStore – Serving The Underserved Via Technology ...



Leverage technology to improve earning potential, drive efficiency & disrupt the traditional distribution

... And Helping Grow The Entire Beauty Ecosystem

Nykaa

Enables to cover full stack in BPC – **Online & Offline** – Offline continues to be the largest market

Strengthen **value proposition** for brand partners

More customers to beauty funnel

Brand Partners

Democratize access to distribution for D2C brands

Premiumization and enable top up purchase for FMCG brands

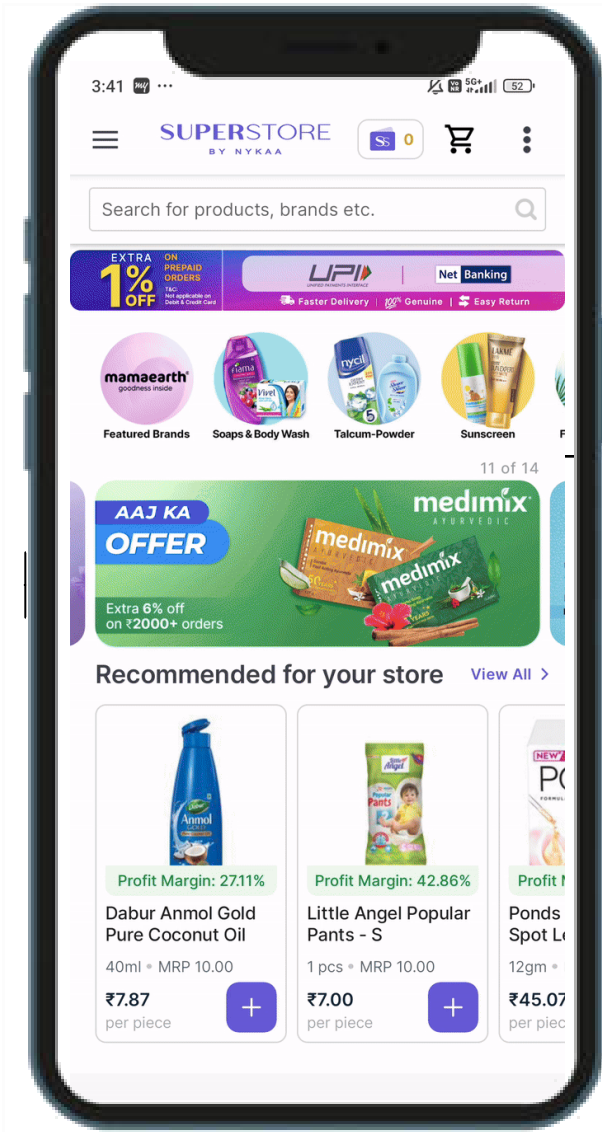
Nykaa with Online, Physical retail & Superstore becomes a one stop solution for all global brands

Retailer

Wider Assortment – Access to premium/D2C brands

Leverage our B2C expertise to develop high margin beauty business for the retailer

Using Technology To Serve The Underserved



Top Brands Section

Best Offer To Increase AOV

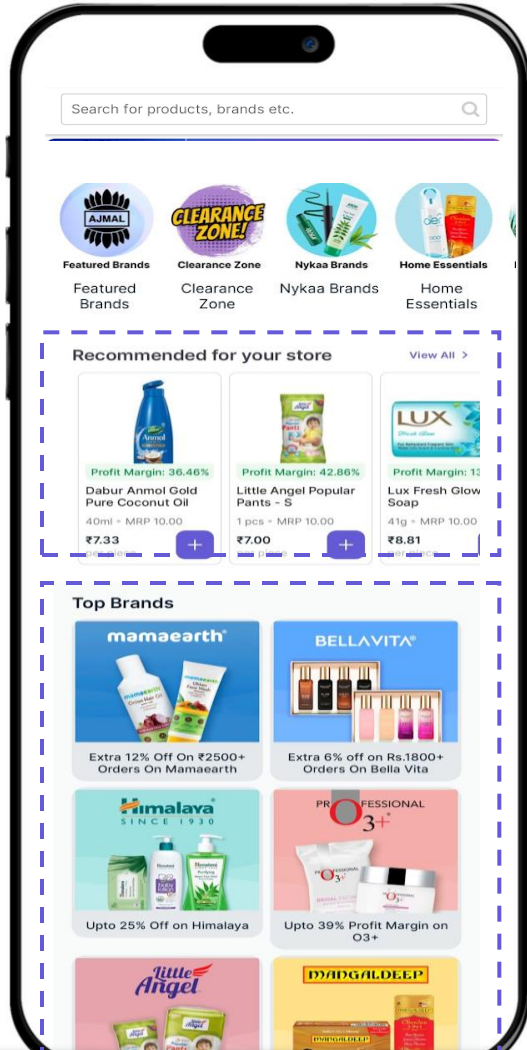
Top FMCG Brands Section

Trade Scheme
(Customized at Region level)

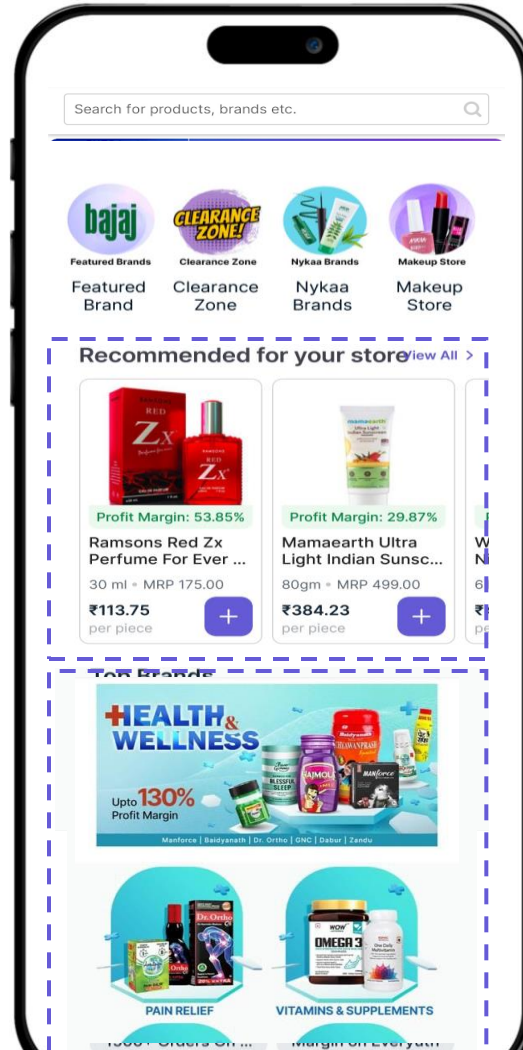
Personalized For Each Retailer

Best Deal Price

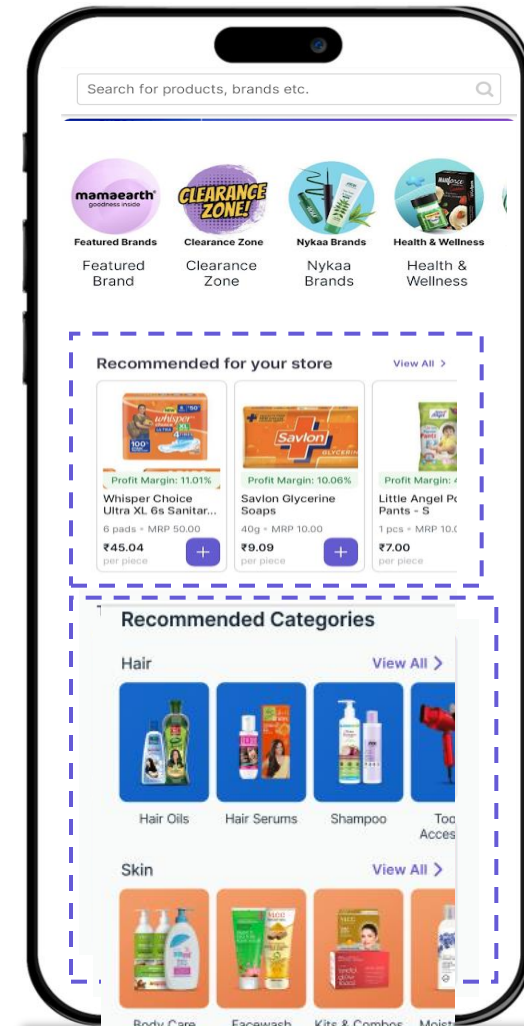
Personalized App For Retail Partners – By Store Type



General Store



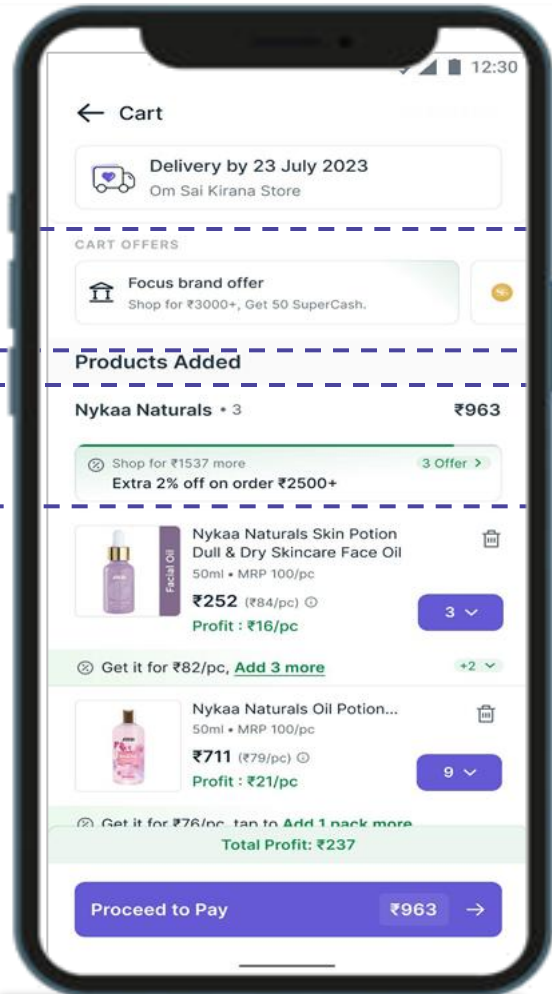
Beauty Centre



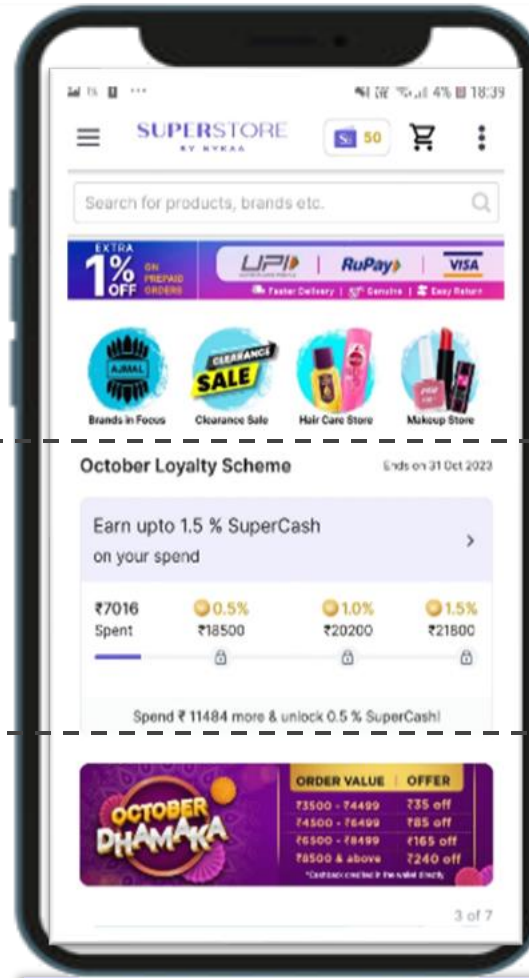
Pharmacy

Serving The Underserved Via Technology (1/2)

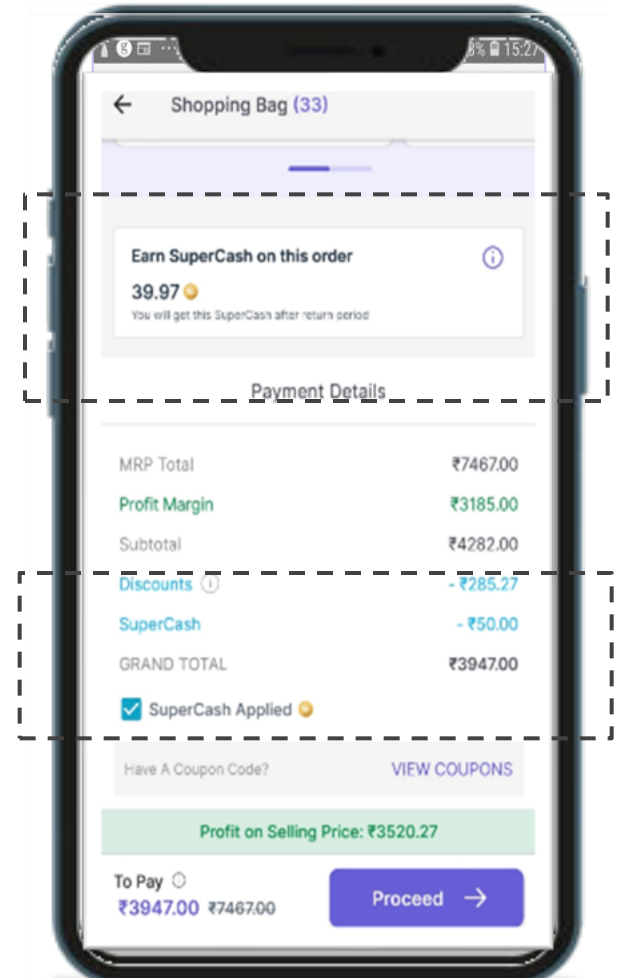
More Earning Potential For Retailers



Offer Assistance on Buying Journey



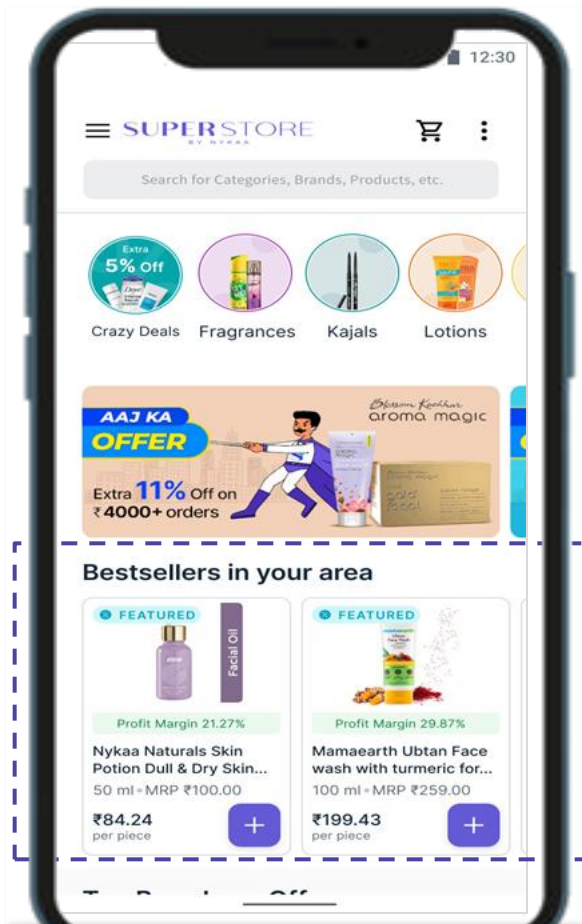
Loyalty Program



SuperCash & Wallet

Serving The Underserved Via Technology (2/2)

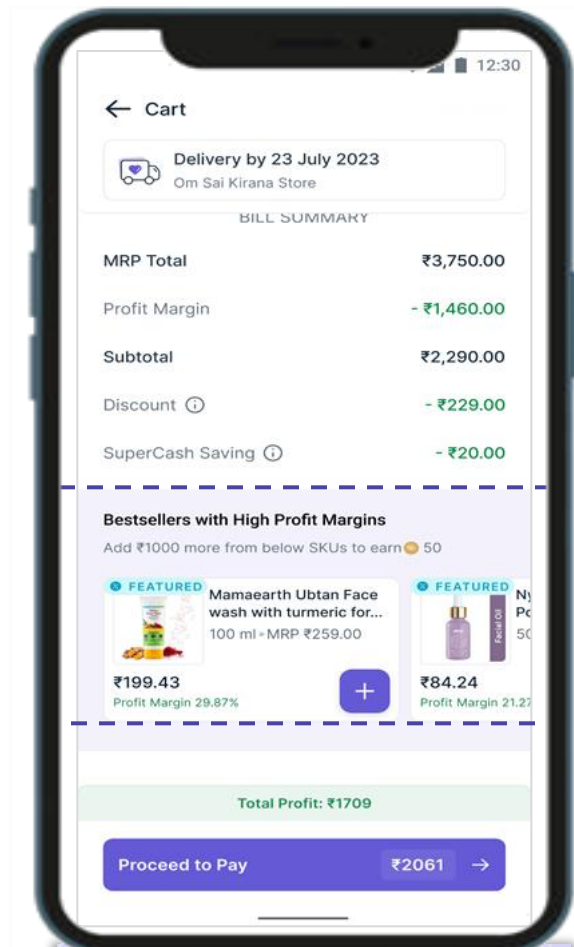
Discovery of New Brands



Best Sellers in your area (Data from Nykaa B2C)

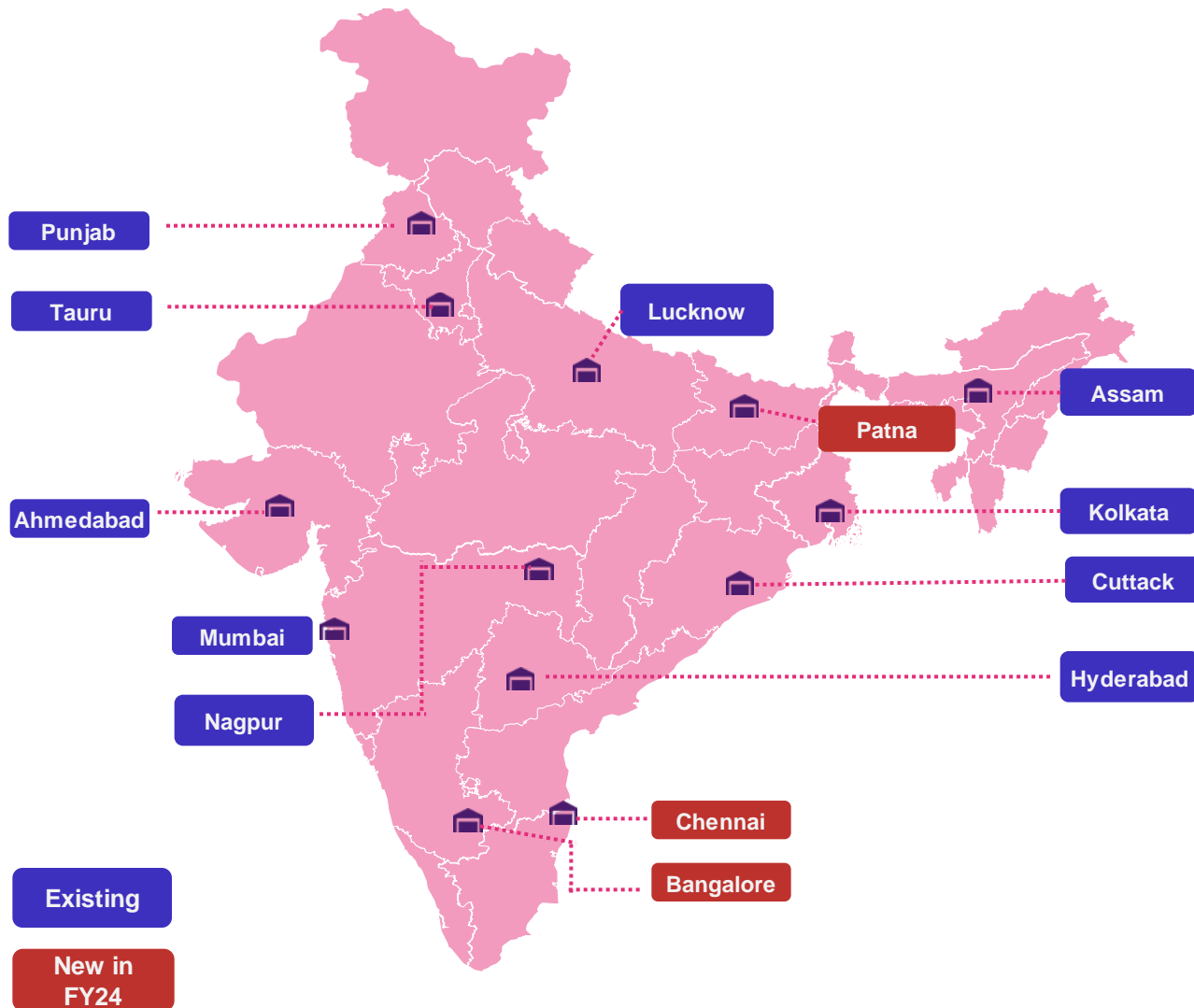


Personalised Widget



Recommendation on Cart

We have established a Network of 13 Warehouses



Regionalization of warehouse to get closer to customer and create better experience

13
Warehouses

2.5 Lacs sq.ft
Warehouse capacity

1,000+
Cities served

Voice Of Customers Demonstrating Product Market Fit

★★★★★ 11 October 2022

This application and this super store are very good, its stuff is a number one And its customer support is very good: takes instant action i love it 😊 😊 😊 ❤️

15 people found this review helpful

★★★★★ 27 January 2023

Wonderful experience with thus app. Exclusive and Good range of products.

10 people found this review helpful

★★★★☆ 25 April 2022

I want more products overall it is a good app

1 person found this review helpful

★★★★★ 30 September 2023

Amazing App Many products are available in one platform and are at very good rate. The only problem of this app is that not all products are available. Kindly add more range of products.

29 people found this review helpful

★★★★☆ 13 April 2024

Facing issue for delivery

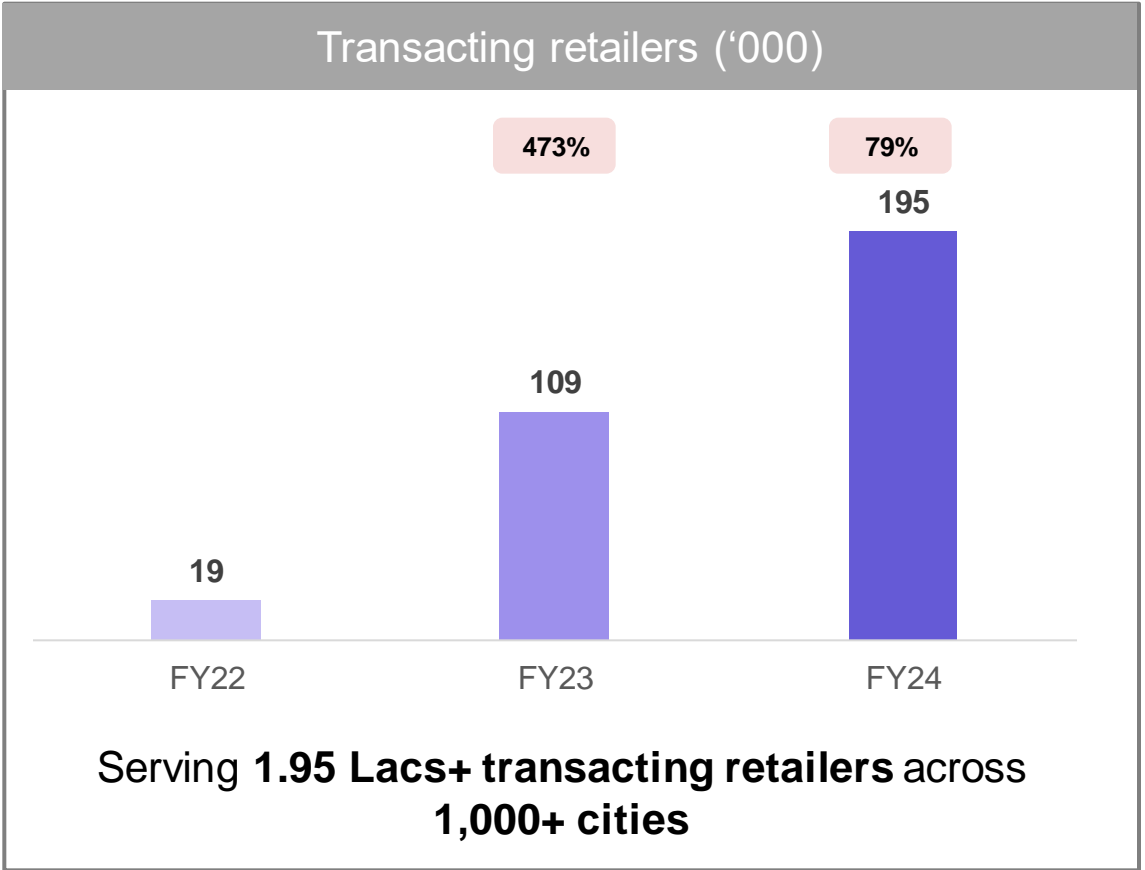
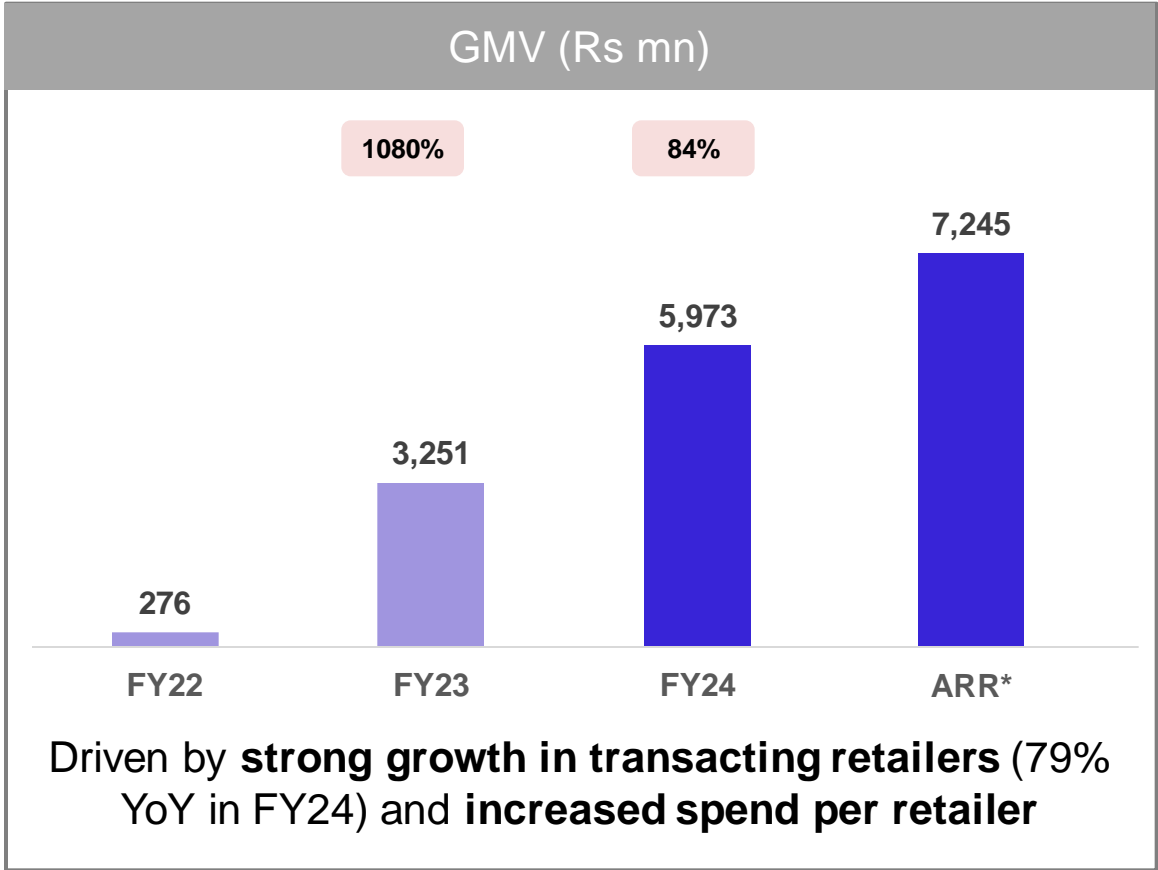
★★★★★ 4 June 2024

Nice service but some products always out of stock and i prefer explore more things like keep some more products





Proven Product Market Fit With Rapid Scale



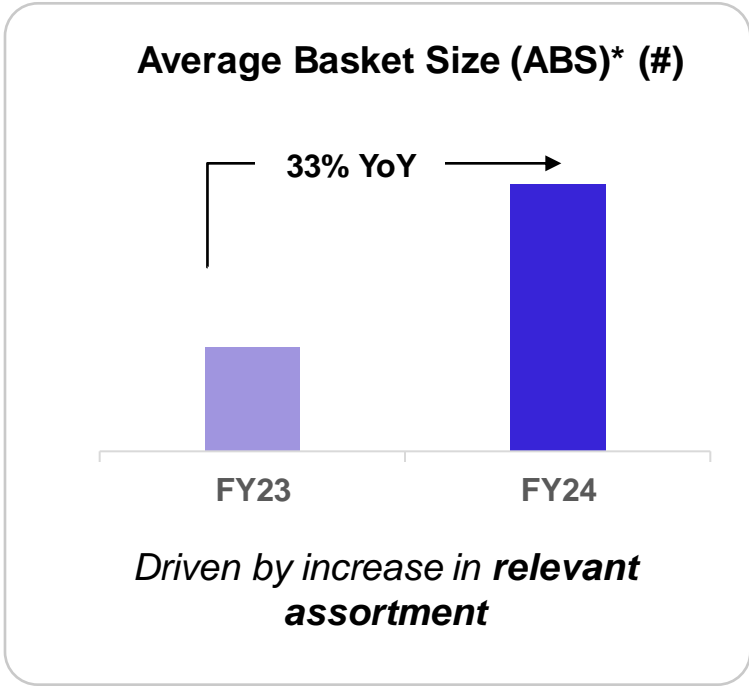
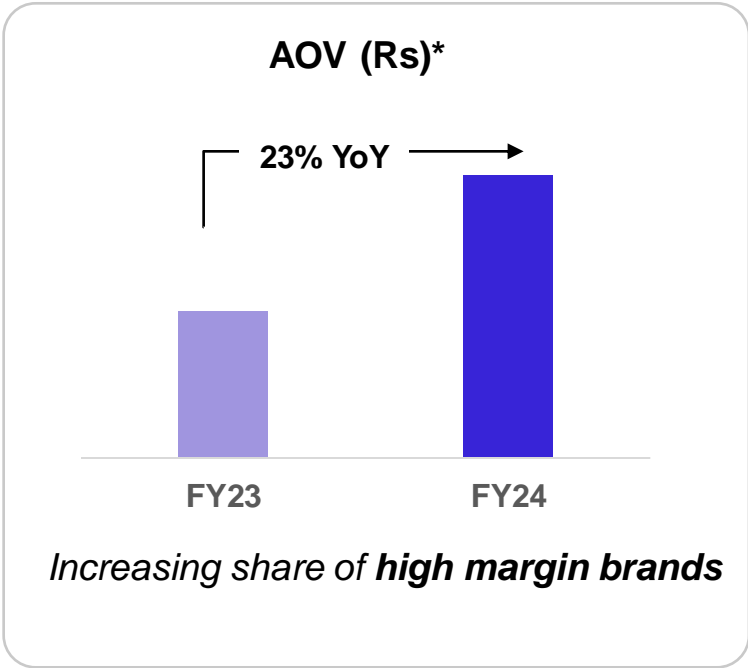
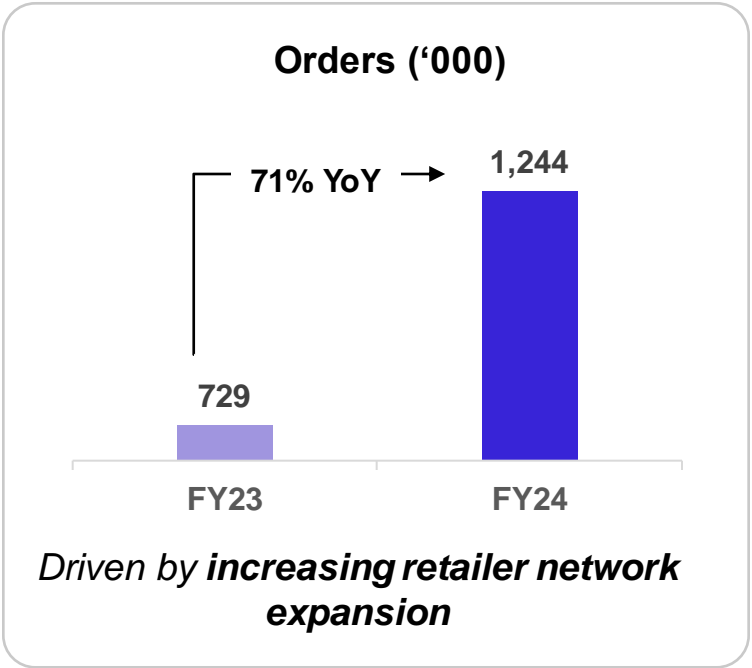
~**86%** of Sales from Tier 2+ Cities

~**54%** Sales from Non- Kirana formats such as Beauty Centre, Pharmacy & Salons

% YoY growth

*Basis Q4FY24 Actuals

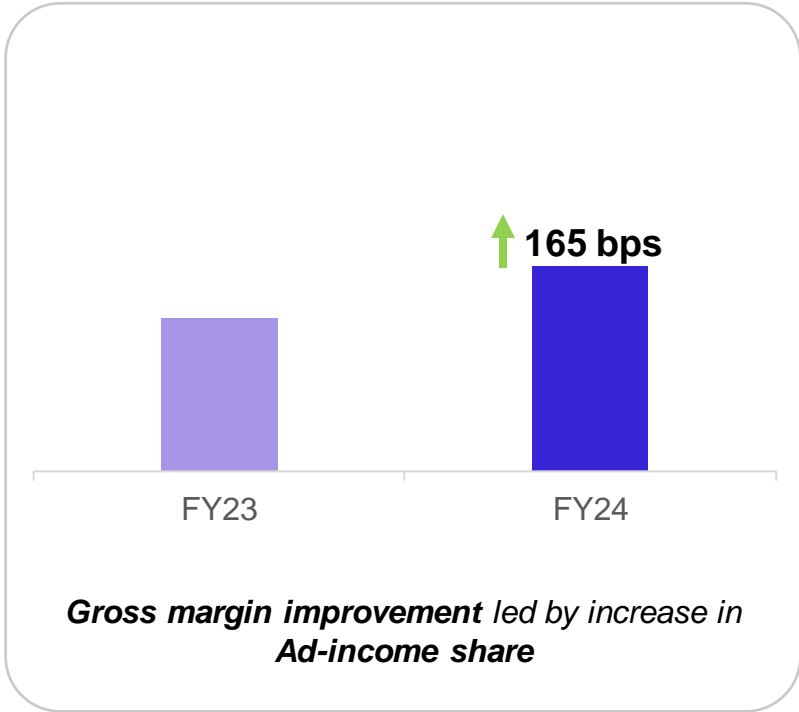
Scaling up with improved Order Quality



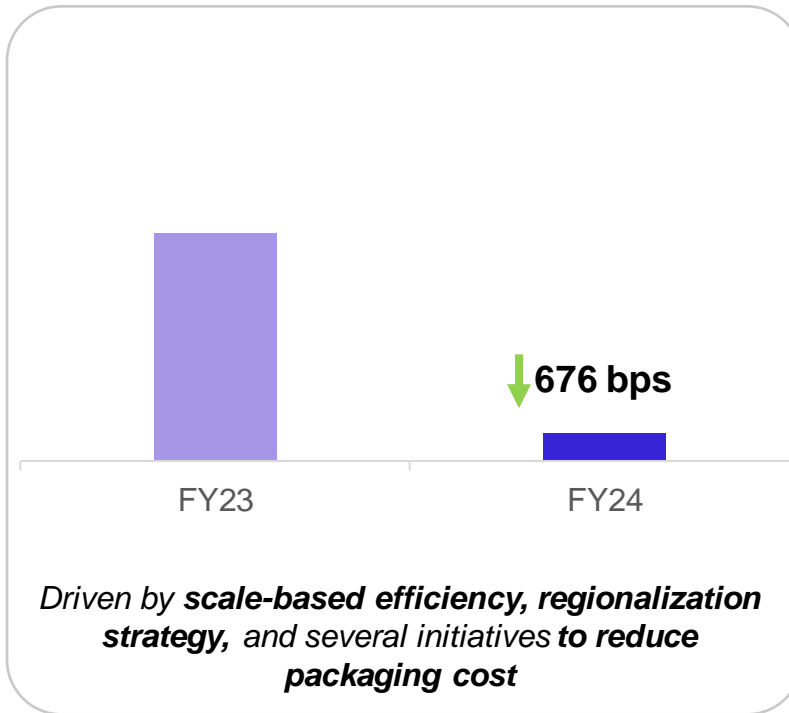
* Q4FY24

Scaling up with better unit economics

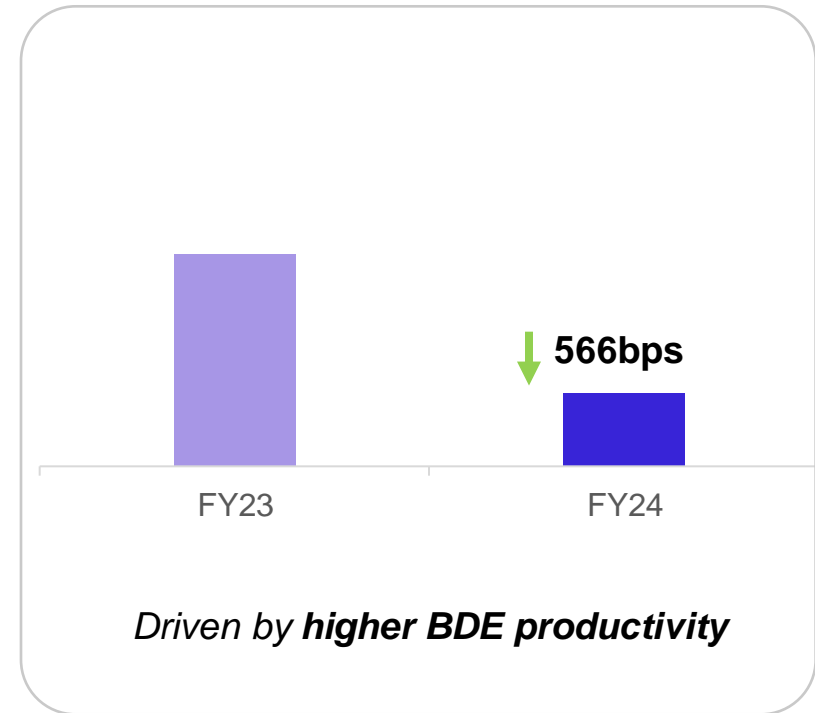
Service Income



Fulfilment Cost



S&D cost



Contribution Margin improvement of **919 bps YoY**



FY25 – Further Dialing Up Path To Profitability

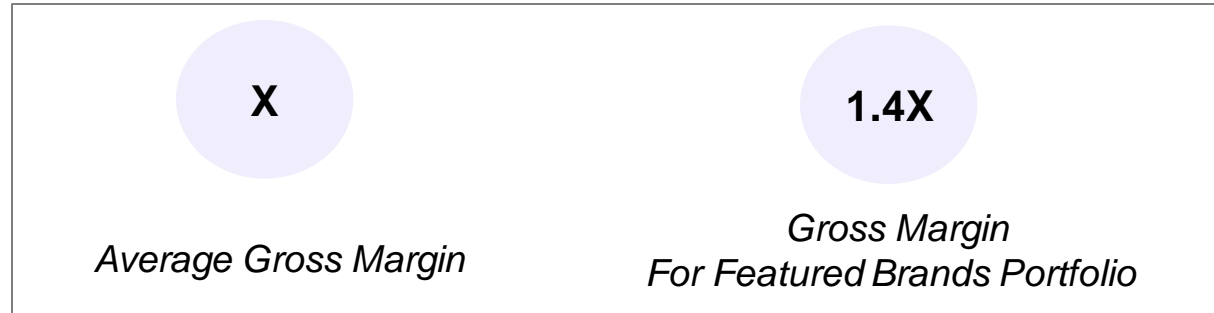
Gross Margin Improvement
By Better Order Quality

Fulfillment Cost Improvement
By Better Operational Efficiency

WH Cost Improvement
By Optimizing WH Efficiency

S&D Cost Improvement
By BDE Productivity

Gross Margin Improvement By Better Order Quality (1/2)



Drive higher share of platform for a focused portfolio of high margin brands/SKUs, via 360° approach – app, field sales, category, SC

On-app Visibility & Differential Offering

A screenshot of a product page for 'Mumukshu Glow Serum For Vitamin C & Turmeric For 1:'. The page shows a 4.3/5 star rating, '7 Shades Available', and a price table:

MRP/pc	Our Price/pc	Profit Margin/pc
₹599.00	₹461.23	29.87% (₹137.77)

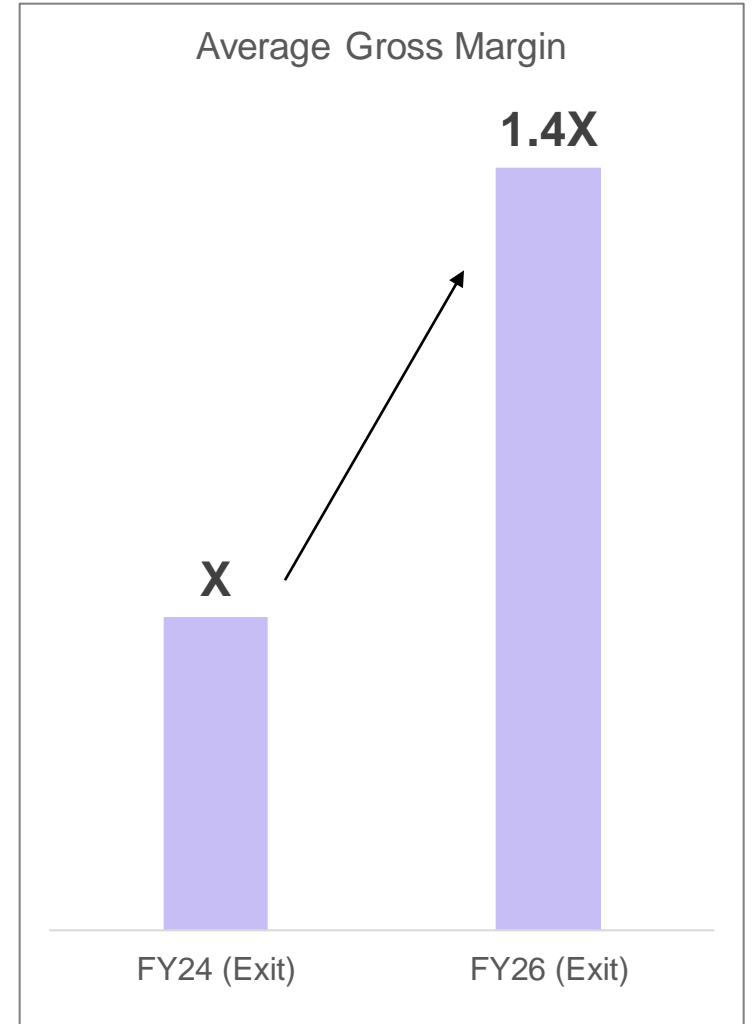
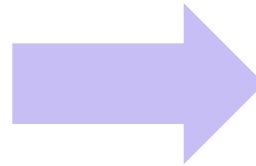
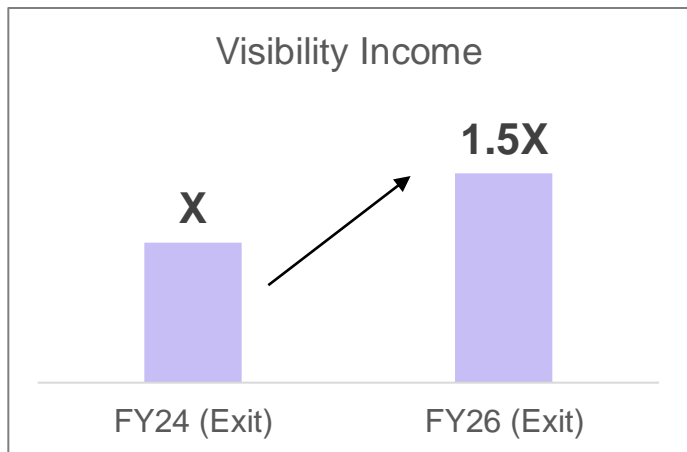
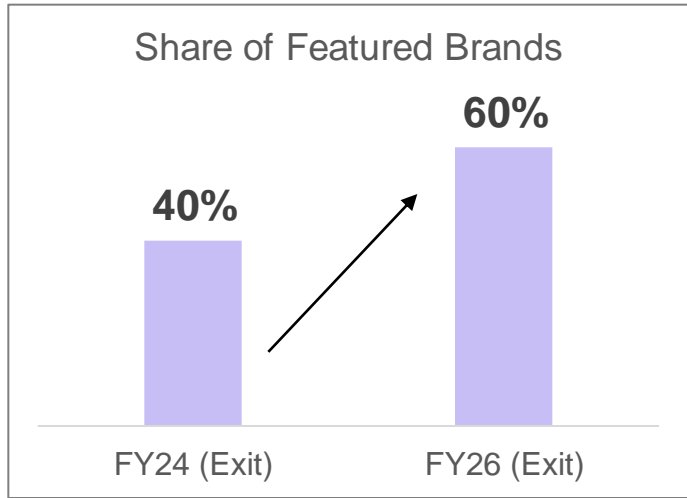
Below the table, it says 'Best Price from: ₹415.11/pc' and a 'Select Shade' button. A callout box with a dashed blue border points to the 'FEATURED' and 'OFFER' tags, with the text 'Tag for each SKU'.

A screenshot of the app's product discovery page. It features a search bar at the top, followed by promotional banners for 'EXTRA 1% OFF' and 'Unilever International 130% Profit Margin'. Below these are category tiles for 'Featured Brands', 'Soaps & Body Wash', 'Talcum Powder', and 'Sunscreen'. At the bottom, a 'FEATURED BRANDS SPECIAL OFFER' banner highlights 'medimix' brands like 'POP' and 'VEGA' with an 'Extra 1% off on ₹1000+ orders'.

Tech Initiatives Planned

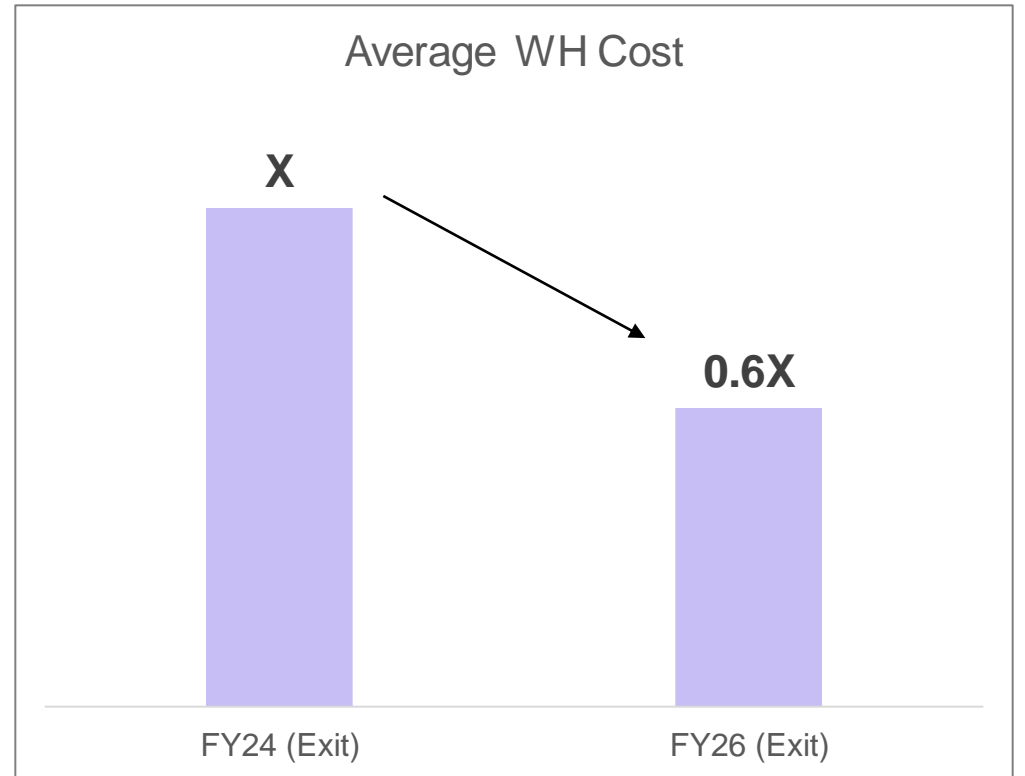
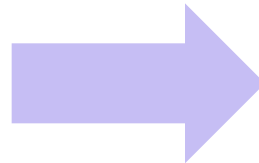
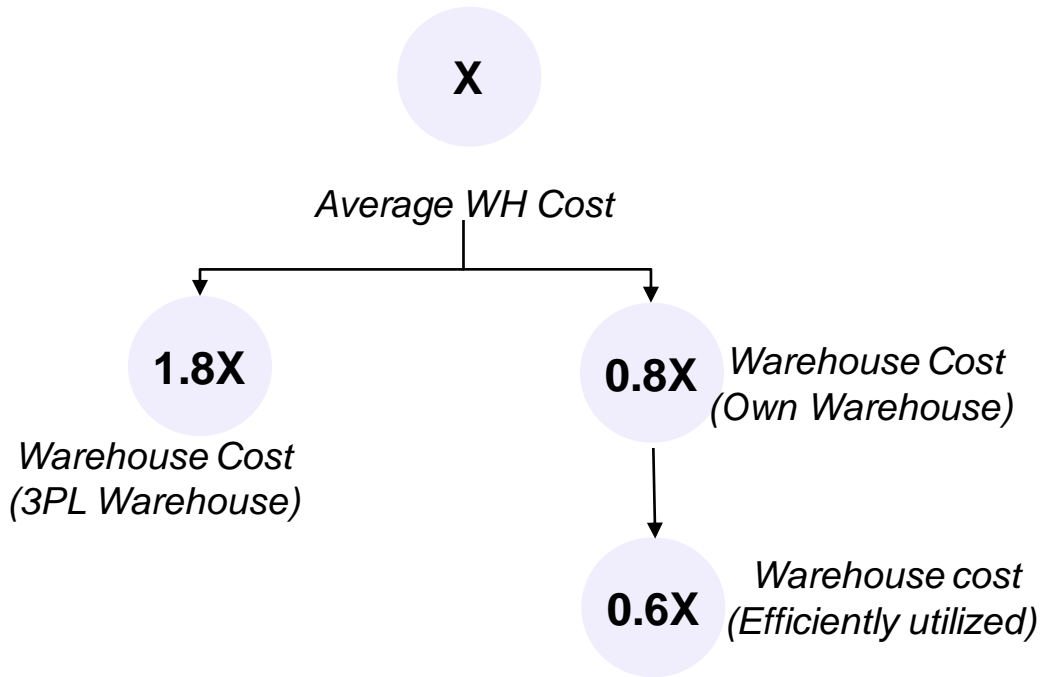
- Boosting Featured SKUs
- Loyalty program for Featured portfolio
- Brand funded Loyalty program
- Item-Item Recommendation
- Offer Assistance on Buying journey

Gross Margin Improvement By Better Order Quality (2/2)



Gross Margin (Q4FY24) to Net Revenue : 11.6%

WH Cost Improvement By 3PL to Own Movement & WH Efficiency



Initiatives To Improve Operational Efficiency & Focus Areas

3PL to Own
WH Movement

Handling Inners/Case
in WMS

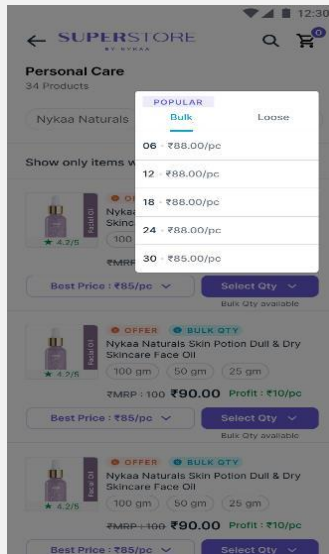
Paperless Picking +
Pick Path Optimization

Improve picking & pack
efficiency via
WH automation

Fulfilment Cost Improvement By Operational Efficiency & WH Strategy

Handling Inners/Cases

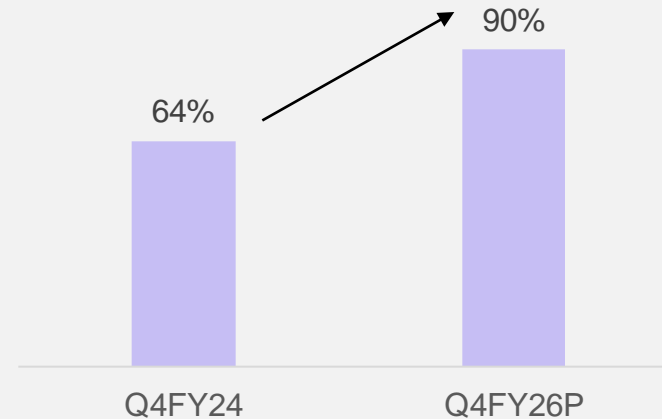
- Store and Ship in Brand Boxes
- Selling in Inners/Cases



Improve AOV and packaging cost

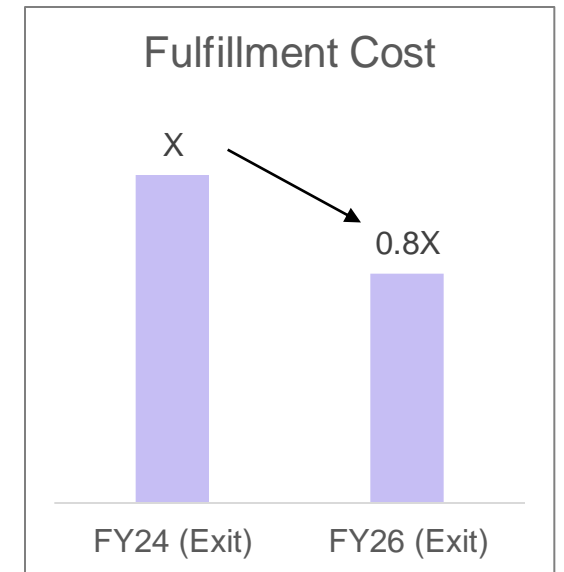
WH Location Strategy

% Orders within economic proximity to WH



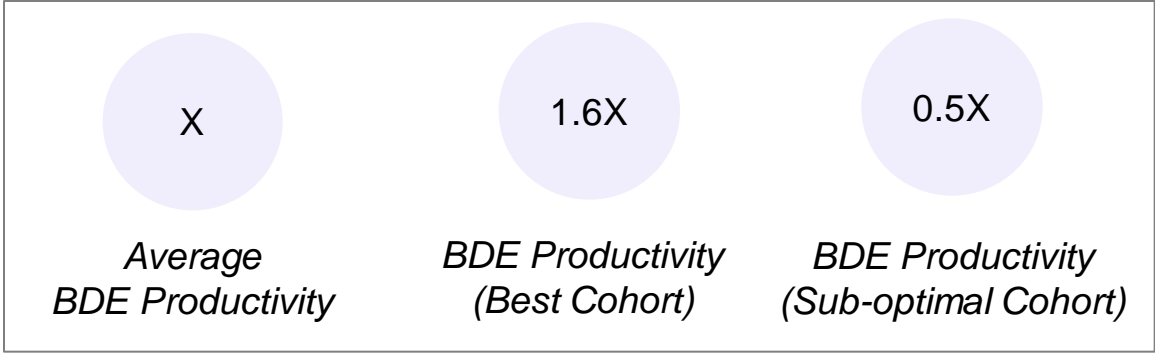
WH location planned to achieve 90% order mix.

Improve Freight cost

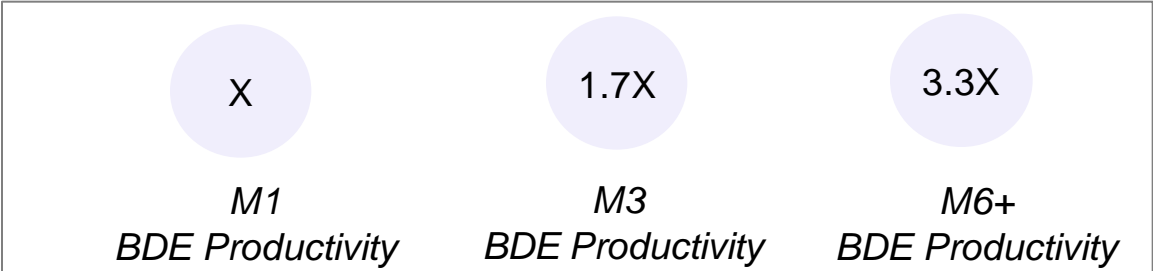


S&D Cost Improvement By Better BDE Productivity

Productivity by cohort

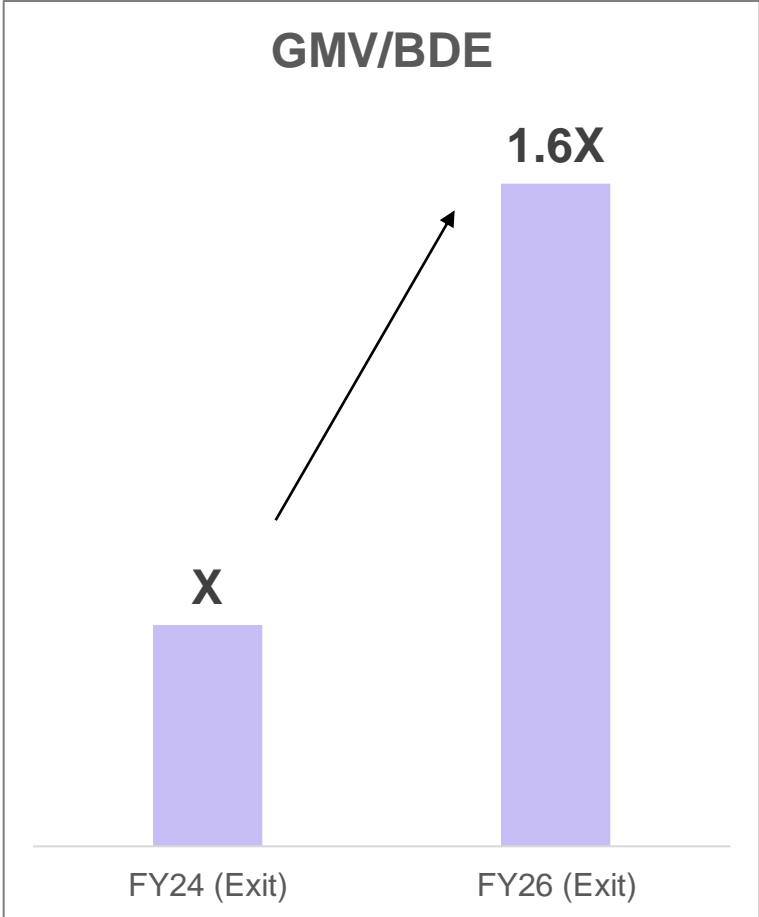
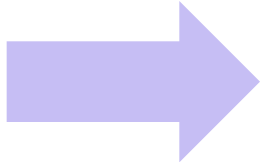
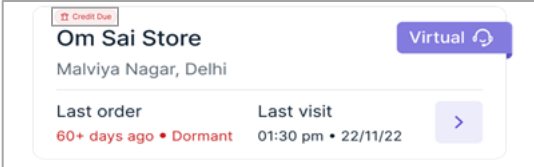


Productivity improves with ageing



Covering More Outlets Via Technology

Increasing coverage by providing the BDEs with the right information at the right time & allowing “virtual visits”





Ambition To Reach 3-5% EBITDA at Scale

	FY24 vs FY23	FY26E vs FY24
EBITDA margin Improvement	2200 bps	2000 bps
	Mid Term Ambition	
GMV	~9x of FY24	
EBITDA Margins	3-5%	

N

NYSAA
نيسا

The Evolving GCC Landscape

GCC – strong demographic and economic outlook

Population 59m



KSA

Historical Change & Modern Evolution

- VISION 2030
- NEOM
- Seasons and Festivals
- Growing Tourism (2025- 50MM)
- Liberalization



Qatar

Natural Gas Reserve

- High GDP PC
- Strategic Investments
- World Class events & Tourism
- Strong Banking sector



Bahrain & Oman

- Strategic location
- Stable Political environment
- Strategic Investments



UAE

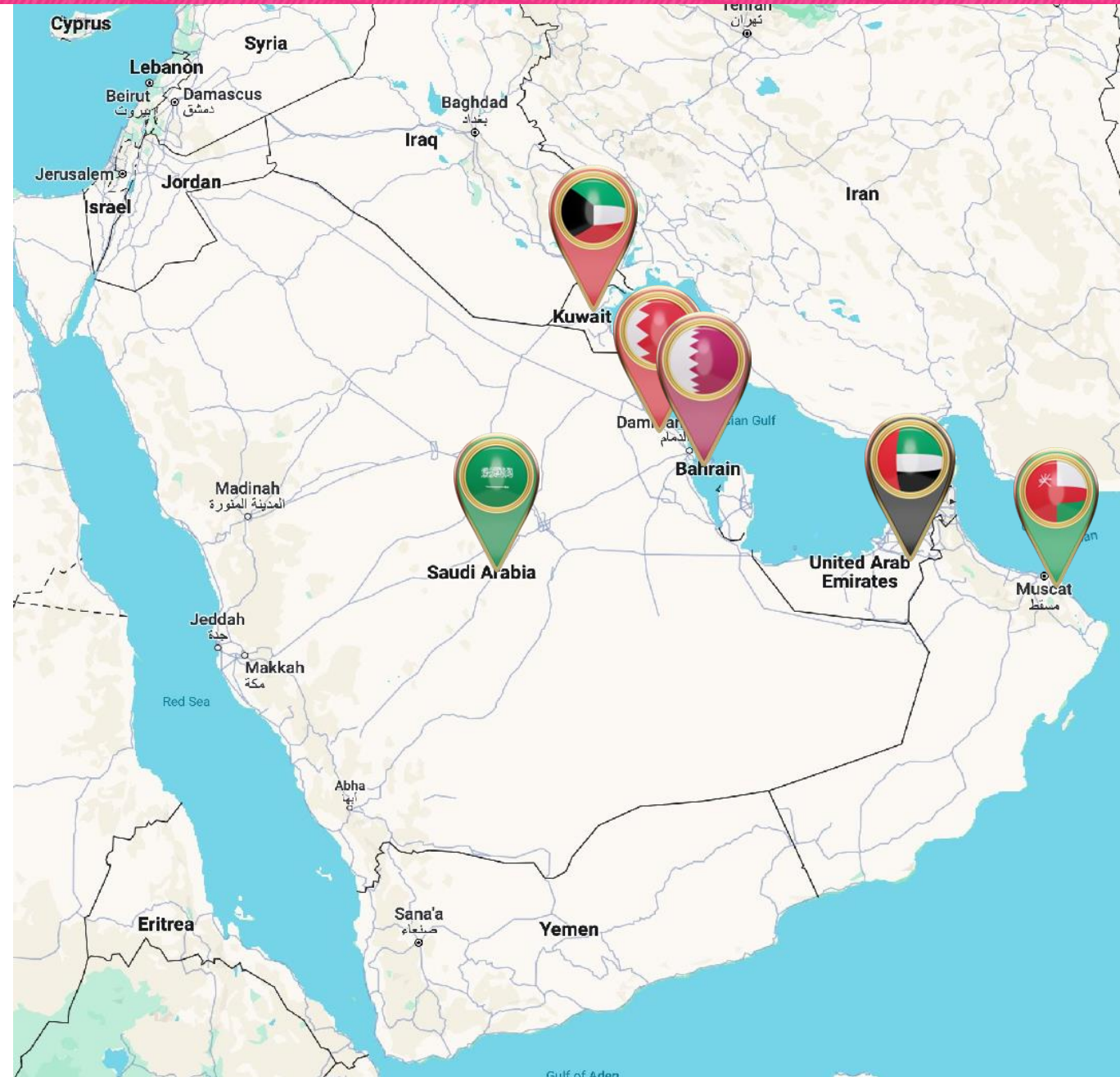
Long term Social Development

- Innovation & Liberalization
- Attracting World Population
- Central Hub: 91 Million Airport Traffic 2024



Kuwait

- High oil reserve GDP PC
- Strategic Investments KIA
- Strategic Location



Attractive beauty market with high per capita consumption

\$30bn

BPC Market Size
(ecom Approx 10%)

\$500+

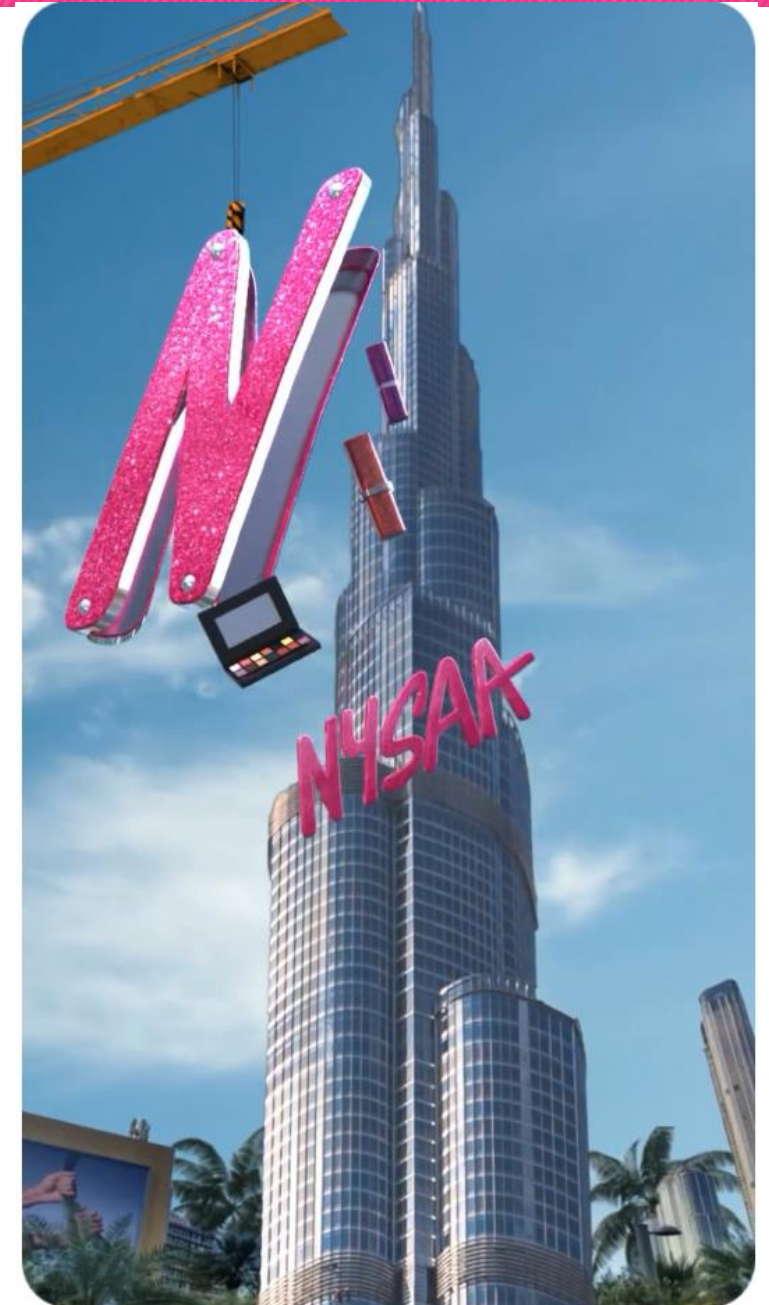
BPC Per Capita Spend
(Highest in the World)

40%

Female Population

~40%

Population Under 25yrs



Current Competitive Landscape

Prestige Beauty Retail
Market 2023

Retail ~1.9bn

Department Store

HARVEY
NICHOLS **Debenhams**
bloomingdale's

Beauty Chains Multi Retailers

SEPHORA
FACES
NYSAA

**Beauty
Ecosystem**

Stand Alone Brands & Local Chains Boutiques

CharlotteTilbury
KIKO MILANO **NARS**
**MAKE UP
FOR EVER**
PROFESSIONAL - PARIS

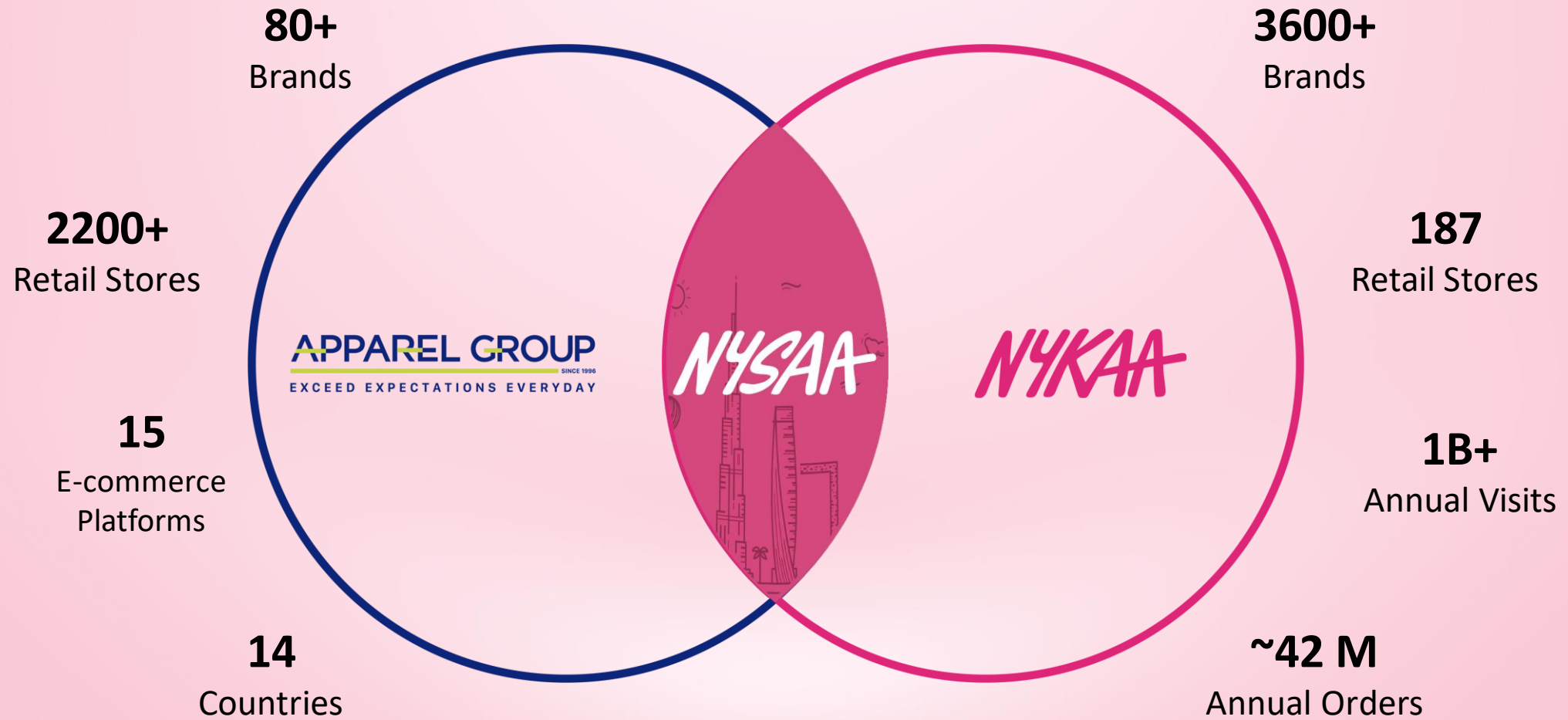
Ecom & Cross Boarder


**cult
BEAUTY** **amazon**
LOOKFANTASTIC

STYLED BY QUNASS
RAMADAN READY

**Nysaa
Enters the
GCC
Beauty Market**

Strategic Partnership



Our Ambition

To Standout In The Middle East

With An Experiential Multi-beauty Retail Concept

**To Engage Customers At Every Level of Their
Beauty Journey –**

From Online to Instore, & Beyond.

Our Brand Pillars

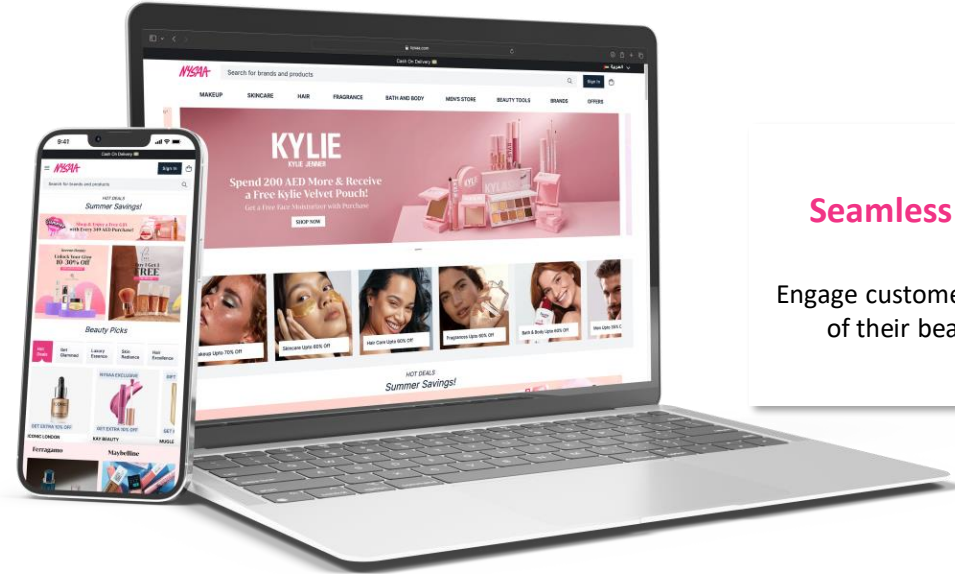
Superior Service

Your beauty expert, helping you to make the best choice



Seamless Shopping

Engage customers at every level of their beauty journey



Loved by All

So many shades to beauty



Distinctly Memorable

A Treat for her



Nysaa

Launched - March 2024

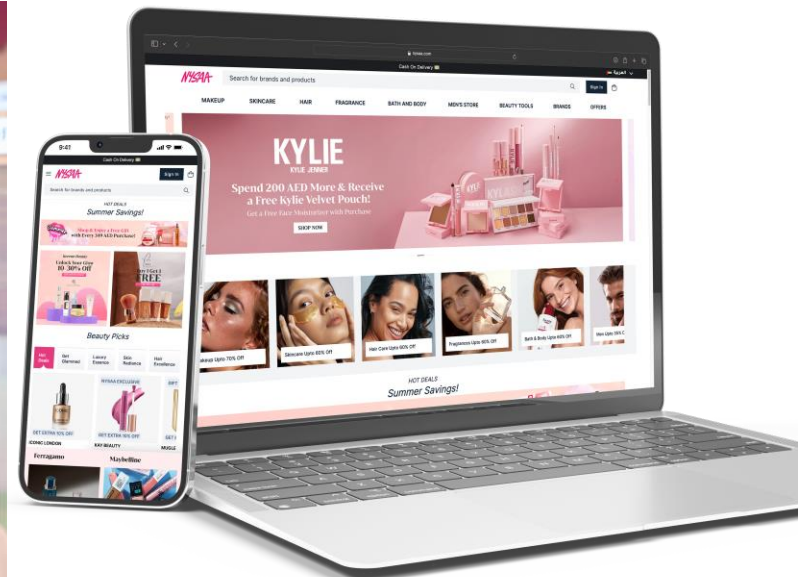


STARRSKIN[®] VIP

THE GOLD MASK

REVITALIZING LUXURY
BIO-CELLULOSE FACE MASK
MAGNIFICENT REVITALIZING
DE LUKE PH. BIO-CELLULOSE

Replicating Our Successful Omni Channel Playbook in GCC



Promising Performance Since Launch

Online Share

YTD 10%
June 18%

Average Order value

Offline \$76
Online \$55

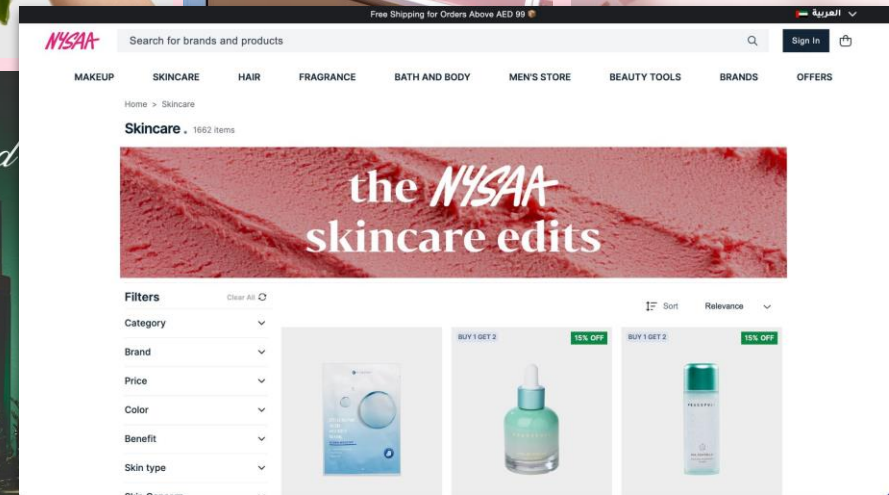
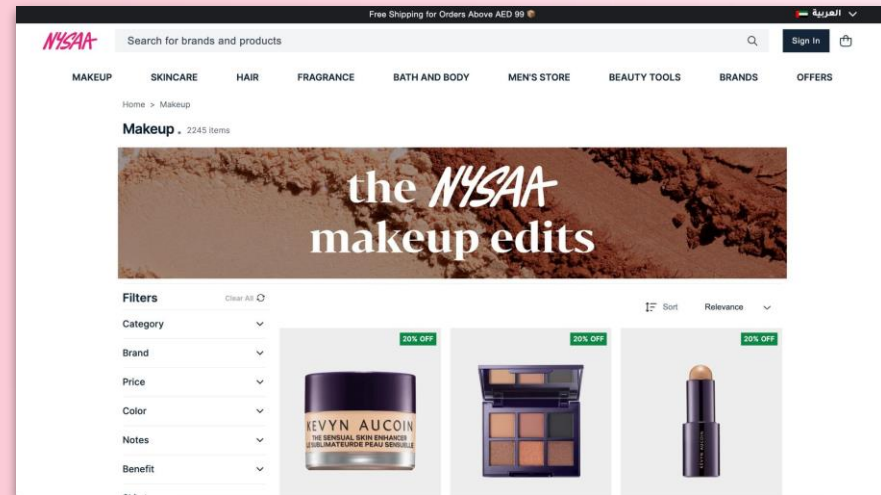
Category Mix

Make Up 65%
Skincare 25%
Fragrance & O 10%

Store ARR

\$2m

Key Brands Curated Online & in Store



Brands

+60 Offline +200 Online



Nysaa Vision

Nysaa Vision

Launch 70 stores in 5 years

Aim to reach 7% share of
the GCC Prestige Beauty
Market in 5 years



Forward looking statements are subject to inherent risk and the Company, therefore, cannot guarantee that they shall be realised.



NYSAA

Beauty in Every Vision



NYKAA
FASHION
Stay Stylish

India online fashion is a \$50 bn opportunity



Premium fashion market in India is expected to become **3.5x** by 2030

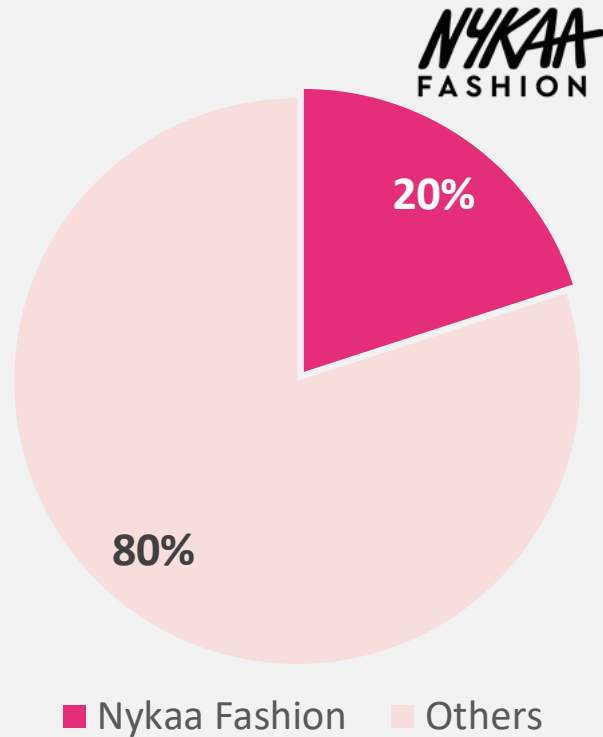
Source: Redseer Estimates (CY22 and CY27),

* Overall Fashion Market Size

** Conversion rate: 1 USD = INR 80

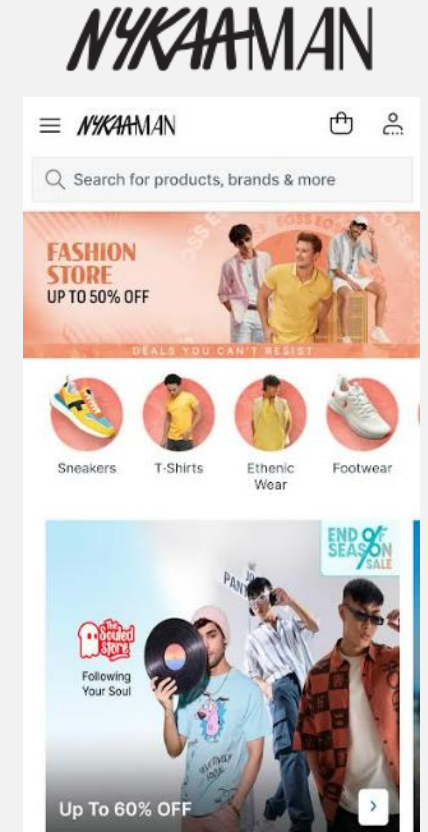
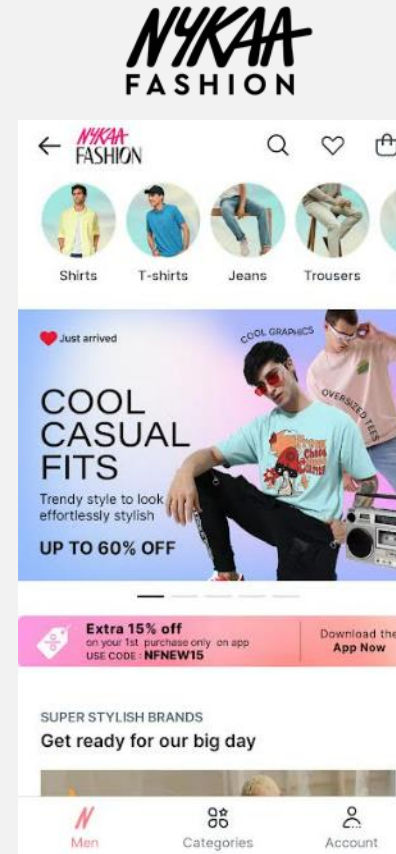
Premium Fashion expected to continue to grow 20% - 25% CAGR, faster than overall fashion

Nykaa Fashion's market share in women's online premium is 20%



\$1.3 bn

Building up assortment to serve the equally important men's premium segment



\$1.6 bn

Source: Redseer Estimates, Meta, Bain & Co.

* Overall Fashion Market Size

** Conversion rate: 1 USD = INR 80

Nykaa Fashion is building the premium fashion market in India

The Market gap

- 1 No platform for a **Premium** fashion customer
- 2 Lack of focus on **Customer Education & Trends**
- 3 **Limited avenue for brands** to showcase their latest styles

Same market gaps we witnessed Beauty when we entered the Beauty market

Why Nykaa

- 1 Deep understanding of **Premium women** customers
- 2 Strong existing **tech capabilities** to power discovery & purchase
- 3 Ability to build with the **right unit economics**

Replicating the Beauty playbook for both customers & brand partners

The Change NF brought in

- 1 NF: Unique platform for customers to engage with **latest trends**
- 2 NF: Focusing on **curation and discovery**
- 3 NF: a **preferred partner** for **premium** global and local brands

Strong product market fit allowing fast and efficient scale

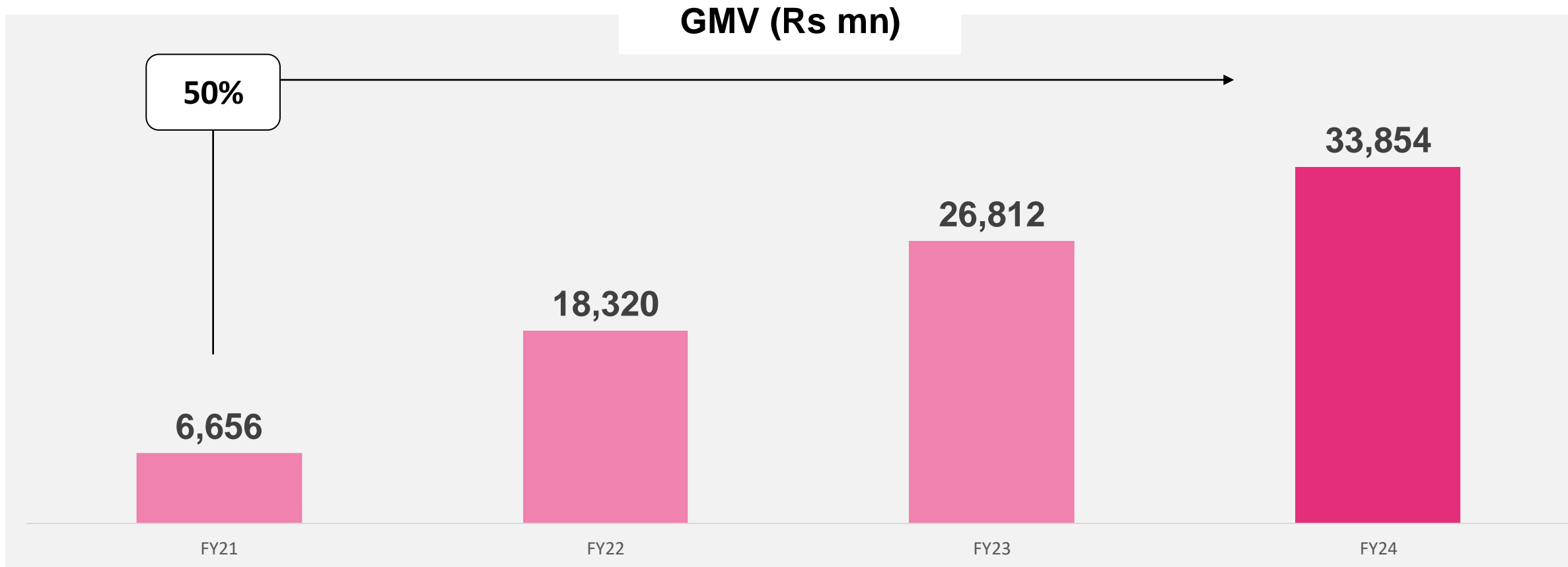








Nykaa Fashion has witnessed high growth since inception – demonstrating strong product market fit



NSV of Rs 9,878 mn in FY24

2x AOV
[vs industry average]

2x ACV
[vs Industry Average]

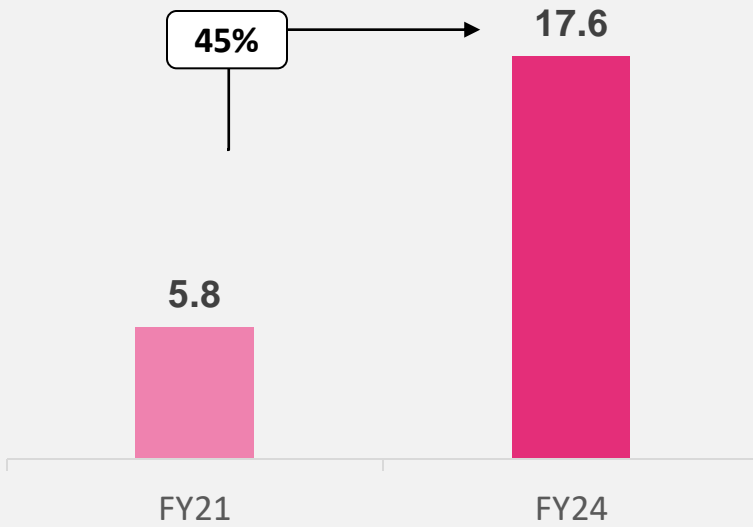
5x
Top quartile customers
[vs Industry Average]

6 mn+ premium cumulative customer base with high purchase affinity

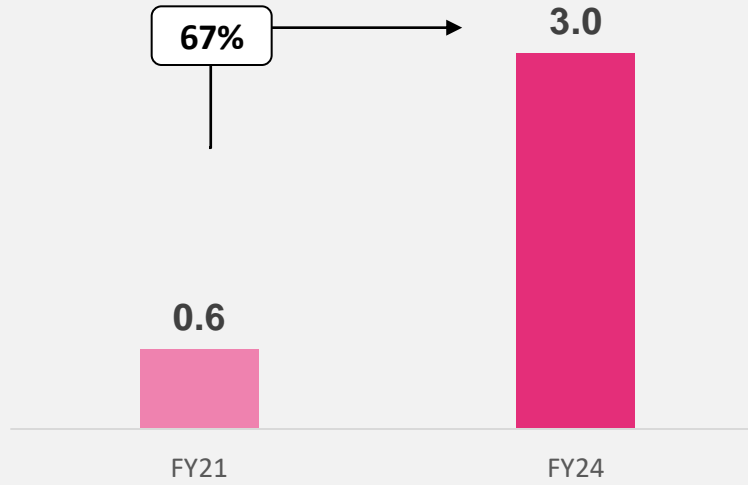
% 3-year CAGR



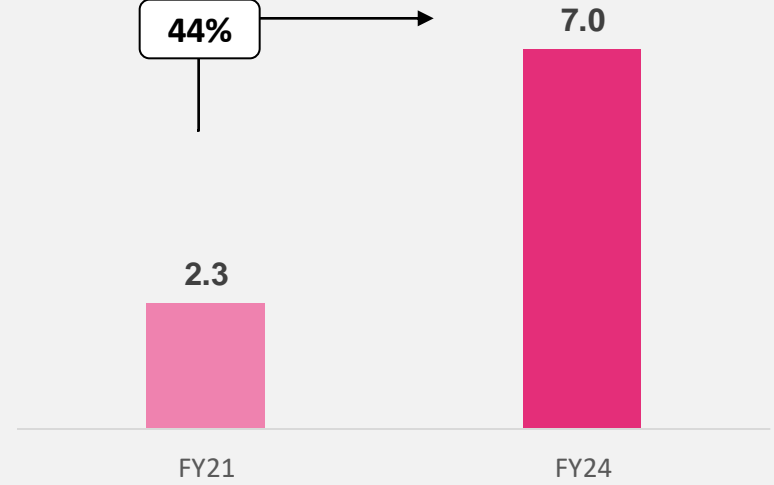
Monthly Average Unique Visitors (mn)



Annual Unique Transacting Customers (mn)



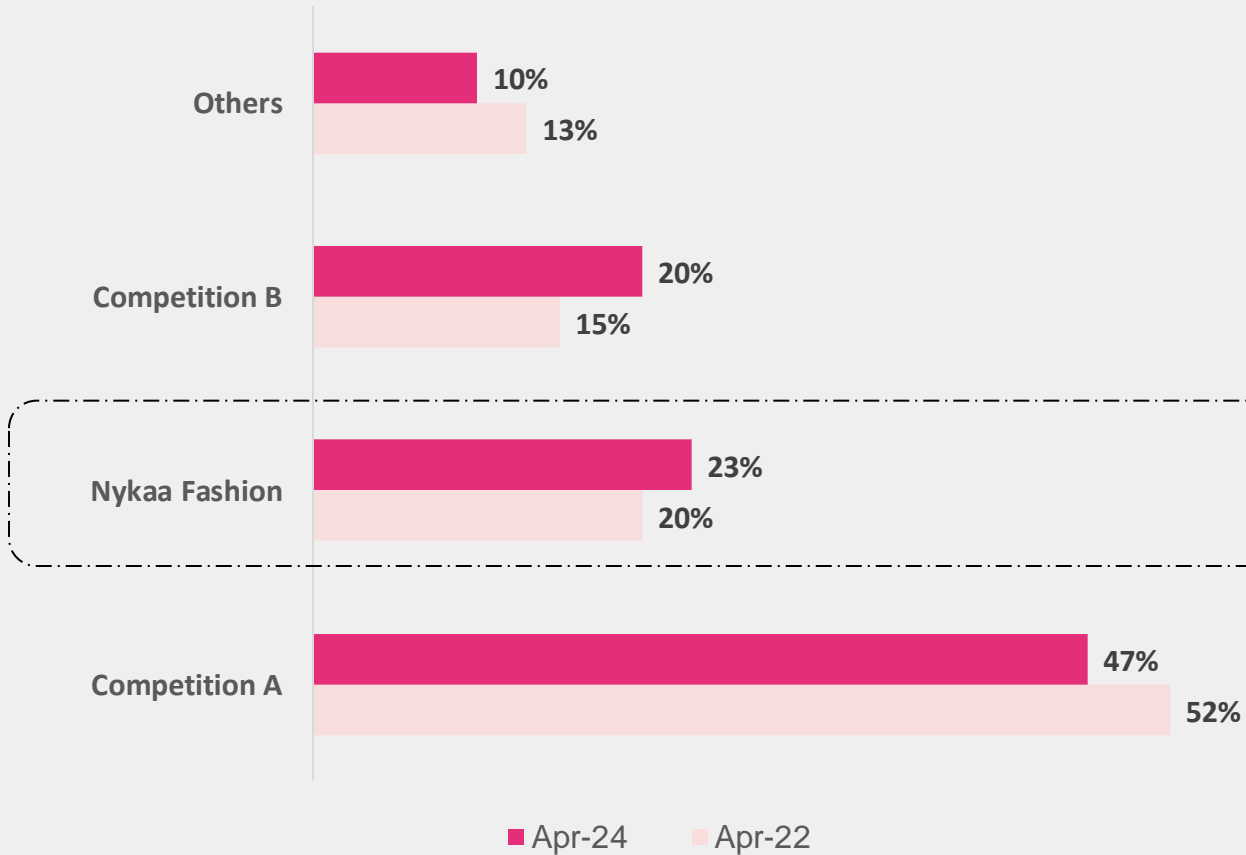
Orders (mn)



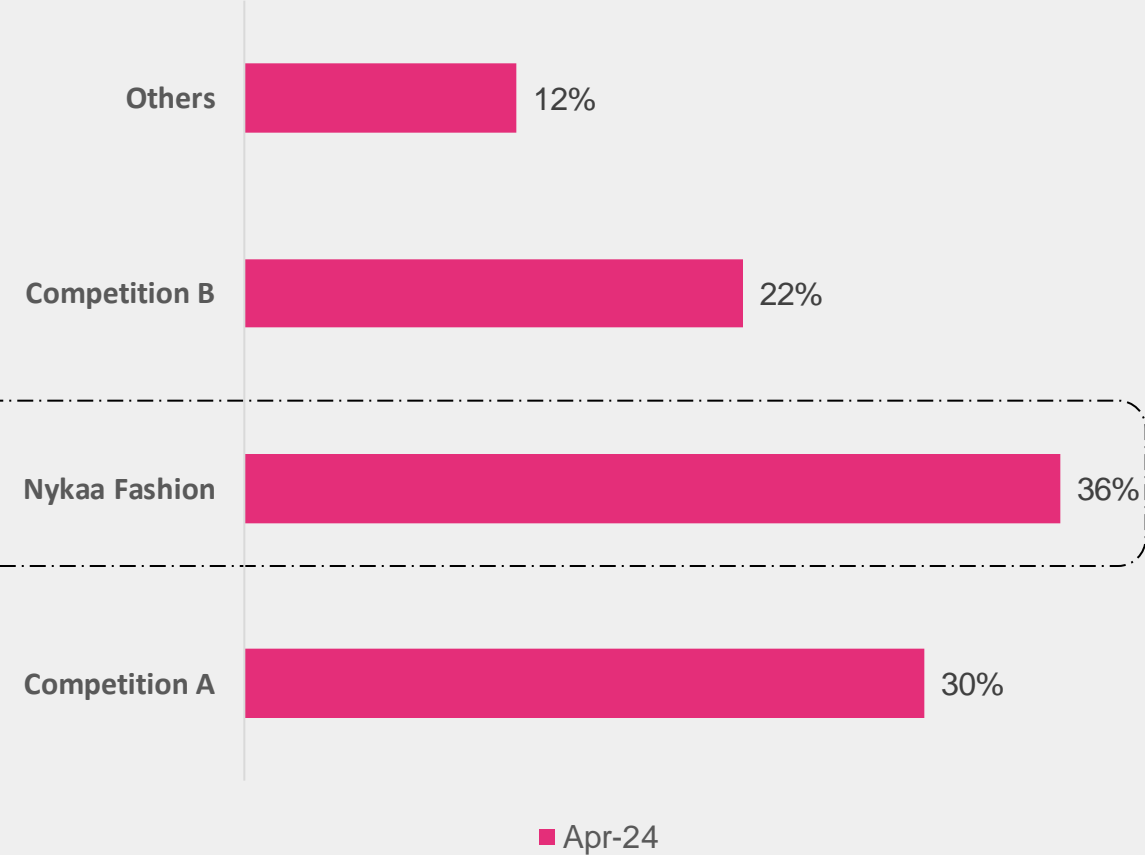
1.5% 2.9%
Order to unique visitors

Nykaa Fashion - 2nd platform of choice among India consumer within 4 yrs of launch

2nd platform of choice among consumer for online fashion



#1 platform of choice for latest trends/style



Best AOVs
2x Industry Average



New Season Sales
2x Industry Average

**Delighting
customers by
putting them
at the heart
of what we
do, everyday**



1. The most fashion forward, curated assortment for premium women across subcategories, price points & occasions



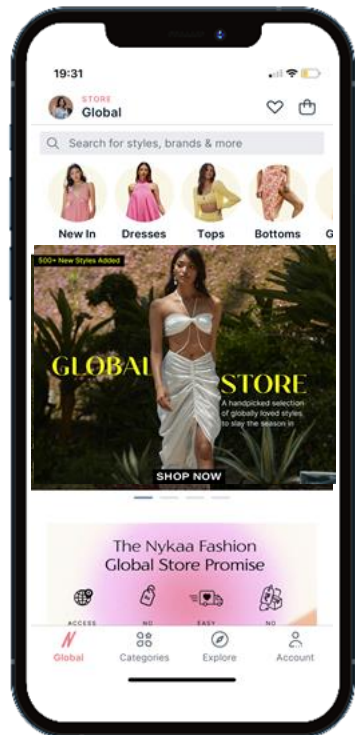
*2. By inspiring them to “Stay Stylish” with **trend first conversations, fresh browsing experiences** that make fashion fun*



*3. By deep data analytics able to personalize for this customer providing a **deeper relationship** with each customer*

Pillars behind the scale and growth

Global Store



650+ Brands

Hottest Global Styles

Hidden gems



300+ Brands

Niche, Homegrown Labels

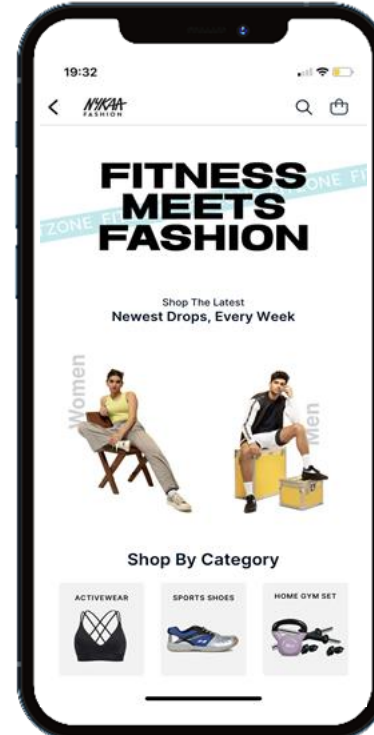
Luxe Store



300+ Brands

Coveted luxury brands

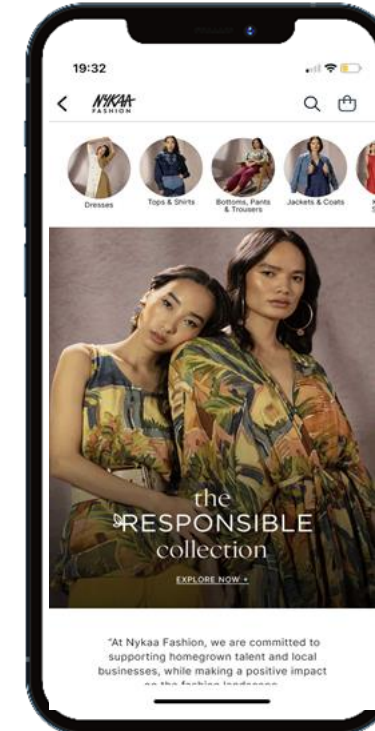
Fitzone



350+ Brands

Fitness & Sports Discovery

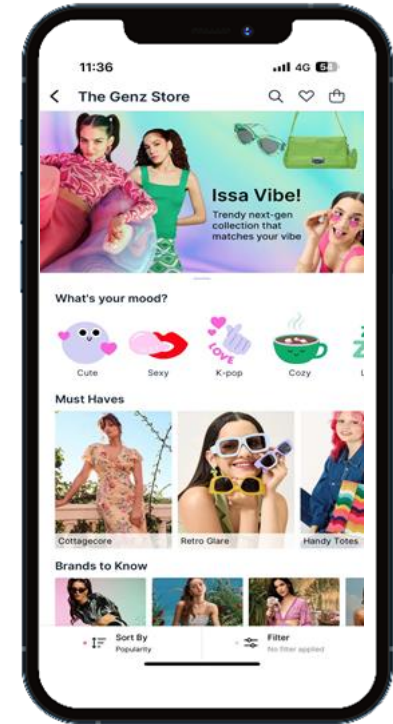
Responsible Collection



600+ Brands

Sustainable Collections

GenZ Store



100+ Brands

Curated Gen-Z inspired trends

Driving customer delight through a stylish, curated assortment

Emphasis on quality & curation: only onboard brands that meet the NF trend & quality standards

Continuing to double down on **trend first conversations on & off-site through thoughtful curations**

Making NF part of “**everyday big moments**” in our customer’s lives

THE INDIE-STORE

Most celebrated ethnic brands

THE INDIE STORE



Shop Now →

Flat 50% off

Up

Influencer faves, just a click away



Spotted on celebrities, loved by influencers

TISSUE SAREES

Gleaming sarees to perfectly compliment your wedding season looks

STARTING FROM ₹1499

Why we love it : Fits for every body type

DENIM DOWNLOAD

Round-the-clock jeans from tailored styles to relaxed shapes

UPTO 70% OFF

Skinny Fit

Straight Fit

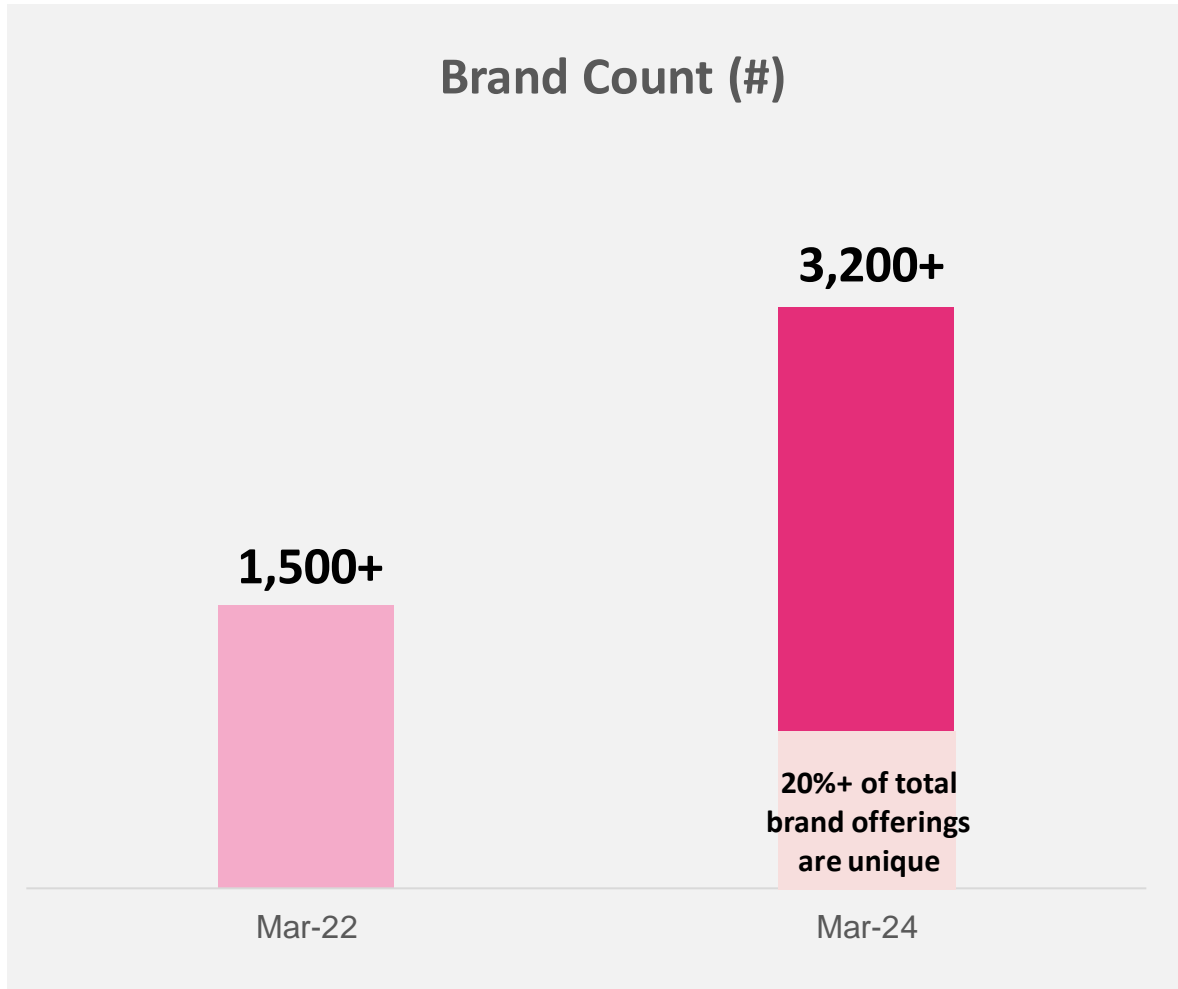
Baggy Jeans

The Baraati Store

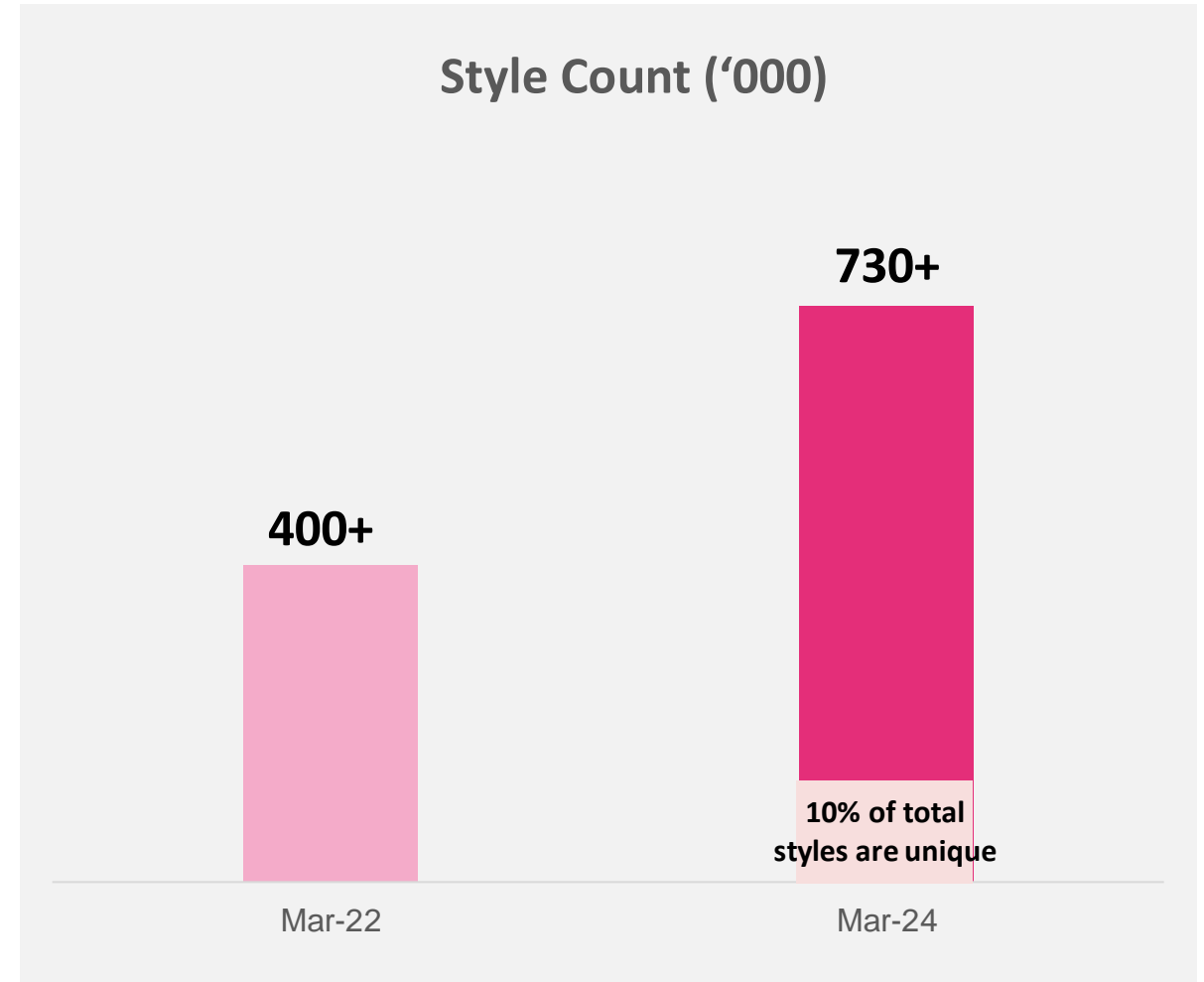
Your guide to be the best dressed Baraati



Strong connect with brands to offer a differentiated curated collections



Bringing the best of brands from the country and across the world



Wide assortment of curated premium offerings with latest styles and trends

Bringing the best of the global brand offerings to Indian consumers

REVOLVE



CIDER



Hidden Gems: Driving focus on Niche Homegrown Labels

Indian wear



Chic and Timeless
Ethnic Fashion!

OUR LATEST KURTA SET COLLECTION

SHOP NOW

|| सप्त श्री ||
Label Shaurya Sanadhya



DIMPLE DESIGN STUDIO



LABEL AISHWARYIKA

KURTAS
from work wear to festive

CHIKANKARI ATELIER

SHOP NOW



KARAJ
JAIPUR

Sharara

Karaj Luao

Western wear

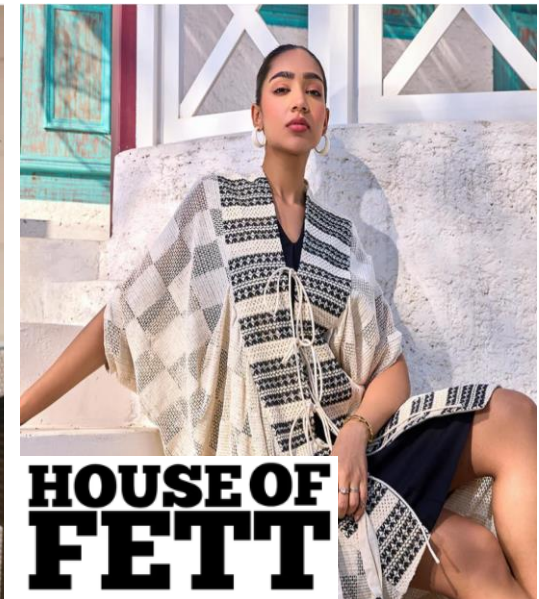


SEAS THE DAY

ORDINAREE



it girl



HOUSE OF
FETT

Revolve: Next-generation fashion retailers for Millennial and GenZ consumers



REVOLVE

1,200+
Brands

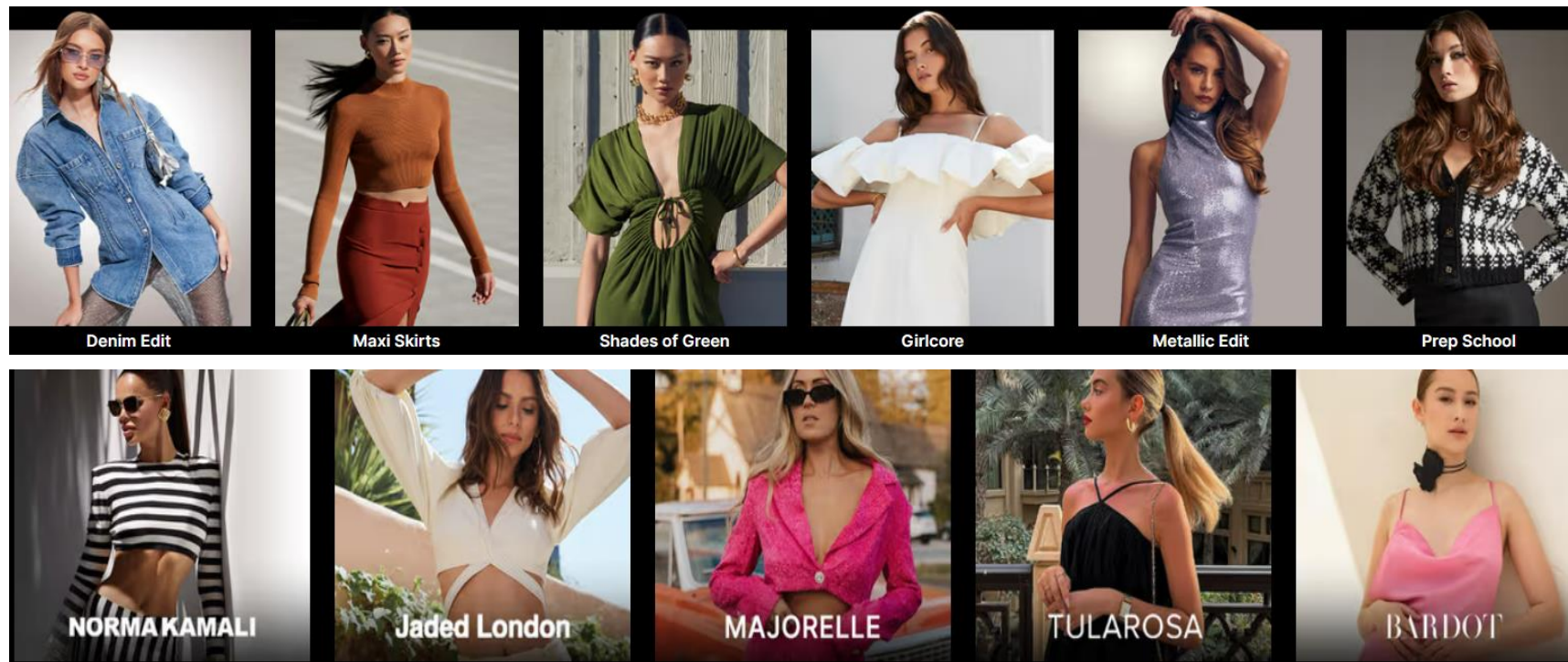
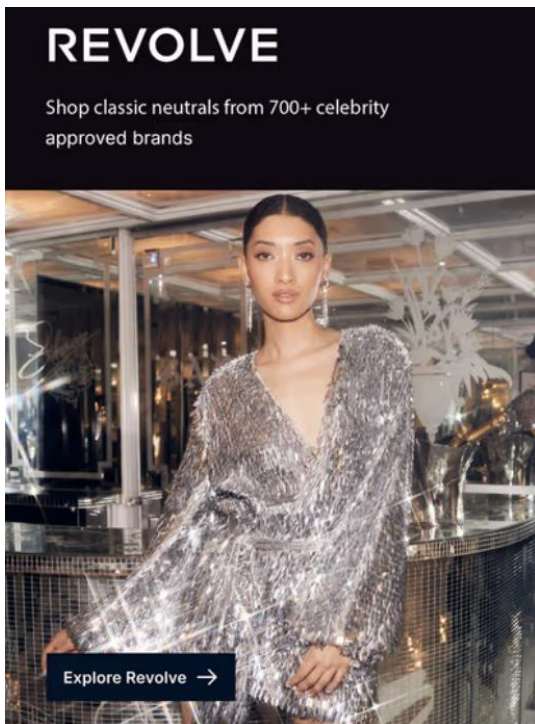
1,00,000+
Curated styles

150+
Countries
(drop ship)

1,450+
Employees

\$1.1 bn
Revenue (2023)

Revolve X Nykaa Fashion: Partnership beyond retailing



650+
Brands*

**Developed
B2B2C
Platform**

Access to an assortment of **differentiated products**

Hassle free consumer experience

Zero Inventory risk



Consolidated price on Nykaa Fashion



Access to Free Returns



No KYC requirement for customers



Customer can leverage all payment modes available in India

* On Nykaafashion.com as on March 31, 2024

Foot Locker Inc. – Originator and Leader in Sneaker Culture



Fortune 500
Company

\$ 8 Billion
Revenue (2022)

2,600
Stores

26+
Countries

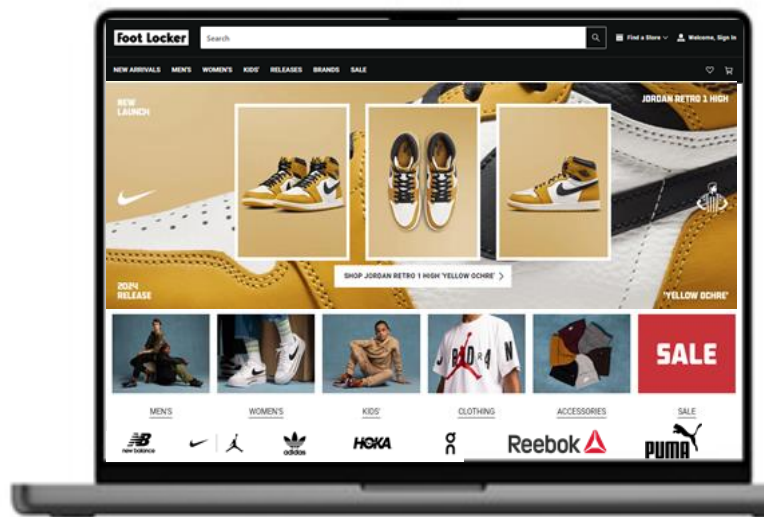
45,000+
Employees



Foot Locker

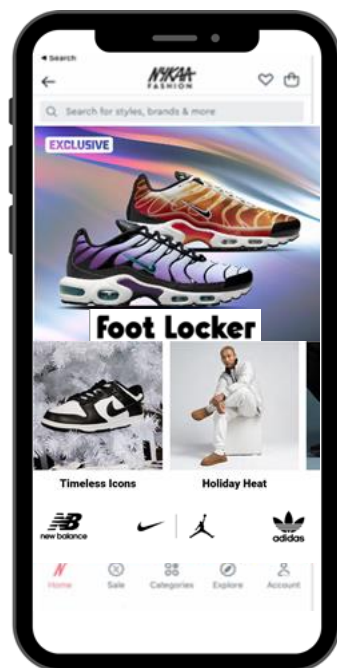
- Popular multi-brand **footwear specialty retailer** from US
- **Sneaker Culture Positioning**, Purpose led & Community proposition
- Top brands include **Nike, Jordan, adidas, Puma, New Balance, Asics, Cross** amongst others

Big Win: Foot Locker x Nykaa Fashion - Exclusive Online Partnership



Footlocker.co.in

X



Footlocker on NF



X

NYKAA
FASHION

Nykaa Fashion will serve as the **exclusive e-commerce partner**

Plan to launch **Foot Locker's India website** and **Foot Locker Shop-in-Shop** on Nykaa

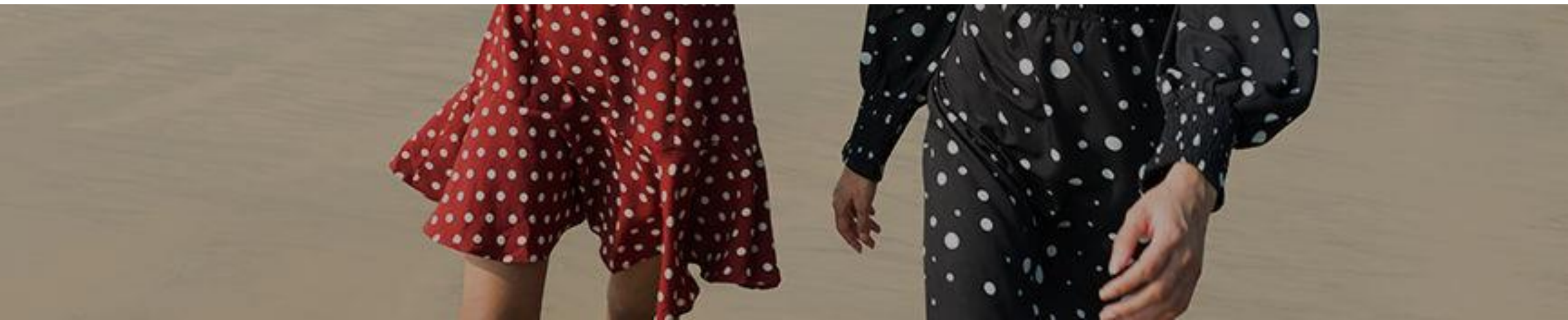
Offering will include **Footwear, Apparel, and Accessories**

Strengthens Nykaa's position as a destination for **premium curated assortment**

POTENTIAL TO BECOME THE #1 SPECIALTY ATHLETIC RETAILER IN INDIA



**Fashion Ambition –
Scaling with improving unit economics**



Nykaa Fashion ambition to grow 2.5 - 3x in the next 3 years

Growth in brand assortment



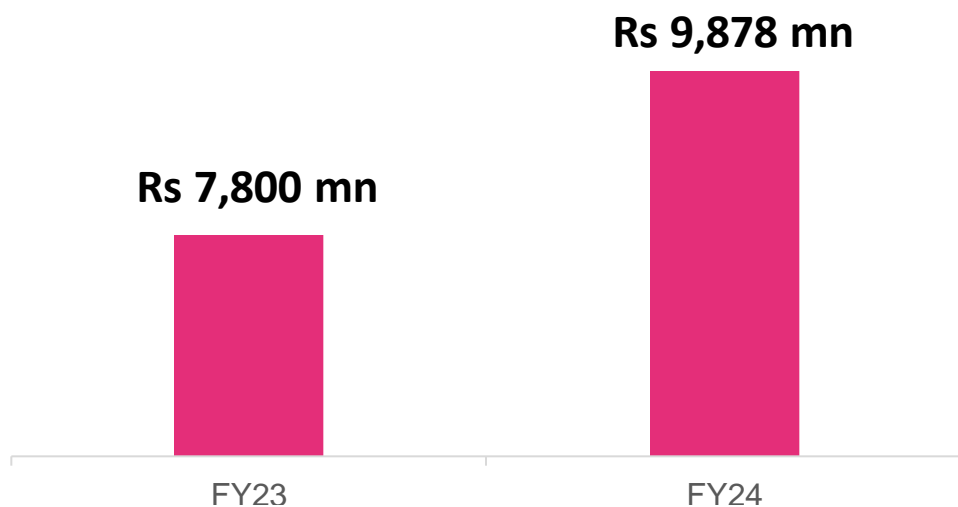
New Customer Acquisition



Increasing ACV & LTV of existing customers

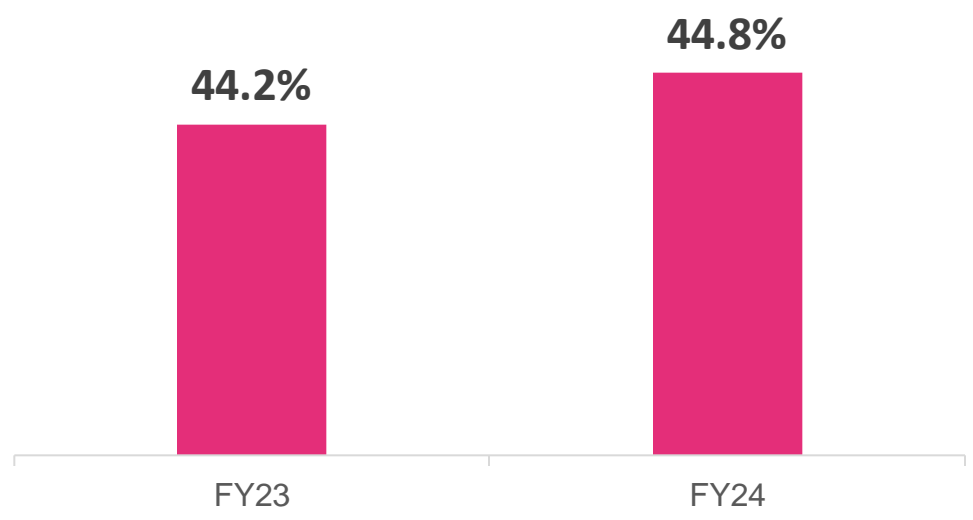


NSV Ambition



~2.5 - 3x
in next 3 years

Gross margin to see steady improvement as we scale



150 - 200 bps
Improvement in next 3 years

Fulfilment costs have been on a downward trajectory with scope for further tightening

Regionalization strategy for brands



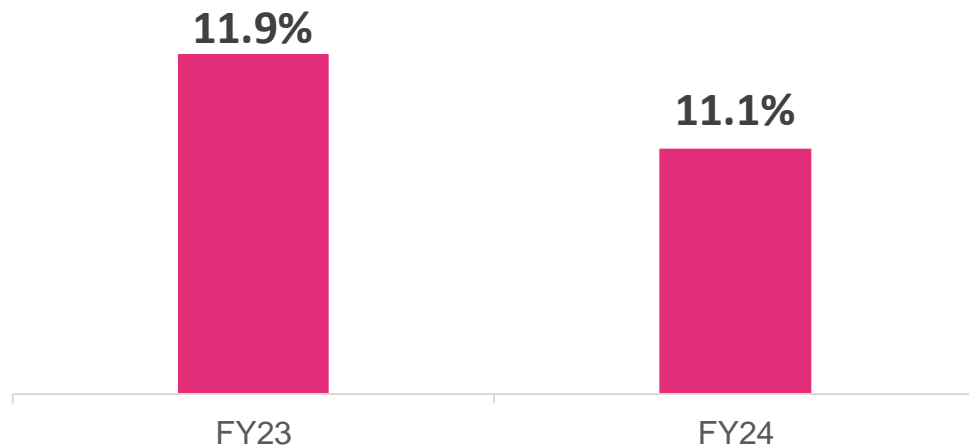
Leakages Reduction



Optimal Air/Land Shipment Mix



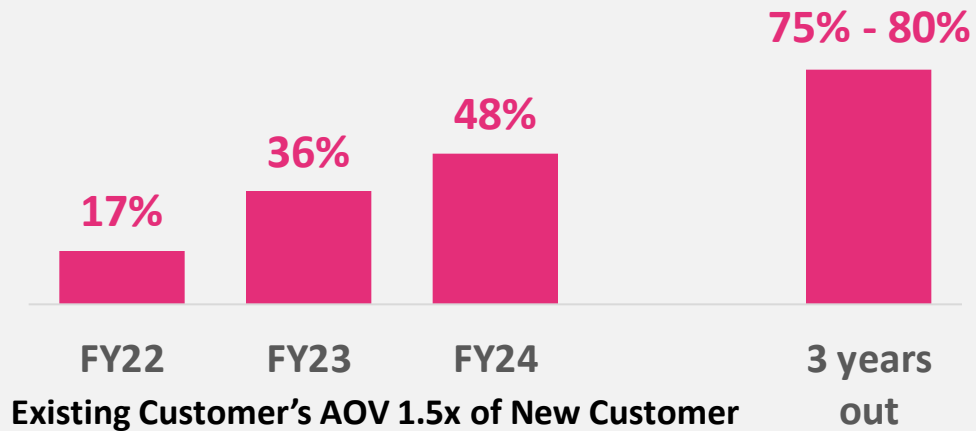
Fulfilment expenses (as % of NSV)



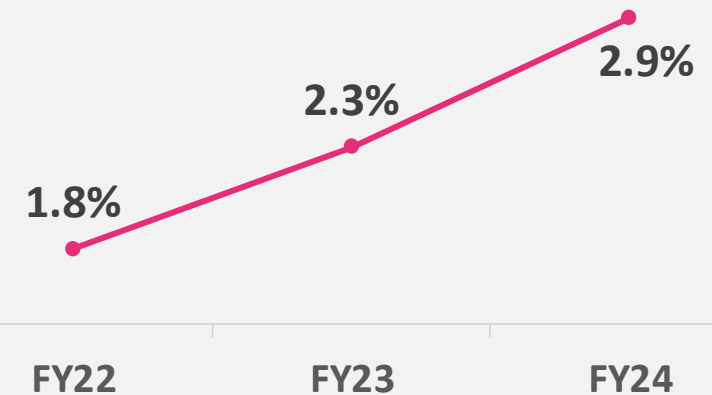
100 - 150 bps
Improvement in next 3 years

Marketing efficiency is led by a consistently improving repeat customer base

Existing customer's contribution to Fashion GMV

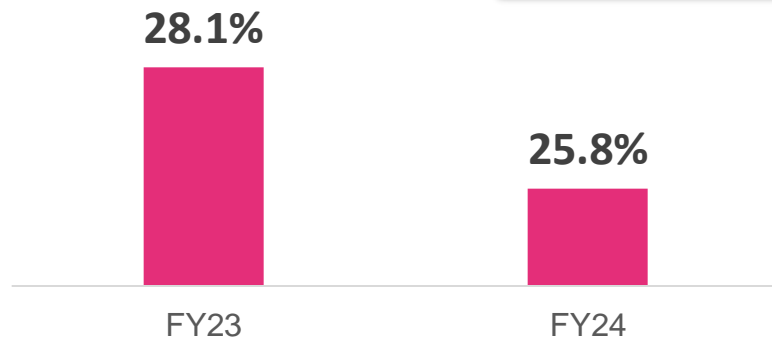


Increasing conversion rate



Order to unique visitors

Marketing expenses (as % of NSV)



550 – 650 bps

Improvement in next 3 years

Fashion following similar trend to Beauty and witnessing strong repeat behaviour resulting in marketing efficiencies

Investment in employee and fixed costs to witness minimal growth

	FY23	FY24	FY27E
Absolute cost of Overheads	X	1.1X	1.4 - 1.5X

Overhead expenses (as % of NSV)

17.1%



FY23

14.5%



FY24

500 – 600 bps

Improvement in next 3 years

Overheads to witness significant leverage with scale, similar to experience from Beauty business

* Overhead expenses include employee expenses and G&A expenses

Forward looking statements are subject to inherent risk and the Company, therefore, cannot guarantee that they shall be realised.

Significant margin expansion in FY24 with steady improvement ambition

FY24 vs FY23

FY27E vs FY24

Contribution margin expansion

↑380 bps

↑800 – 1000 bps

Overhead expenses leverage

↑250 bps

↑500 – 600 bps

EBITDA margin expansion

↑640 bps

↑1300 - 1600 bps

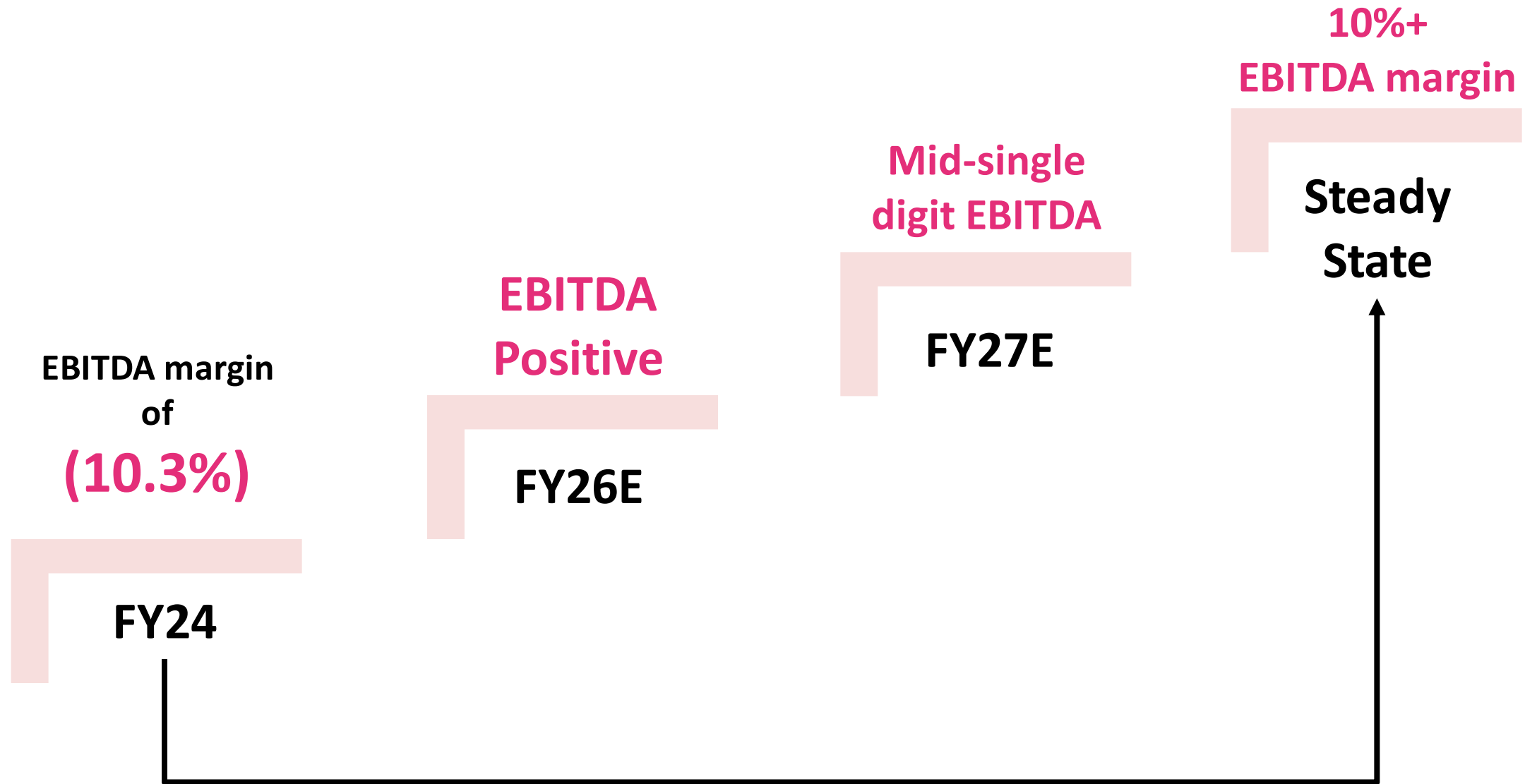
* Overhead expenses include employee expenses and G&A expenses

Forward looking statements are subject to inherent risk and the Company, therefore, cannot guarantee that they shall be realised.

↑ Denotes improvement

↓ Denotes fall or decline

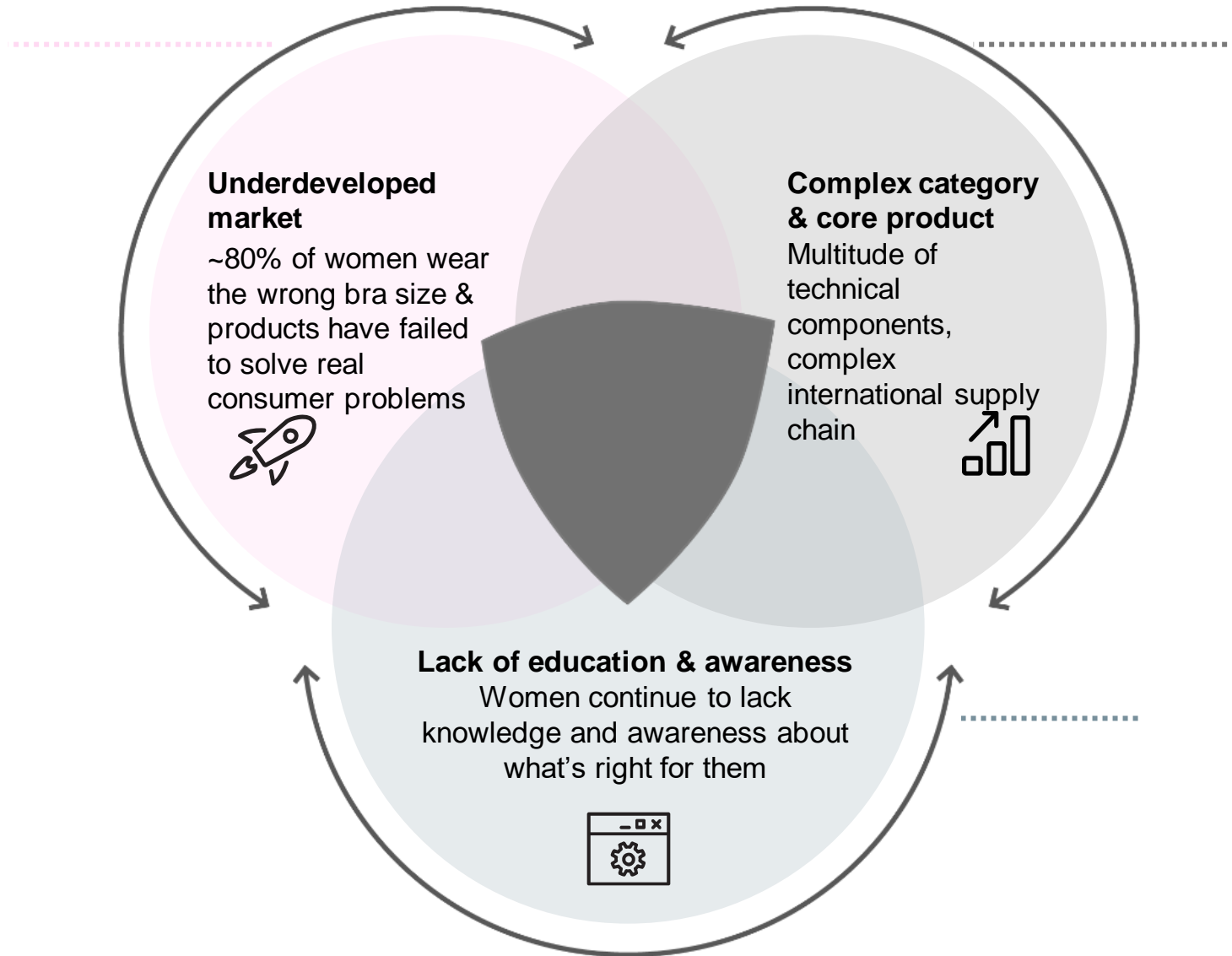
Nykaa Fashion – Path to Profitability





Nyk'd
BY NYKAA

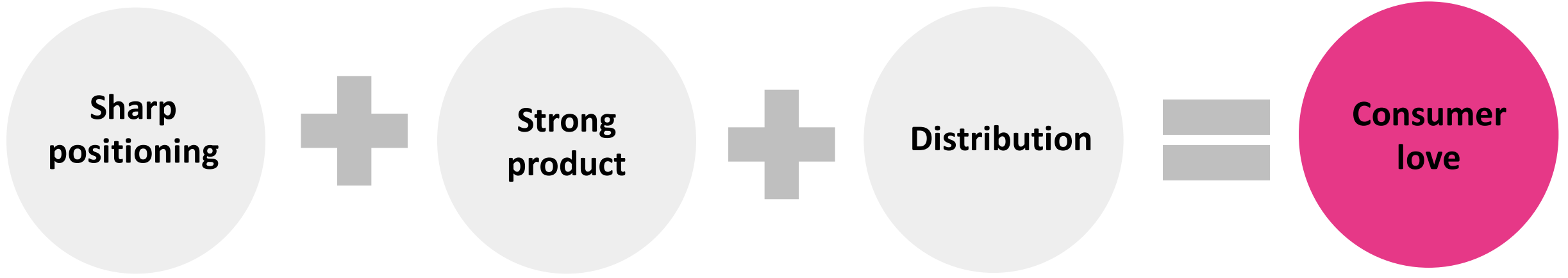
Our vision - Simplifying lingerie for Indian women



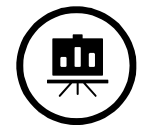
Simplifying Lingerie for Indian Women



National brand being built with strong fundamentals: Our Approach



Simplifying Lingerie
for Indian Women



World class
quality & fits



Be where the
Consumer is



Industry leading
repeats of ~25%

Key Milestones

#1
on Nykaa
Platforms

Top 3
In bras across
Amazon

<5%
Discount

2 Mn+
customers

17 EBOs

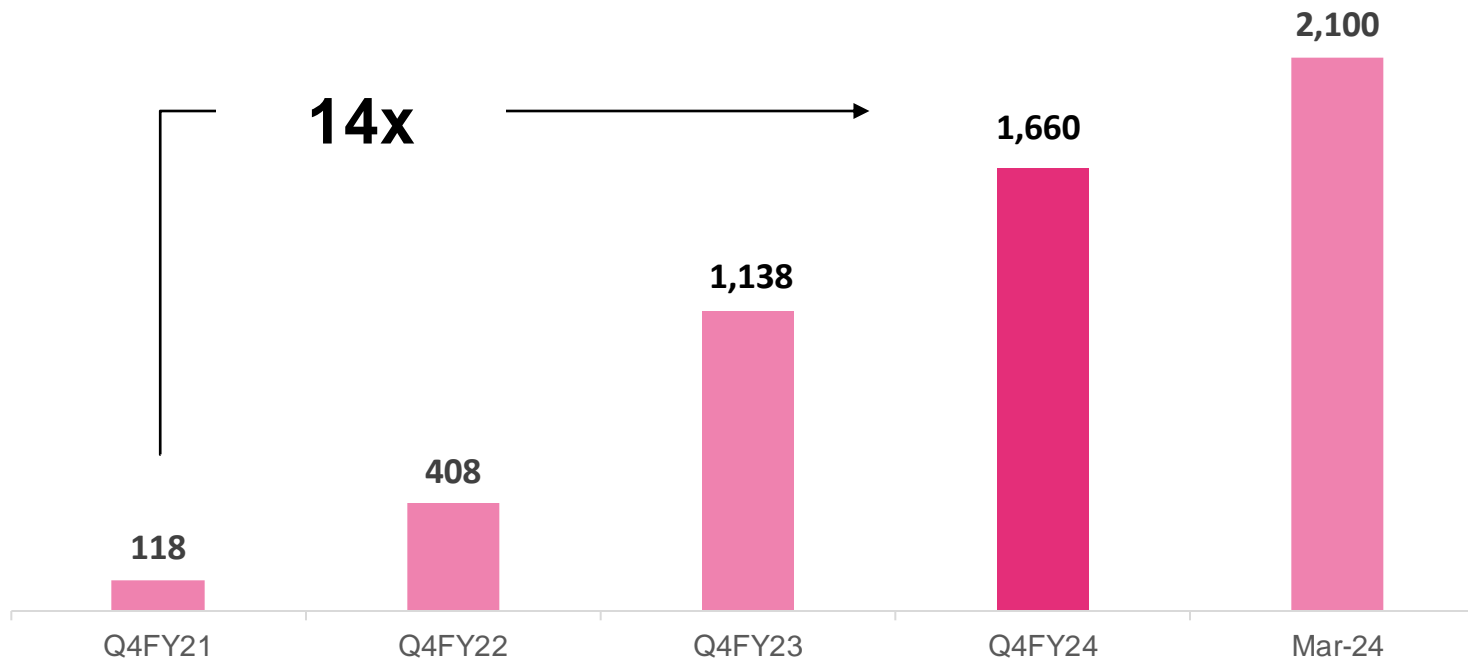
1500
GT doors

1st
Master
franchisee

D2C
Rapidly
growing &
profitable

**All channels
now profitable**

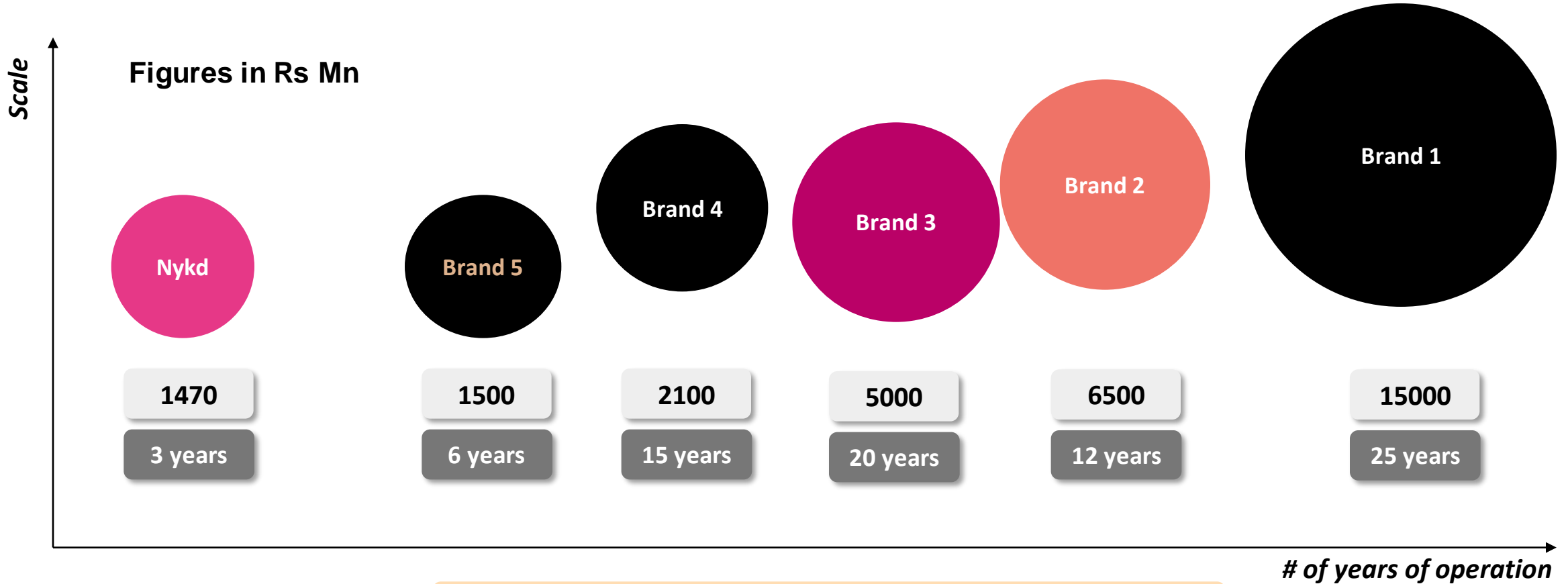
Annualized GMV run rate (Rs mn)



Achieved the scale of Rs 1,000 mn+ in less than 3 years, which took other national brands 7 -10 years

EBITDA positive for the full year FY24

Nykd already competing with the largest brands

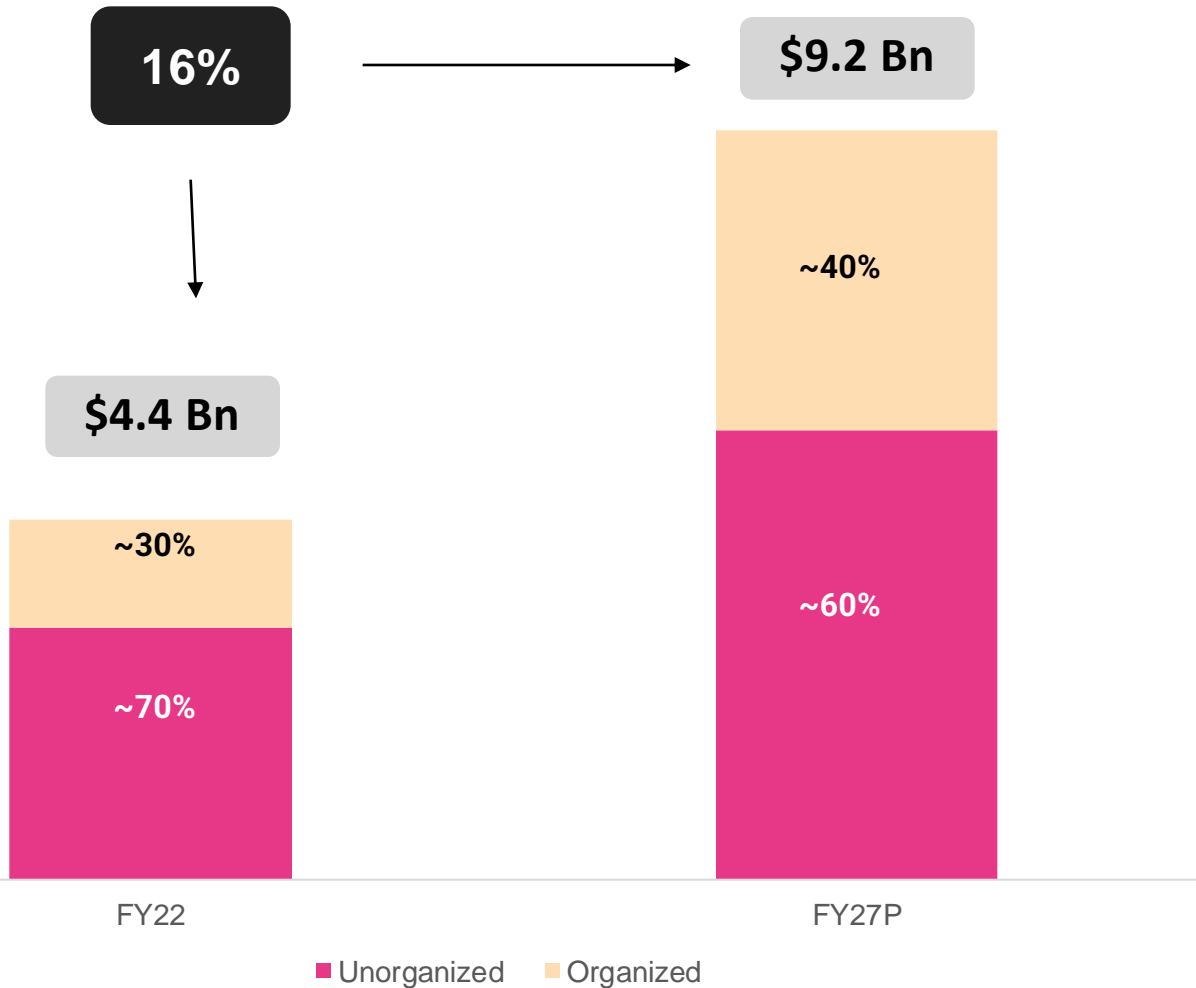


Significant headroom for distribution growth

	Nykd	Brand 5	Brand 4	Brand 3	Brand 2	Brand 1
Doors of Distribution	1500	4,000	3,000	5,500	500	40,000
Nos. of EBOs	17	30	18	50	200	600

All brands' turnovers are at GMV – approximate; taken from annual reports, market research and management estimates. Nykd numbers are Q4FY24 annualised

Large, growing Total Addressable Market size



Key trends



Brands are scaling, but continues to be unorganized

While e-commerce and D2C channels have enabled penetration, the market continues to be unorganized



Premiumization at play

Rising disposable incomes, hyper-aware consumers are now 'value conscious' and willing to pay premiums



Omnichannel is king

Lingerie continues to be a highly 'involved' purchase with offline retail continuing to be a critical lever of growth

Source: Page industries annual report; management analysis, Technavio report



Product

Nykd is built for the **real woman**, who **deserves the BEST**

WORLD CLASS PRODUCTS

01

**PASSIONATELY
RESEARCHED**

Our bras have been obsessively fitted on more than 10,000 women in at least 10 different body types making our products easy to love and live in



02

IMPECCABLE QUALITY

There are more than 17 components in a bra that are Globally sourced for the latest in technology for world class quality and workmanship.



03

**OBSESSION FOR
THE PERFECT FIT**

The tolerance we follow for our bras is 2mm! Because we know even the least amount of deviation can impact the fit of the product.



Strong pareto <> Business driven by head styles across categories



Reduced volatility
in distribution



Enhanced predictability vs trend-
oriented apparel categories



Superior control on
inventory management

No.: 07AAGCN3932M1Z5



Loved by Bhumi & 1 million+ women

The store window display is the central focus. At the top, a neon sign reads "Nykd BY NYKAA" in a white, cursive font. Below the sign, there are three panels. The left panel is titled "Decision Wears" and shows a woman in a black bra with the text "Gorgeous lace bras, to wear under dresses & tops, to feel extra special". The middle panel is titled "24/7 T-shirt Bras" and shows a woman in a pink bra with the text "Invisible under your clothes". The right panel shows a woman in a purple bra. The display itself is filled with various bras and underwear. Bras are hanging on a grid of black hangers, and several pairs of underwear are displayed on mannequins. A wooden counter with multiple drawers is in the foreground. A small potted plant is on the left side of the counter.

A promotional sign on a wooden easel. It features the Nykd by Nykaa logo at the top. Below the logo, there is a photo of three women in different colored bras. The text on the sign reads: "First 100 Customers get Free Nykd Pasties worth ₹249. Buy for ₹2999 & get a Panty Free".

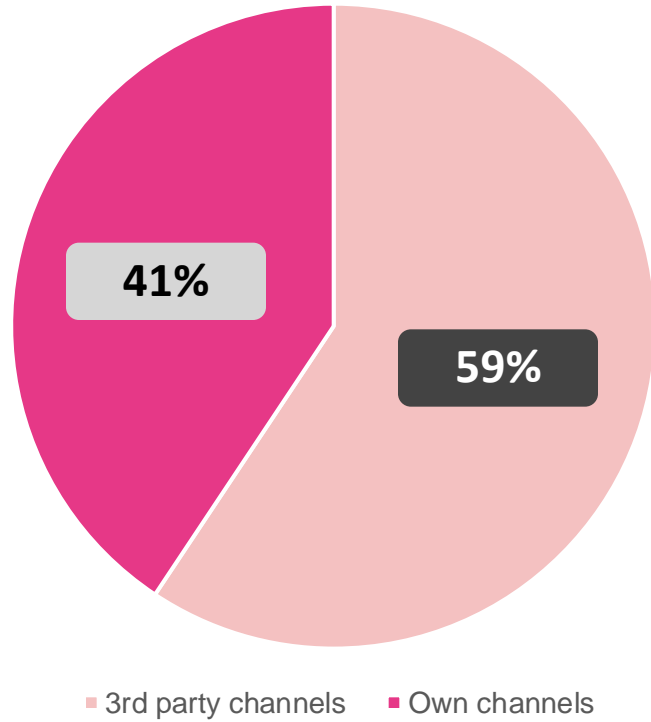
A large vertical advertisement on the right side of the store. It features a woman with long dark hair, wearing a purple lace bra and a white blazer. The background is a soft purple. At the bottom, there is a heart icon and the text "Loved by Bhumi & 1 million+ women".

Distribution

Robust distribution: Be where the consumer is

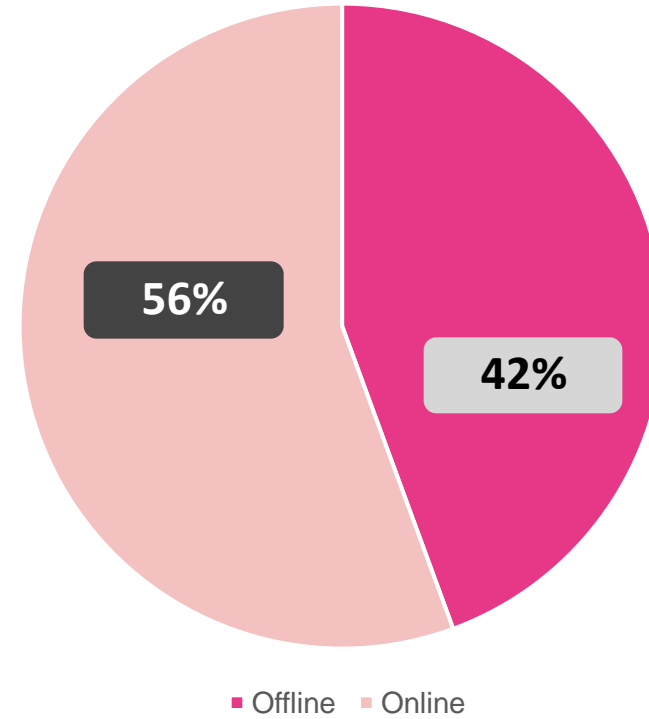
3rd party vs Own channels

GMV split moving to a 50/50 split; clear headroom for growth

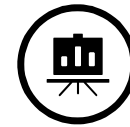
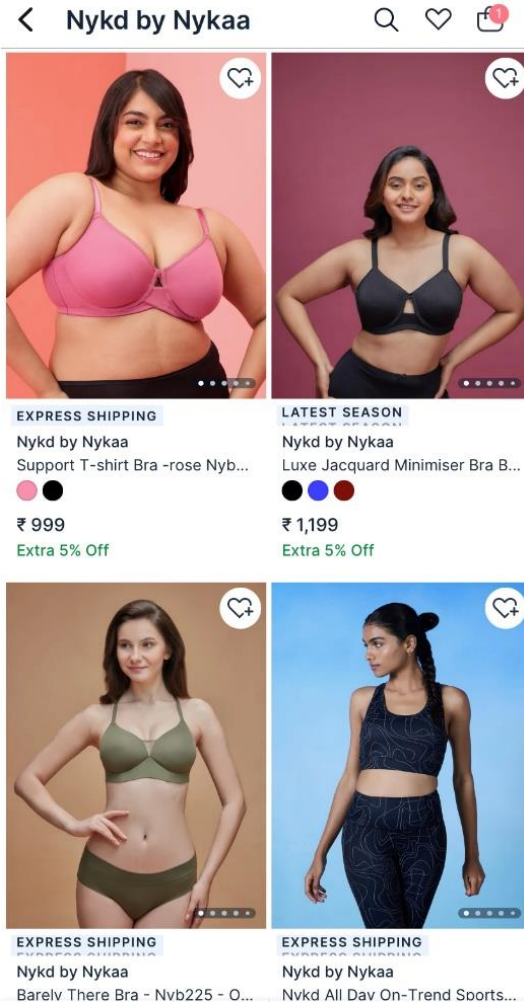


Online vs Offline

Growth in FY'24 came from both offline & online channels



Sharp, focused **online channel** strategy



Category leadership

#1 in Lingerie category on **owned platforms**
3 in Bras on **Amazon**



Stronger repeats vs competition

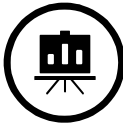
~25% **customers** come back to shop from us **within 12 months** of their 1st purchase



Profitable growth on D2C

76% **YoY growth** on our own website, while being profitable

Sharp, focused **offline channel** strategy



General Trade

~1500 doors



17 EBOs

Owned + Franchisee



Large format stores

Launched pilot in department stores



BRA AISA, BRALESS JAISA

AS GOOD AS ~~NAKED~~

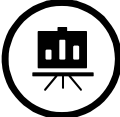
SHOP NOW

Nykd

A consumer-first, consumer-loved brand



80% of women wear the wrong bra size

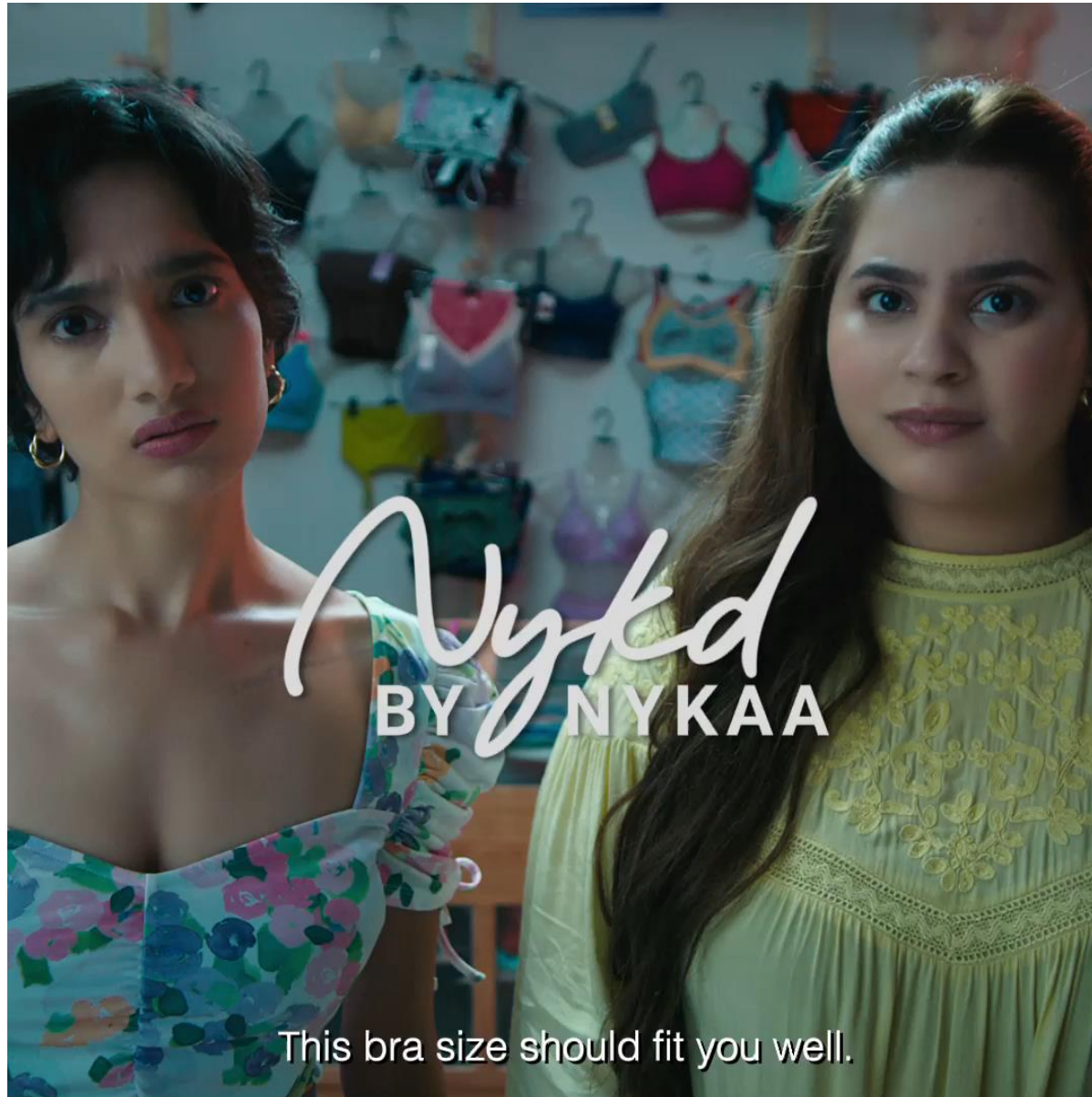


Tech tool - hassle-free experience with no measuring tapes, to find the **right bra size, fit, and style** - all in **less than three minutes**.



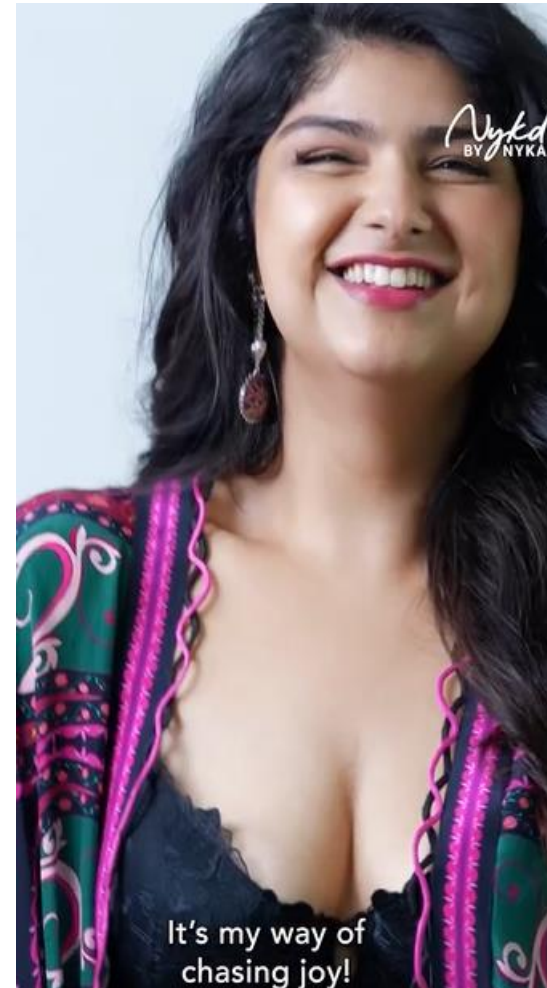
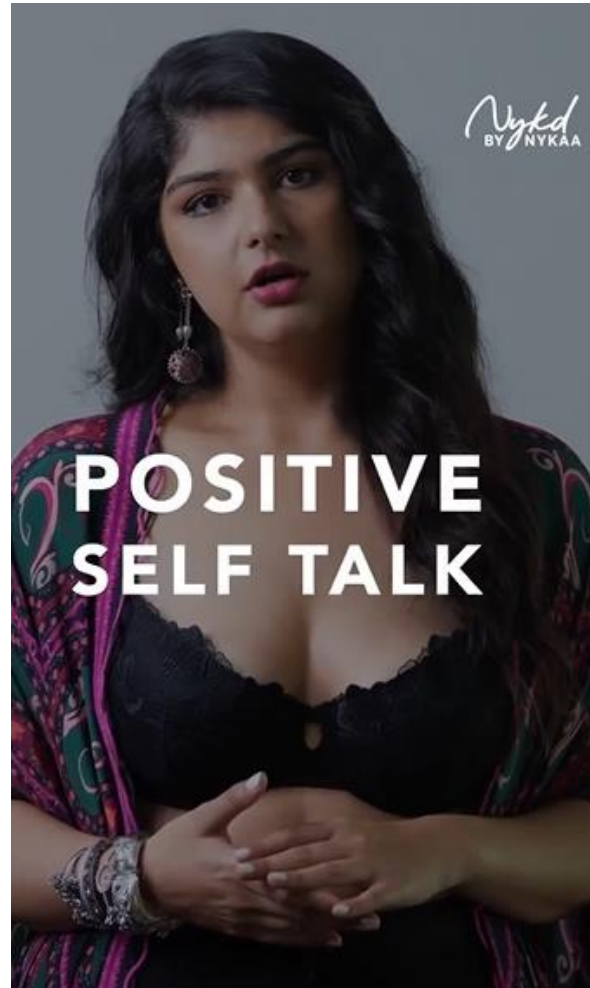
Won **multiple Fashion & tech innovation** awards

National amplification: 1st celebrity brand association in Lingerie



Inclusivity and transparency has been a key pillar for the brand

Nykd X Anshula Kapoor



 poojadhingra 2w
4 likes Reply

 sabakhanmakeup 2w
Reply

 chefguntas 2w
2 likes Reply

 avantikadassani 2w
Beautiful girl!!
3 likes Reply

 therealarmanjain 2w
@anshulakapoor
1 like Reply

 tuheena.raj 2w
This is so so powerful, Anshula!
You inspire!
27 likes Reply

 onechiquemom 2w
You look stunning and this message was much needed right now in the society!
2 likes Reply

♥ Loved by 1 million+ women



#AllBoobsAreBeautiful

Nykd
BY NYKAA

There is nothing called as “**Perfect**”
All Boobs are Beautiful the way they actually are.

- **70% of women** worldwide are not happy with their breasts.
- Some want it to be bigger, some want it to be smaller.
- One **women’s imperfect is another women’s perfect.**
- Question is: **What exactly is perfect?**





#1 Lingerie Retailer of the Year



Emerging D2C brand of the year



Where have you been my entire life????!!!

I purchased the low back bra last month and I have never felt so comfortable to wear a bra for the whole day. Also ordering it in all the colours! Thank you!!!

Nykd
Love Letters
★★★★★
Over 4.5 ratings
LOVED BY 4+ LAKH WOMEN

NYKAA FASHION

Finally found a good strapless bra, which doesn't slip off. It has excess fabric which adapts to my size.
~ Ananya

The best part about this bra is the elastic wide band, which helps the bra to stay in place, unlike other strapless bras
~ Sakshi

#1 The Ultimate Strapless Bra
NYB027

Nykd
Love Letters
★★★★★
Over 4.5 ratings
LOVED BY 4+ LAKH WOMEN

amazon

This bra really helps in supporting curvy women because of the front closure
~ Aakriti

Its really a functional; bra, no more hooking the bra at the back struggles
~ Smriti

#1 The Multi-Purpose Bra
NYB103

Nykd
Love Letters
★★★★★
Over 4.5 ratings
LOVED BY 4+ LAKH WOMEN

NYKAA FASHION

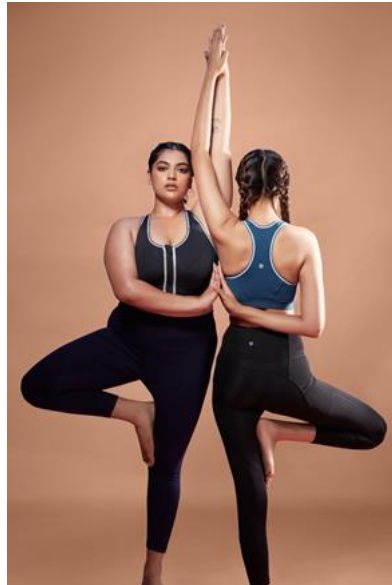
This pretty bra that gives you all the support and a contoured shape
~ Aayushi

The bra gives an optimal lift and is comfortable because they have very soft moulded cups
~ Krutika

#1 Super Support Infinity Mesh Non Padded Bra
NYB150



Nykd
BY NYKAA



Ambition to become one of the Top Lingerie Brands in the country

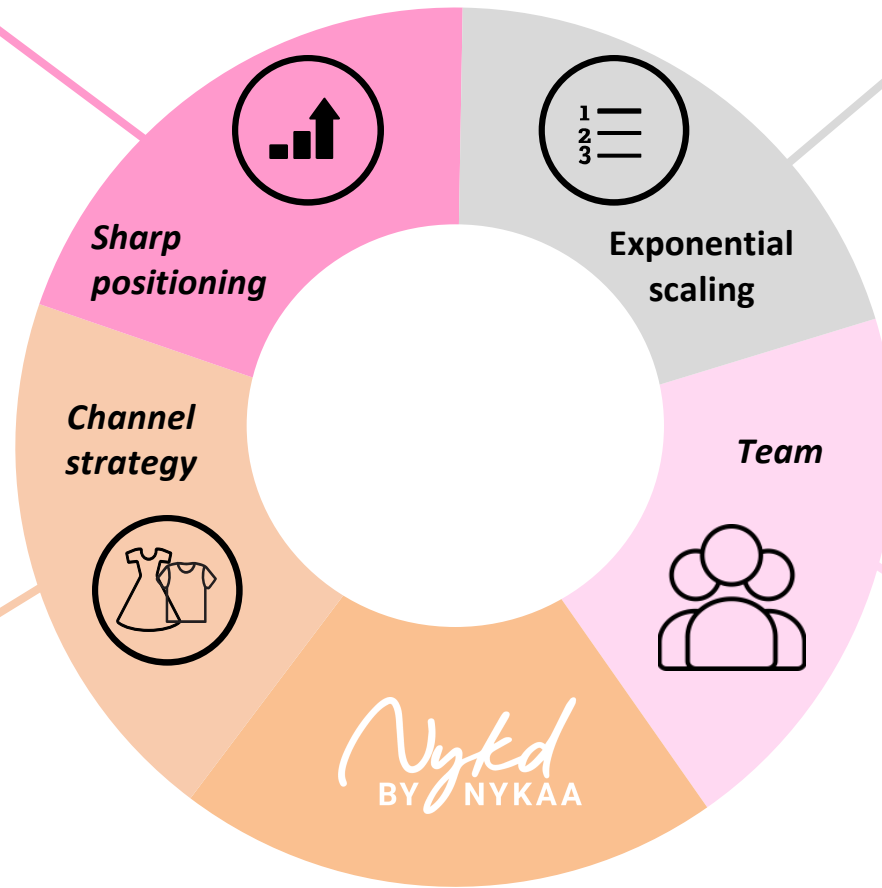
Sharp positioning in a cluttered market

Hyper focussed on consumer

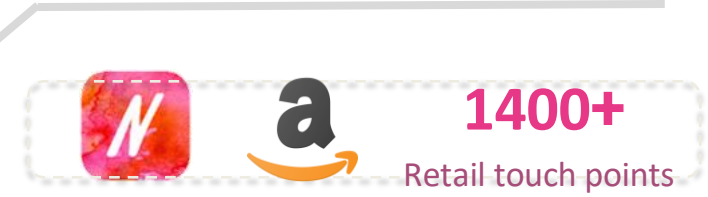
Solving real consumer problems

Strong team of category experts

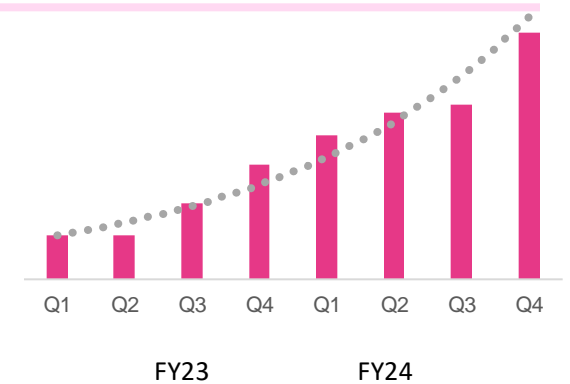
Obsessed with operational execution



Be where the consumer is



Strong acquisition + repeats = exponential scale





NYKAA

**Financial
Performance**

FY24 Financial snapshot

Strong topline growth

GMV

Rs. 1,24,461 mn

+28% YoY Growth

Revenue from Operations

Rs. 63,856 mn

+24% YoY Growth

Improving profitability

EBITDA

Rs. 3,462 mn

+35% YoY Growth

Margin* **5.4%** (↑44 bps YoY)

Adj. EBITDA

Rs. 3,807 mn

+43% YoY Growth

Margin* **6.0%** (↑80 bps YoY)

PBT

Rs. 690 mn

80% YoY Growth

Margin* **1.1%** (↑33 bps YoY)

PAT**

Rs. 397 mn

90% YoY Growth

Margin* **0.6%** (↑21 bps YoY)

NSV + service income of Rs 70,005 mn [25% YoY]

Adj. EBITDA is before ESOP expenses, GCC business and corporate restructuring expenses

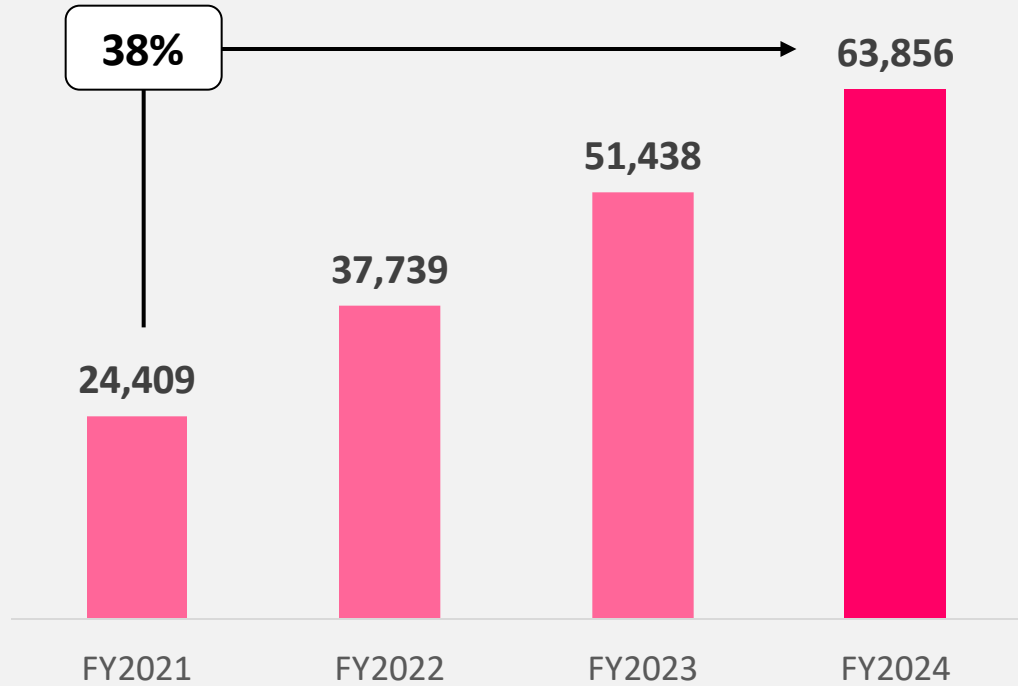
* Margin% is on Revenue from Operations

** PAT is after considering share of loss of associate

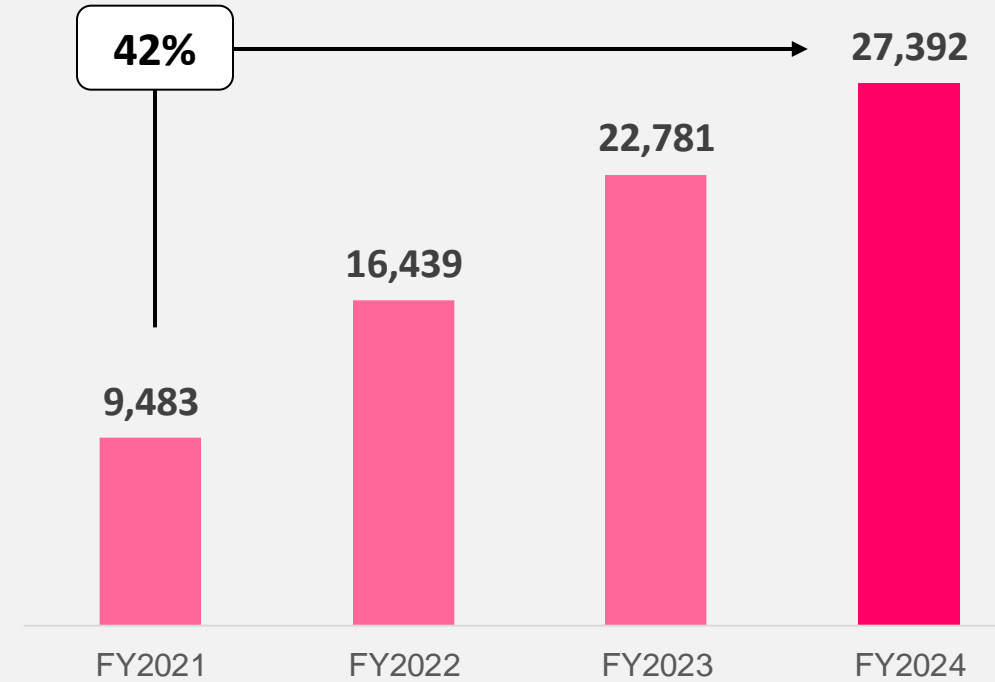
Scaled ~3x in the last three years

CAGR %

Revenue from operations (Rs mn)



Gross Profit (Rs mn)



NSV + Service Income



40%
CAGR
[FY21 – FY24]

Gross
Margin %*



38.9%

43.6%

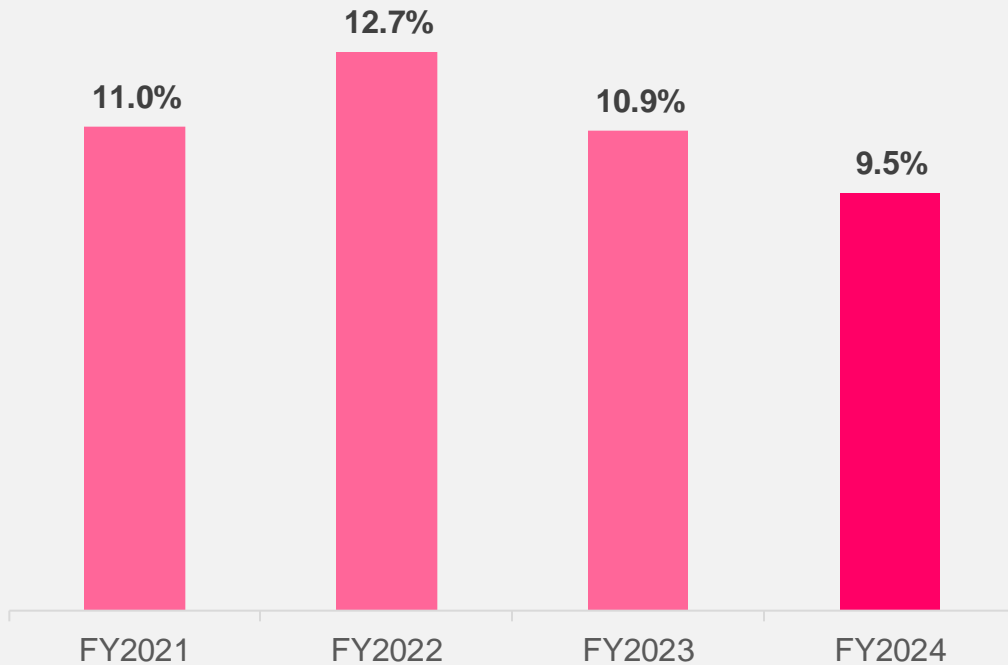
44.3%

42.9%

* As % of Revenue from Operations

Focused regionalization strategy has brought us closer to the customers

Fulfilment expenses (% of Revenue)



	FY21	FY22	FY23	FY24
Fulfilment centres	18	23	44	44
Cities	7	11	16	16

Key Improvements seen in Beauty

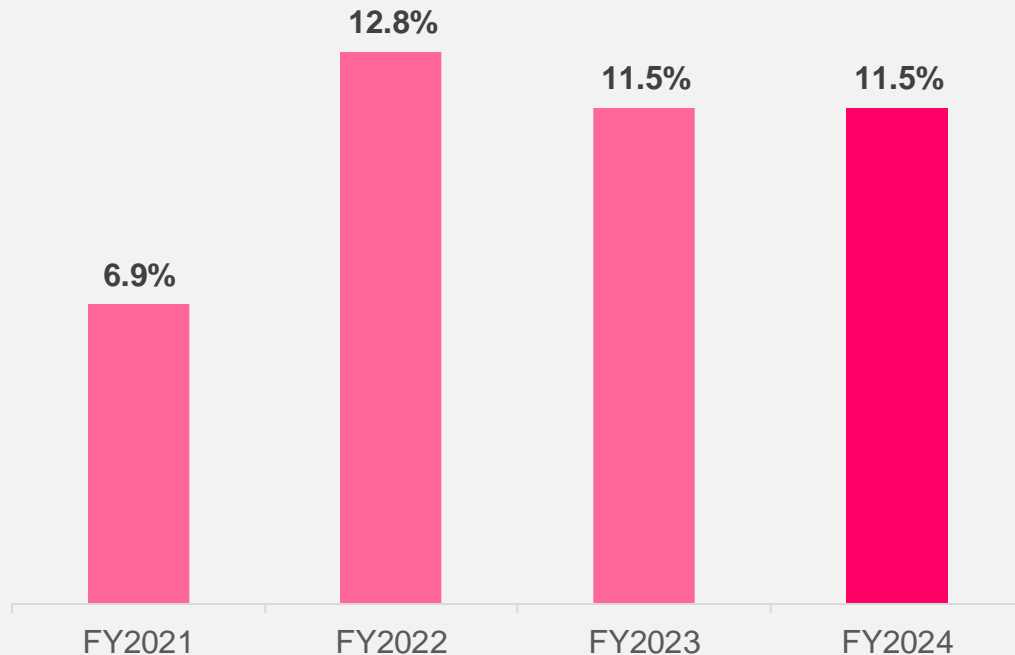
1. Reduction in split shipment ratio
2. Reduction in air shipment
3. Achieved better order to delivery timelines

Key Improvements seen in Fashion

1. Significant improvement in leakages reducing reverse logistic cost
2. Collaborating with brands to drive fulfilment efficiencies

Marketing efficiencies driven by better conversion and strong repeat cohorts

Marketing expenses (% of Revenue)



Key drivers of improvement

1 Improvement in conversion

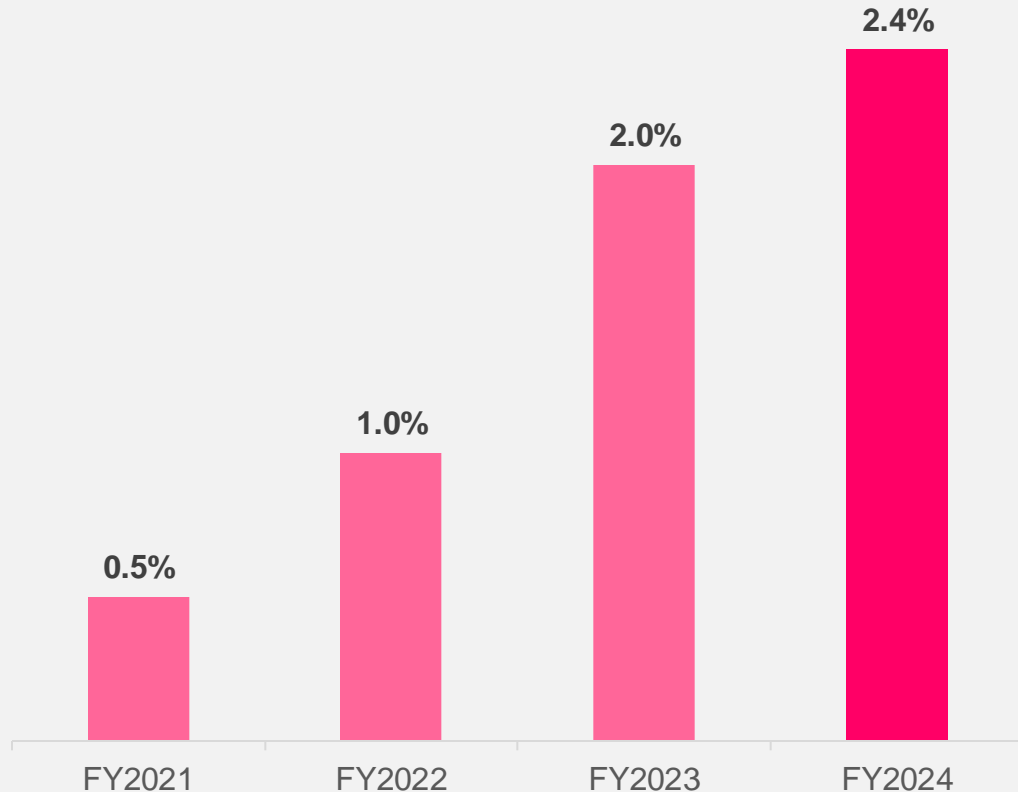
Order to unique visitors	FY21	FY22	FY23	FY24
Beauty Platform	10.9%	11.8%	12.8%	12.5%
Fashion Platform	1.5%	1.8%	2.3%	2.9%

2 Increasing share of GMV from existing customers

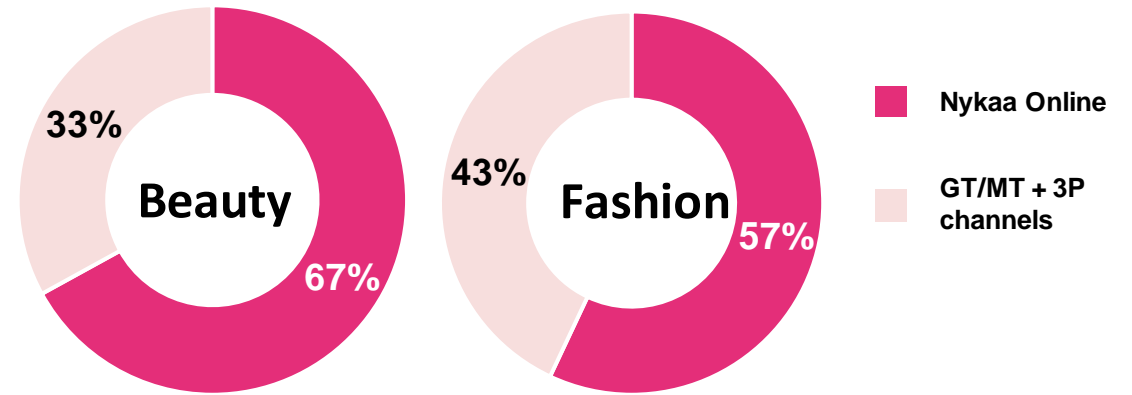
GMV from existing customers	FY21	FY22	FY23	FY24
Beauty Platform	70%	73%	78%	79%
Fashion Platform	9%	17%	36%	48%

Widening distribution of our owned brands beyond Nykaa Ecosystem

Selling and Distribution expenses (% of Revenue)



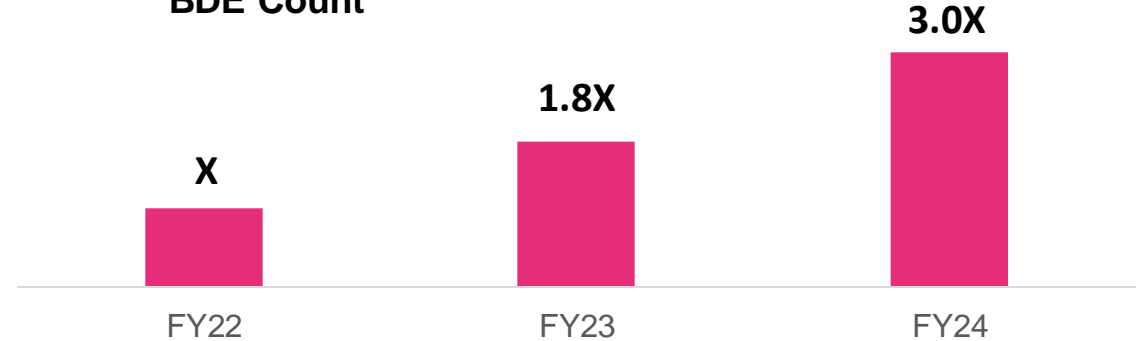
FY24 owned brands GMV Channel Mix (%)



	FY23	FY24
Total share of GMV from GT/MT + 3P channels (Beauty + Fashion)	31%	35%

Ramping up our eB2B business

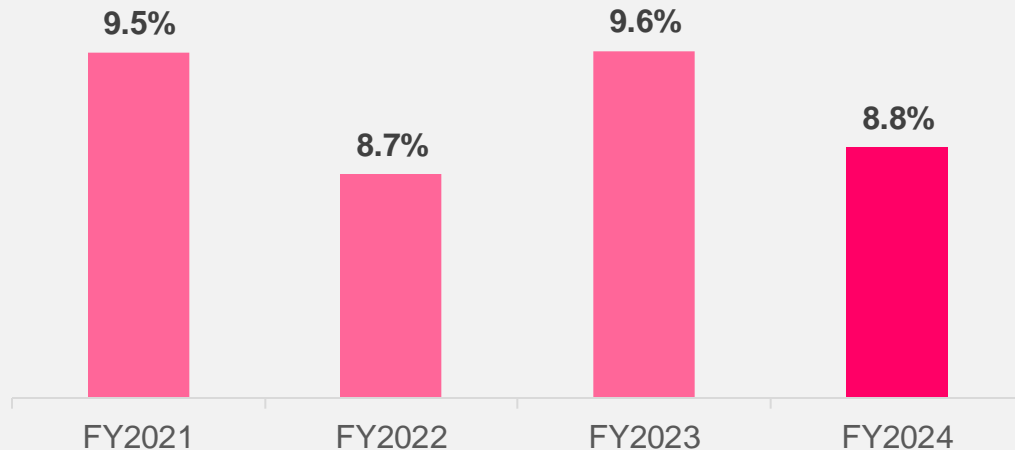
BDE Count



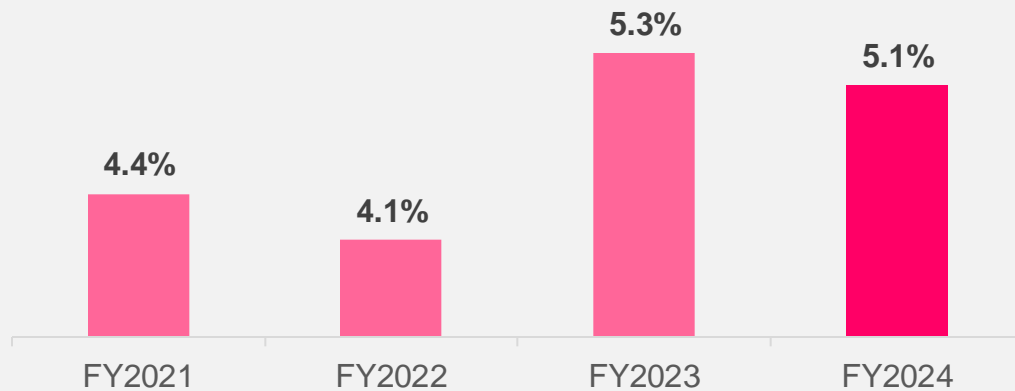
*Others primarily includes other online marketplaces

Cost optimization and Scale efficiencies improving profitability

Employee expenses (as % of Revenue)



Other expenses (as % of Revenue)

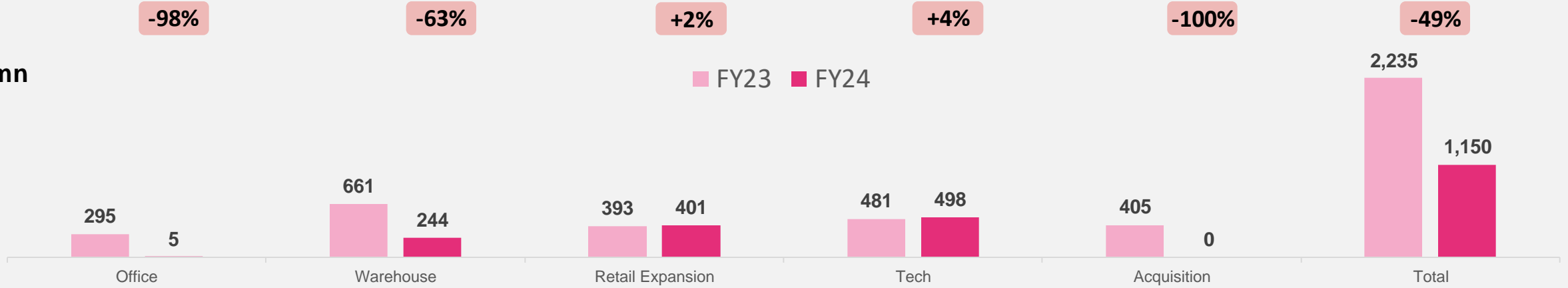


1. **Ahead of the curve investment in employee and tech in FY23**
2. **Scale efficiencies and G&A optimization in FY24, while we continue to invest in Web & Technology**

Peak investment in warehouse/office infra behind us, retail expansion to continue

% YoY Growth (%)

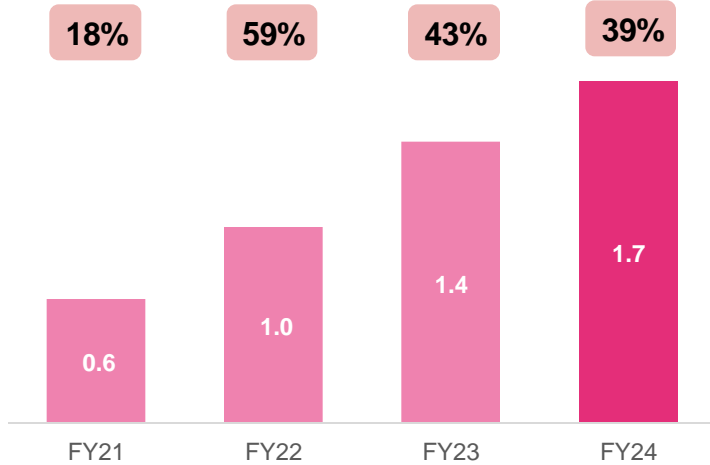
Rs mn



1. Peak capex in FY23, normalizing in FY24 with retail expansion still a focus
2. Warehouse capex in FY24 was majorly due to movement from 3PL to own

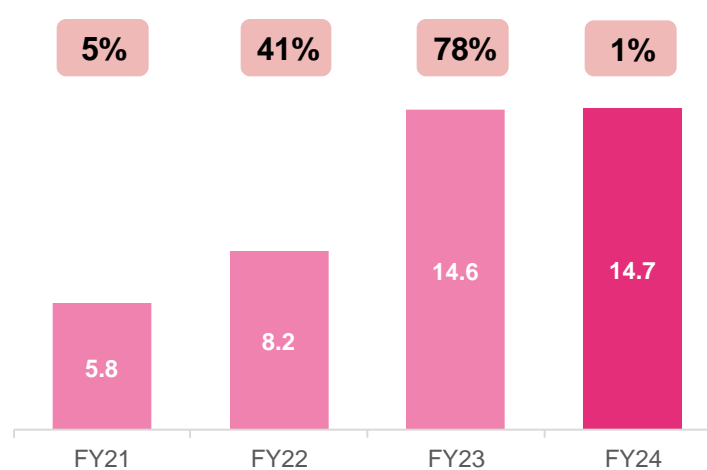
Physical Stores

Physical Stores Area (Lacs Sq. ft.)



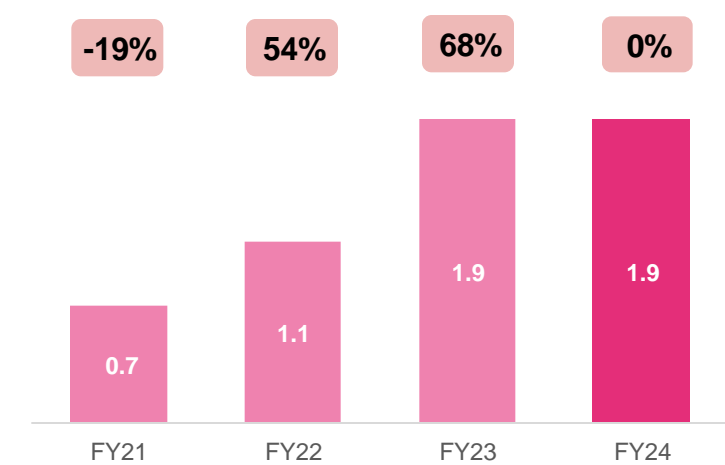
Warehouse

Warehouse Capacity (Lacs Sq. ft.)



Office Space

Capacity (Lacs Sq. ft.)



Vertical Reporting (Current Definition)

(All amounts in Rs mn, unless otherwise stated)

Particulars	FY24				FY23			
	BPC	Fashion	Others	Total	BPC	Fashion	Others	Total
GMV	83,409	32,699	8,353	1,24,461	66,491	25,696	5,245	97,433
<i>Growth</i>	<i>25%</i>	<i>27%</i>	<i>59%</i>	<i>28%</i>	<i>33%</i>	<i>47%</i>	<i>204%</i>	<i>41%</i>
NSV	49,499	9,376	4,679	63,554	40,765	7,444	2,416	50,625
<i>Growth</i>	<i>21%</i>	<i>26%</i>	<i>94%</i>	<i>26%</i>	<i>32%</i>	<i>30%</i>	<i>327%</i>	<i>36%</i>
Revenue from Operations	53,855	5,302	4,699	63,856	44,820	4,347	2,271	51,438
<i>Growth</i>	<i>20%</i>	<i>22%</i>	<i>107%</i>	<i>24%</i>	<i>32%</i>	<i>34%</i>	<i>366%</i>	<i>36%</i>
Gross Profit	22,318	4,058	1,016	27,392	18,907	3,289	584	22,781
Fulfilment expenses	4,524	1,069	492	6,085	4,315	912	379	5,606
Marketing & advertisement expense	4,412	2,380	410	7,202	3,268	2,085	307	5,660
Selling and Distribution expenses	779	152	610	1,541	528	132	380	1,040
Contribution Profit	12,602	457	-495	12,564	10,796	161	-482	10,476
Key Ratios as a % to NSV								
Gross Profit Margin %	45.1%	43.3%	21.7%	43.1%	46.4%	44.2%	24.2%	45.0%
Fulfilment expenses %	9.1%	11.4%	10.5%	9.6%	10.6%	12.2%	15.7%	11.1%
Marketing and Advertisement expense %	8.9%	25.4%	8.8%	11.3%	8.0%	28.0%	12.7%	11.2%
Selling and Distribution expenses %	1.6%	1.6%	13.0%	2.4%	1.3%	1.8%	15.7%	2.1%
Contribution Margin %	25.5%	4.9%	-10.6%	19.8%	26.5%	2.2%	-19.9%	20.7%

1. Branding Media & Production Cost is not considered for Contribution Profit as it is not allocatable, and its benefit accrue over long term
2. Fulfilment expenses include freight, payment gateway charges, warehouse off-roll manpower, warehouse operation expenses and packaging expenses
3. Selling and distribution expenses include BA/BDE cost, 3P channel commission, distributor expenses and customer care service charges

Vertical Reporting (New Definition) (1/2) – Contribution Margin

All values in Rs mn, unless mentioned otherwise

Particulars	FY24					Total
	Beauty	Superstore (included in Beauty)	Beauty (excluding Superstore)	Fashion	New business	
GMV	90,540	5,973	84,567	33,854	67	1,24,461
<i>Growth</i>	<i>28%</i>	<i>84%</i>	<i>26%</i>	<i>26%</i>	<i>72%</i>	<i>28%</i>
NSV	53,619	3,483	50,136	9,878	56	63,554
<i>Growth</i>	<i>25%</i>	<i>120%</i>	<i>22%</i>	<i>27%</i>	<i>27%</i>	<i>26%</i>
Revenue from Operations	58,099	3,606	54,493	5,683	74	63,856
<i>Growth</i>	<i>24%</i>	<i>122%</i>	<i>20%</i>	<i>26%</i>	<i>24%</i>	<i>24%</i>
Gross Profit	22,916	377	22,539	4,429	47	27,392
Fulfilment expenses	4,965	381	4,583	1,097	23	6,085
Marketing & advertisement expense	4,621	4	4,617	2,551	31	7,202
Selling and Distribution expenses	1,380	598	782	162	0	1,541
Contribution Profit	11,951	-607	12,557	620	-6	12,564
Key Ratios as a % to NSV						
Gross Profit Margin %	42.7%	10.8%	45.0%	44.8%		43.1%
Fulfilment expenses %	9.3%	11.0%	9.1%	11.1%		9.6%
Marketing and Advertisement expense %	8.6%	0.1%	9.2%	25.8%		11.3%
Selling and Distribution expenses %	2.6%	17.2%	1.6%	1.6%		2.4%
Contribution Margin %	22.3%	-17.4%	25.0%	6.3%		19.8%

1. Beauty includes BPC, Nykaa Man Grooming, Nudge, and Superstore by Nykaa

2. Fashion includes Nykaa Fashion, LBB, and Nykaa Man Lifestyle

3. New businesses includes GCC business and International business

4. Fulfilment expenses include freight, payment gateway charges, warehouse off-roll manpower, warehouse operation expenses and packaging expenses

5. Selling and distribution expenses include BA/BDE cost, 3P channel commission, distributor expenses and customer care service charges

Vertical Reporting (New Definition) (2/2) - EBITDA

All values in Rs mn, unless mentioned otherwise

Particulars	FY24			
	Beauty	Fashion	New business	Total
GMV <i>Growth</i>	90,540 28%	33,854 26%	67 72%	1,24,461 28%
NSV <i>Growth</i>	53,619 25%	9,878 27%	56 27%	63,554 26%
Revenue from Operations <i>Growth</i>	58,099 24%	5,683 26%	74 24%	63,856 24%
Contribution Profit	11,951	620	-6	12,564
Other Expenses (including G&A and employee expenses) Share of other expenses	7,141 80%	1,620 18%	172 2%	8,933 100%
EBITDA	4,656	-1,016	-179	3,462
Key Ratios as a % to NSV				
Contribution Margin %	22.3%	6.3%		19.8%
Other Expenses %	13.3%	16.4%		14.1%
EBITDA Margin %	8.7%	-10.3%		5.4%

1. Beauty includes BPC, Nykaa Man Grooming, Nudge, and Superstore by Nykaa

2. Fashion includes Nykaa Fashion, LBB, and Nykaa Man Lifestyle

3. New businesses includes GCC business and International business

4. Branding Media & Production Cost is not considered for Contribution Profit and its benefit accrue over long term but the same is allocated in the ratio of revenue from operations to arrive at the vertical EBITDA

5. Fulfilment expenses include freight, payment gateway charges, warehouse off-roll manpower, warehouse operation expenses and packaging expenses

6. Selling and distribution expenses include BA/BDE cost, 3P channel commission, distributor expenses and customer care service charges

Delivering on Balance Sheet strength

FY24 | FY23

Fixed Assets
(Rs mn)

6,979 | 7,297

Net Working Capital
(Rs mn)

10,499 | 9,033

Fixed Assets Turnover
(x)

9.1 | 7.0

Working Capital turnover
(x)

6.1 | 5.7

Debt Equity Ratio
(x)

0.5 | 0.3

Debt to total Liab.
(x)

0.3 | 0.3

Capital Employed
(Rs mn)

16,970 | 15,437

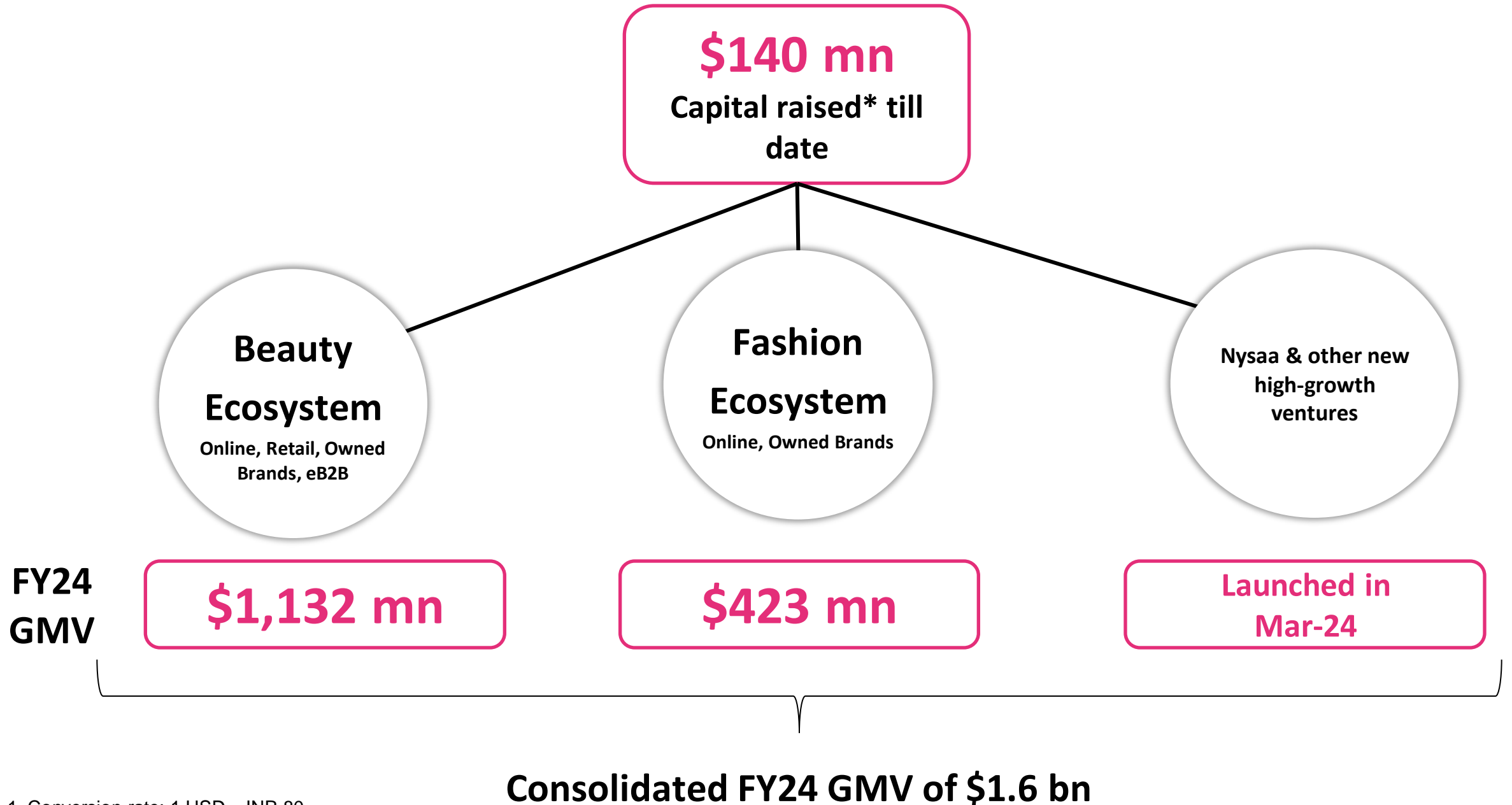
ROCE*
(%)

7.5% | 6.6%

* ROCE is calculated by dividing EBIT by capital employed (Net Worth + Net Debt)

Building Value with Capital Efficiency

We have built a large & growing lifestyle ecosystem with a total capital raise of \$140mn



1. Conversion rate: 1 USD = INR 80

* From external investors

Our newer businesses are witnessing high growth & profit path with limited capital investment

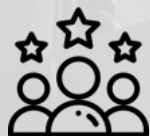
Business	Total Investment till date (\$ mn)	FY24 NSV (\$ mn)	Expected Incremental investment till breakeven (\$ mn)
Fashion	48	123	~12 - 15
eB2B	31	44	~25

* Conversion rate: 1 USD = INR 80

Forward looking statements are subject to inherent risk and the Company, therefore, cannot guarantee that they shall be realised.

Industry & One Nykaa

Nykaa: India's preferred lifestyle retailer



33 mn
Customer Base



~138 mn
App Installs



1.7 bn+
Annual Visits



~17 mn
Social Followers



6,700+
Brands



187
Beauty Stores



3,250+
Strong Team



19,000+
Pincodes Serviced

30%+
Online Market Share
In Beauty

15-18%
Online Premium
Market Share In
Fashion

\$ 1.6 bn

Consolidated GMV in FY24



Nykaa Journey Over the Years

NYKAA

Partnership with HUL and L'Oreal

Incorporation of FSN E-Commerce Ventures Private Limited



Opened first **physical store**



Launched our owned brand '**Nykaa Cosmetics**'

Hosted **Nykaa Femina Beauty Awards**



Entered into agreement with **Katrina Kaif** to launch **Kay Beauty**

Launched **Nykaa Fashion**

Launched **Huda Beauty**



Initiation of partnership for Cannes x L'Oréal Paris x Nykaa and Paris Fashion Week

Acquired "**20 Dresses**" – western wear brand for Nykaa Fashion

Developed pin-code based personalization during COVID

Launched **Explore**, in-app content aggregation hub with '**Watch and Buy**' feature

Developed **hyper-local** delivery using our physical stores as hubs for online Orders



Launched the '**Super Store**', eB2B platform

IPO to establish Nykaa as Public Listed Co.



Launched **The Ordinary** ranks #1 in skin care

Nykaa x **Aveda salons**

Nykaa launched its 100th Retail Store



Launched **Nykaaland** – India's biggest lifestyle festival

Launched **CSMS** campaign – 4 steps daily Indian skincare routine

Reached CCB of **~30 Million** by end CY23



Foot Locker

NYSAA

Nykaa Best in Beauty Awards

Partnered with **Footlocker**

Nysaa launched (online + offline) in **Dubai**

Nykaa fashion crosses **\$400 mn GMV**

2012

2014

2015

2018

2019

2020

2021

2022

2023

2024

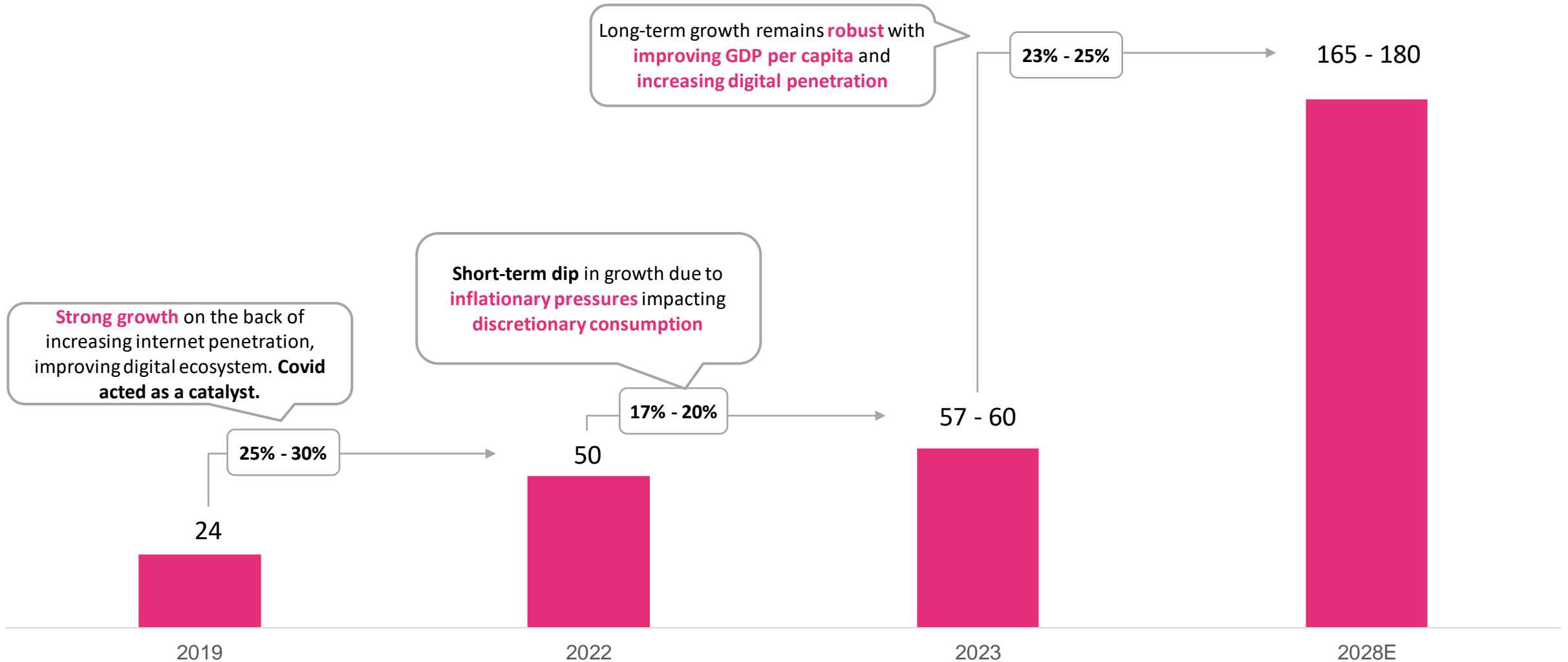
Notes:

1. Events refer to calendar year events

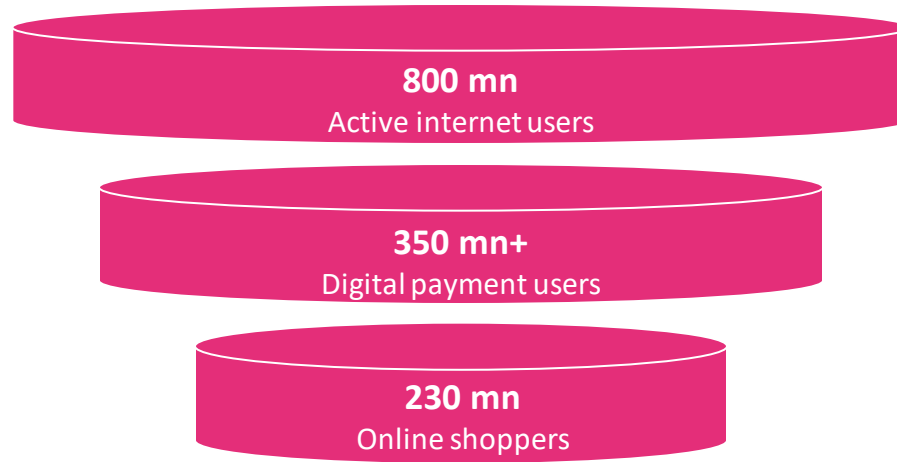
Industry Outlook

E-commerce in India – long runway for growth

India E-commerce market size (USD bn)

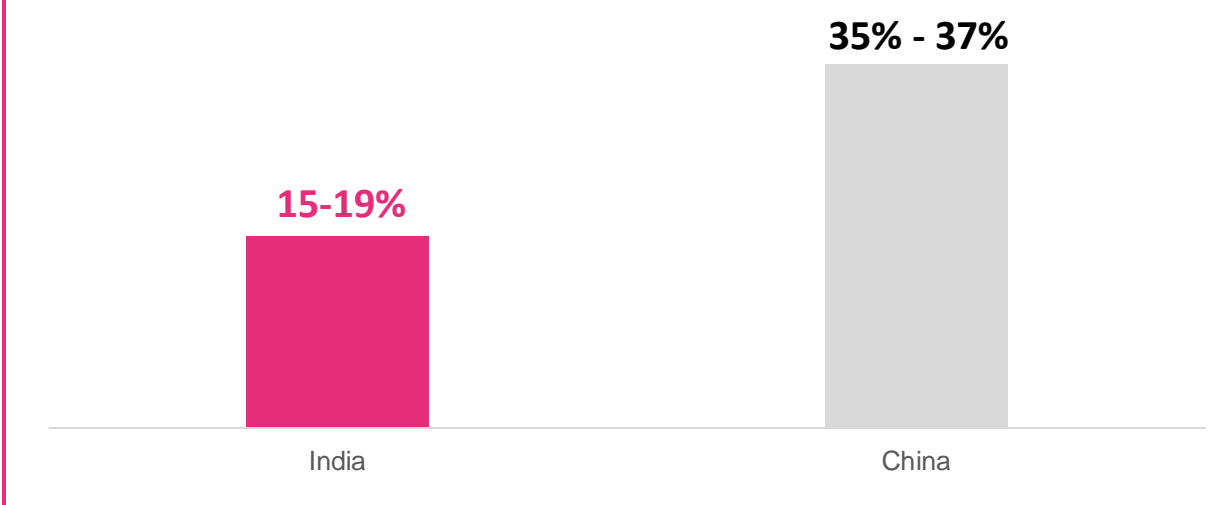


Significant headroom for E-commerce penetration in comparison to China

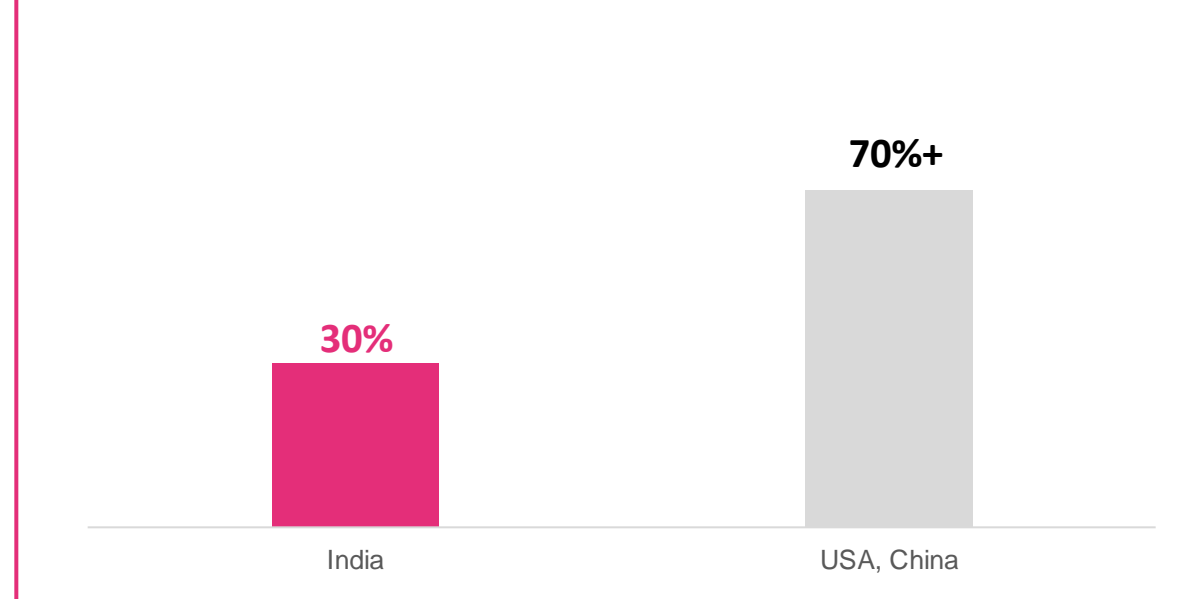


E-commerce penetration headroom (2023)

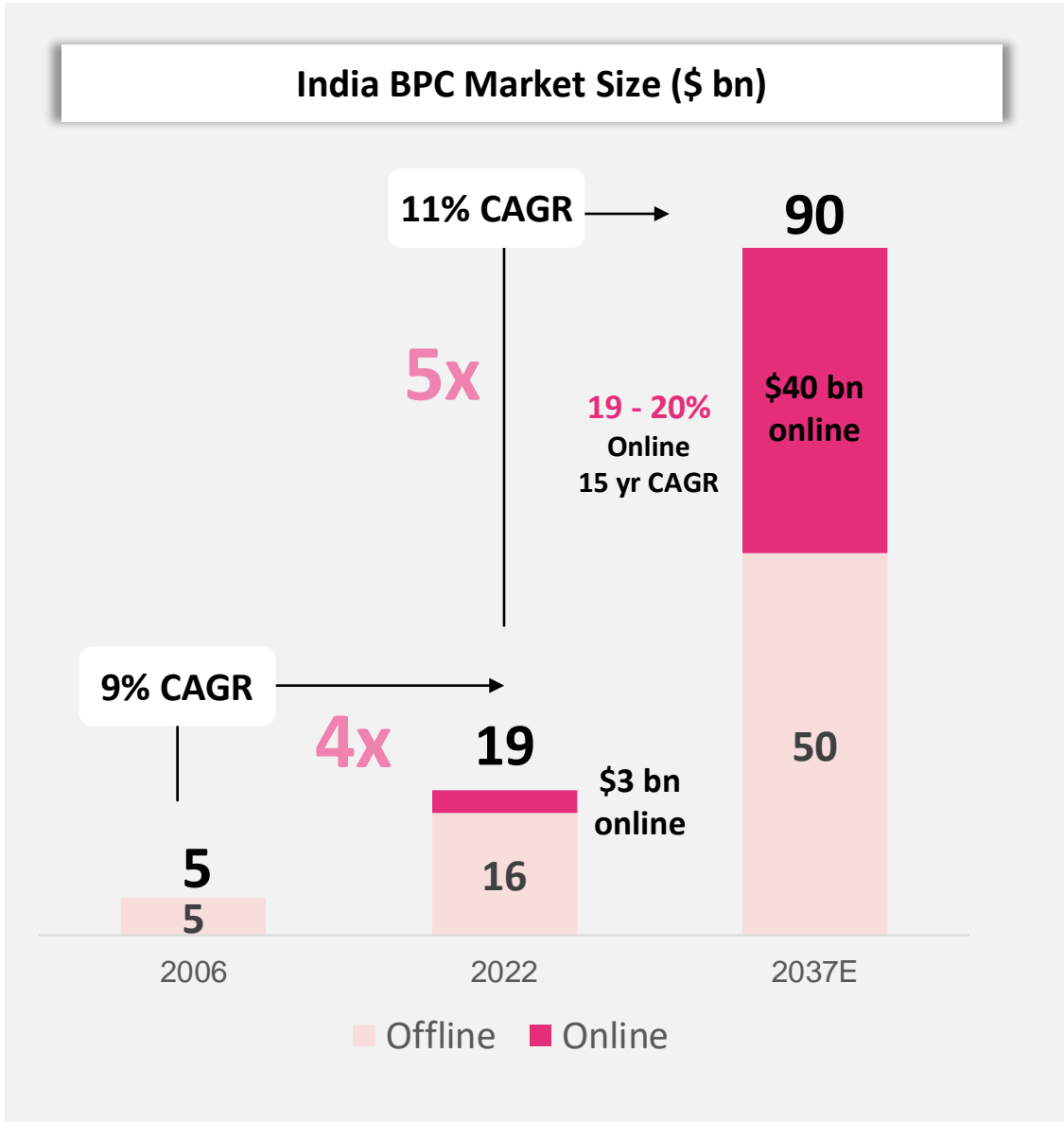
as % of total retail



Online shoppers (2023) – as % of internet users



Nykaa leading with market creation - India BPC, a \$90 bn opportunity in the next decade



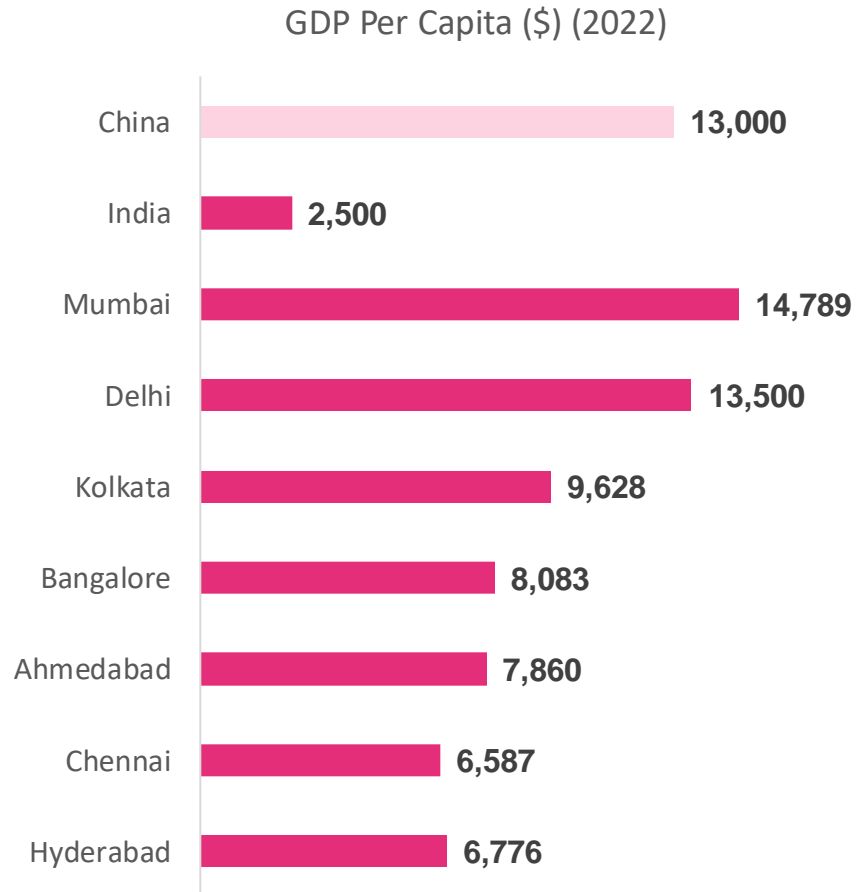
India is headed on China's trajectory – India today resembles China from 2007

Year	2007	2023	2037E
Country	China	India	China
GDP per capita (\$)	2,700	2,730	13,000
BPC spend per capita (\$)	15 - 18	15	40 - 45

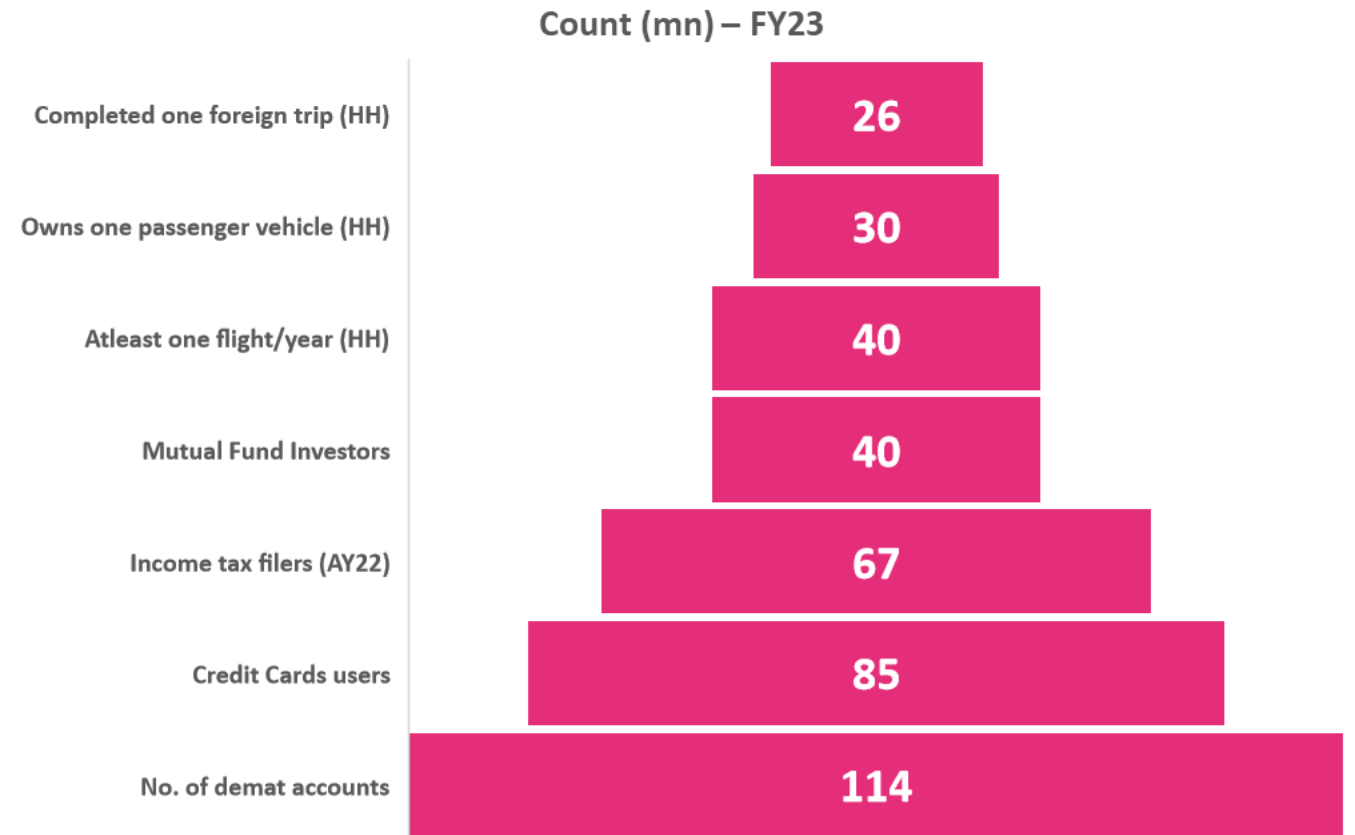
China's BPC market today gives a glimpse into India's possible 2037

Increasing affluence in India to drive discretionary spends

GDP per capita of India in metro cities comparable to China



Increasing discretionary spends with higher disposable income



29 mn Households in High Income By 2030, 1 in 2 Households with High Purchasing Power

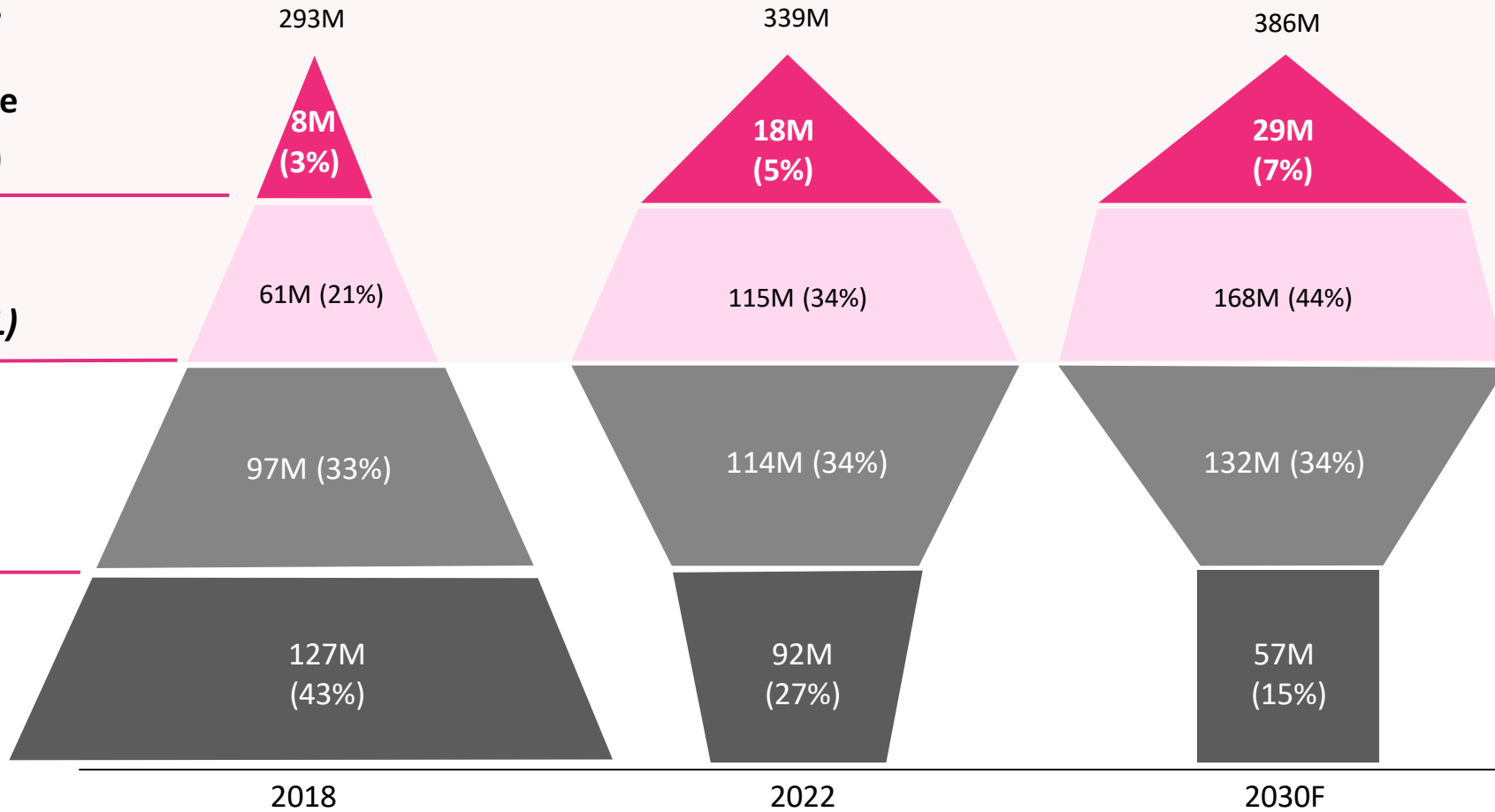
Households

High Income
(> INR 32 L)

Upper-Mid
(INR 8L-32 L)

Lower-Mid
(INR 3L-8L)

Lower
(< INR 3L)



This translates to:

> \$10k
per capita
income

~\$5-7.5k
per capita
income

~\$1.25-1.75k
per capita
income

< \$500
per capita
income

Key drivers of premiumization & ecommerce to transform the BPC industry

BPC e-commerce penetration - India

8%	17%	45%	44%
2020	2022	2037	2023 China

Premium BPC Share by Country

**25% CAGR vs. 11%
overall BPC in the
next 15 Years**

5%	38%	29%
India	China	World

One Nykaa Ambition

Beauty

Beauty Online

Beauty physical stores

Owned Brands

eB2B

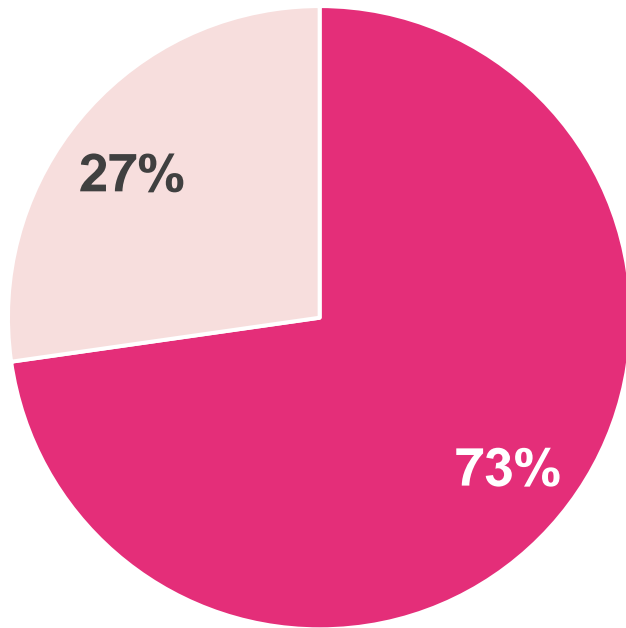
Fashion

Fashion Online

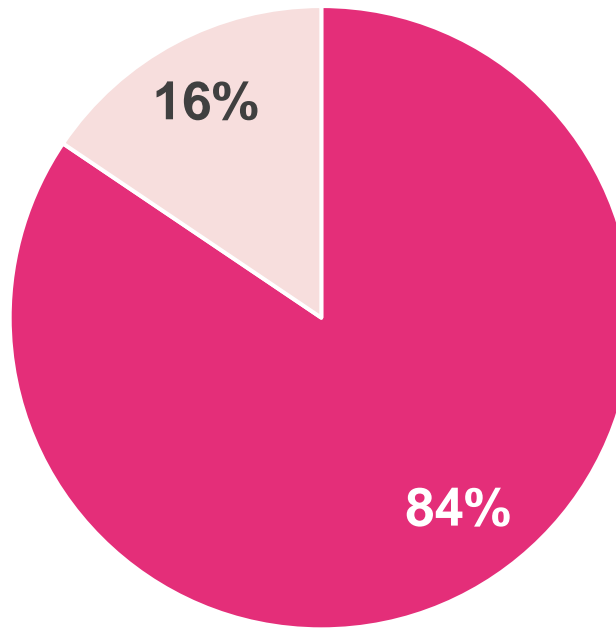
Owned brands

Where we stand today – the composition of One Nykaa (FY24)

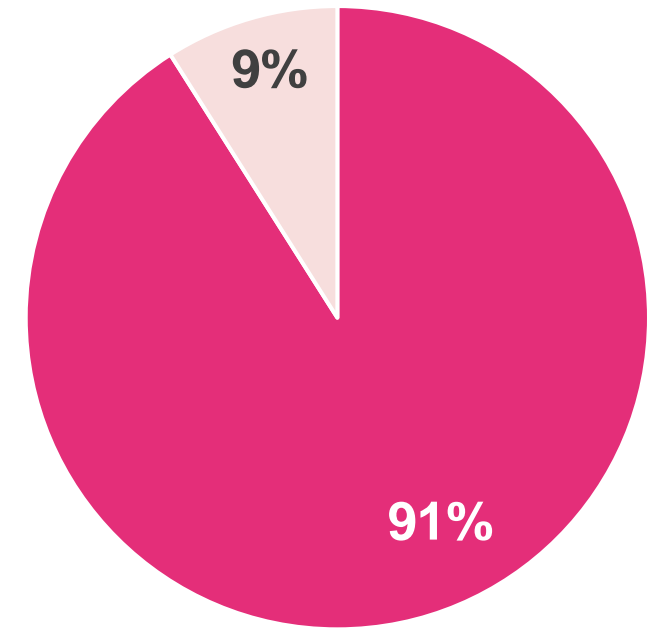
GMV



NSV



Revenue



 **Beauty**

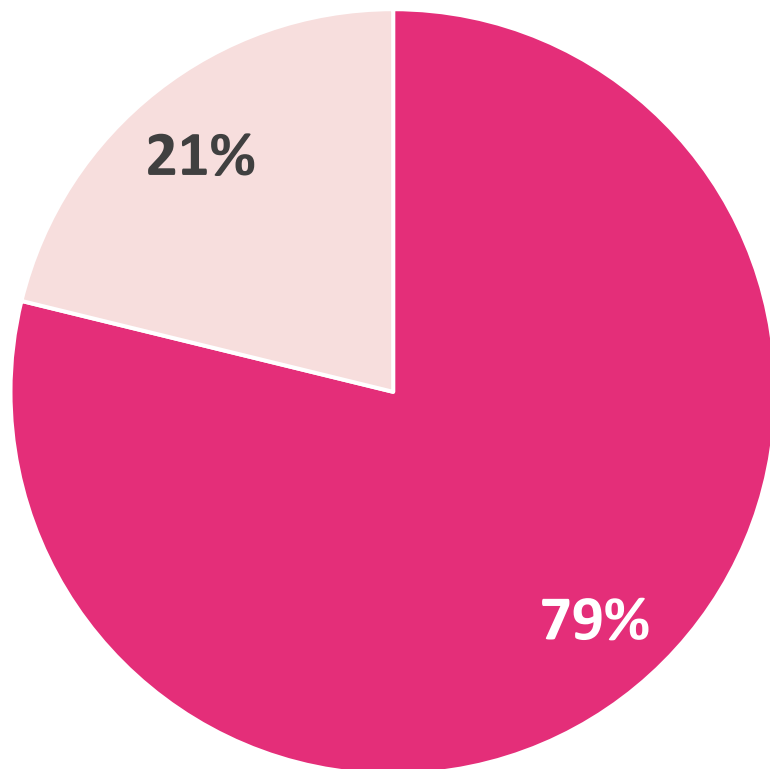
 **Fashion**

Does not include the GCC and international business

Composition of One Nykaa – 5-year ambition (India Business)

NSV Mix* of Nykaa India Business – 5 Year Ambition

FY29E



Beauty

Fashion

By FY29, Beauty is expected to continue to be the predominant share of One Nykaa

Fashion's share can increase from 16% to 21%

* Does not include GCC business and international

Forward looking statements are subject to inherent risk and the Company, therefore, cannot guarantee that they shall be realised.

Ambition: Significant growth and unit economics improvement across businesses

Business

Ambition

Beauty

Maintain market share at 30%+,
growing ahead of market

Maintaining margins

Beauty

Beauty physical stores

187 Stores – Largest specialty
beauty retailer in India

FY24

2x Store Count

In 3-4 years

Ambition: Significant growth and unit economics improvement across businesses

Business

Ambition

Beauty
Beauty Owned
Brands

Grow the contribution to overall
Beauty business & aim for
profitable growth

Beauty
eB2B

900+ bps contribution improvement &
~2200 bps EBITDA improvement
FY24
~2000 bps
Further EBITDA improvement in 2 yrs

Ambition: Significant growth and unit economics improvement across businesses

Business

Ambition

Fashion

Grow NSV by 2-3x
in the next three years

EBITDA positive
in FY26E

Fashion

Fashion Owned Brands

Grow the contribution to overall Fashion business & aim for profitable growth

Ambition: Significant growth and unit economics improvement across businesses

Business

Ambition

GCC

5 new
stores
in FY25E

~\$10-15mn
Revenue in FY25E

NYKAA

Technology

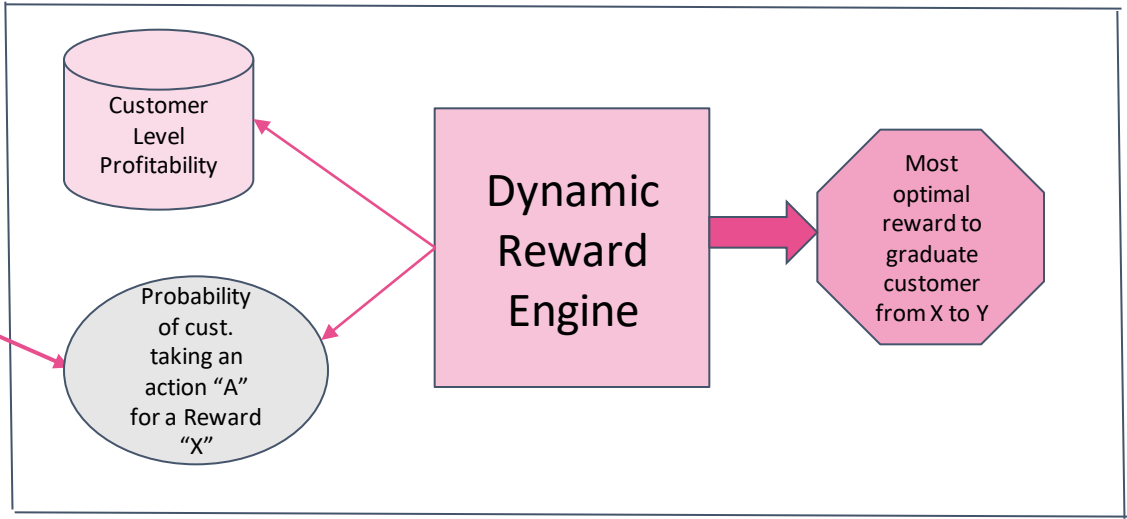
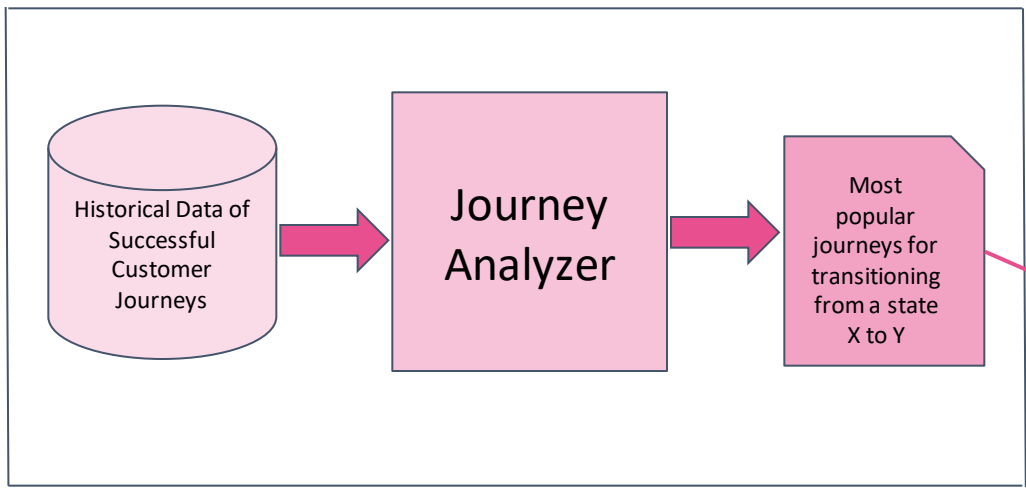
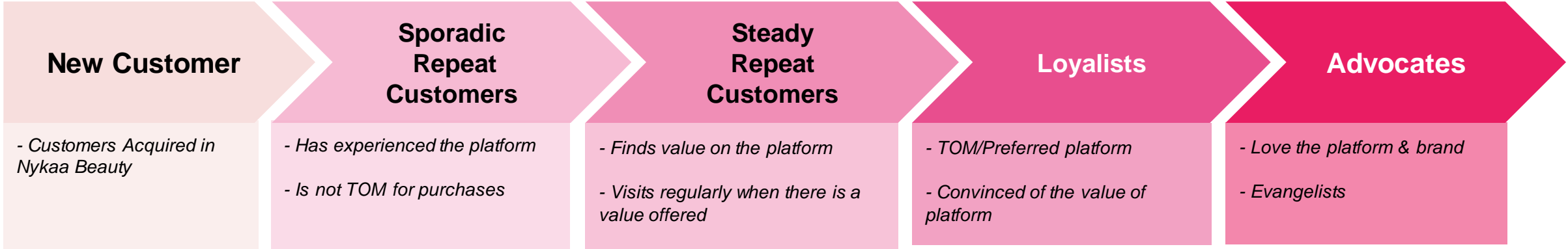
AI

The image features a central graphic of a computer chip with the letters 'AI' in the center. The chip is surrounded by a network of white lines representing circuitry. The background is a solid pinkish-red color, with a large, abstract, curved shape that frames the chip and extends towards the right side of the image.

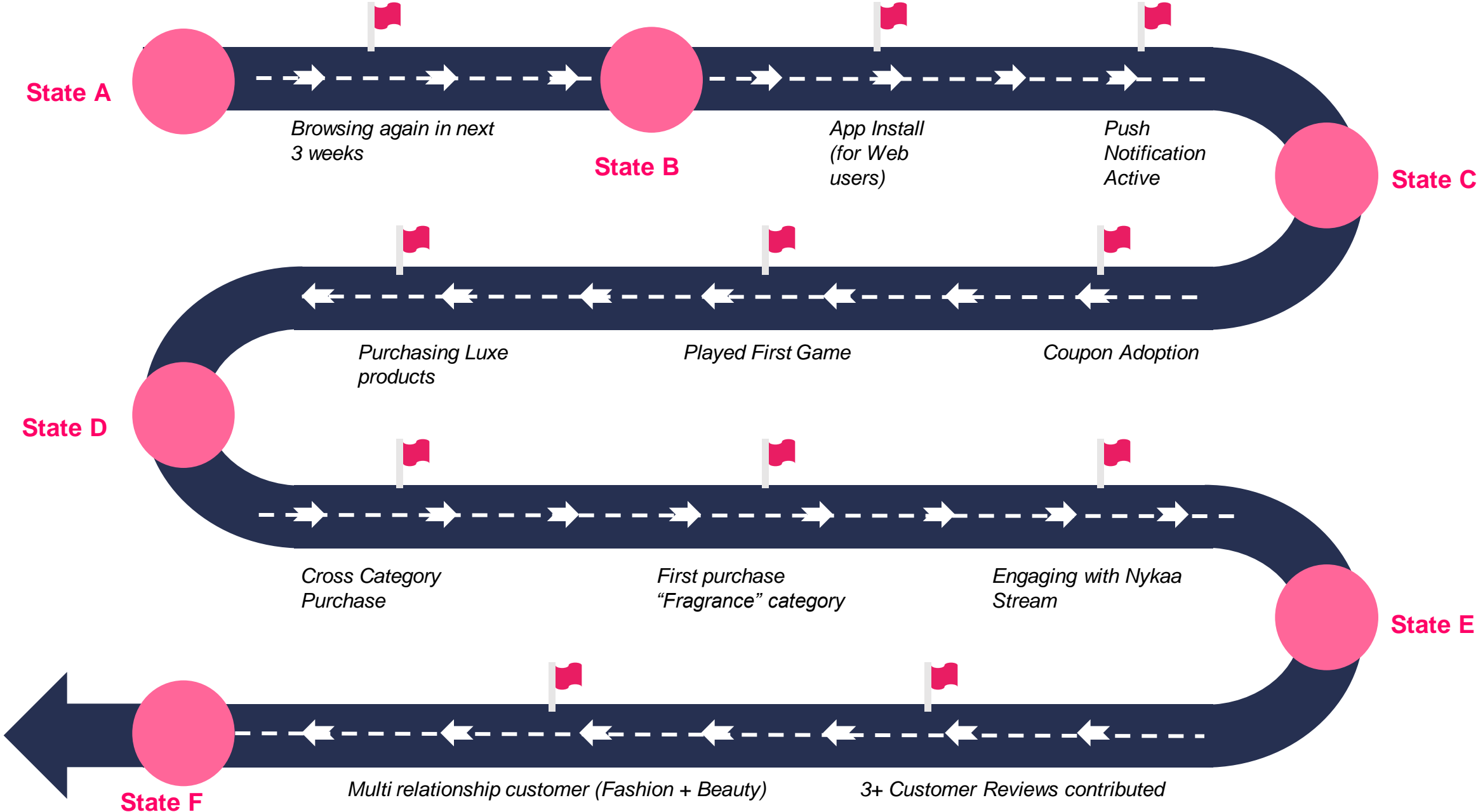
1. Data is the new oil !

(Leverage it to serve your customers better)

Customer State Machine



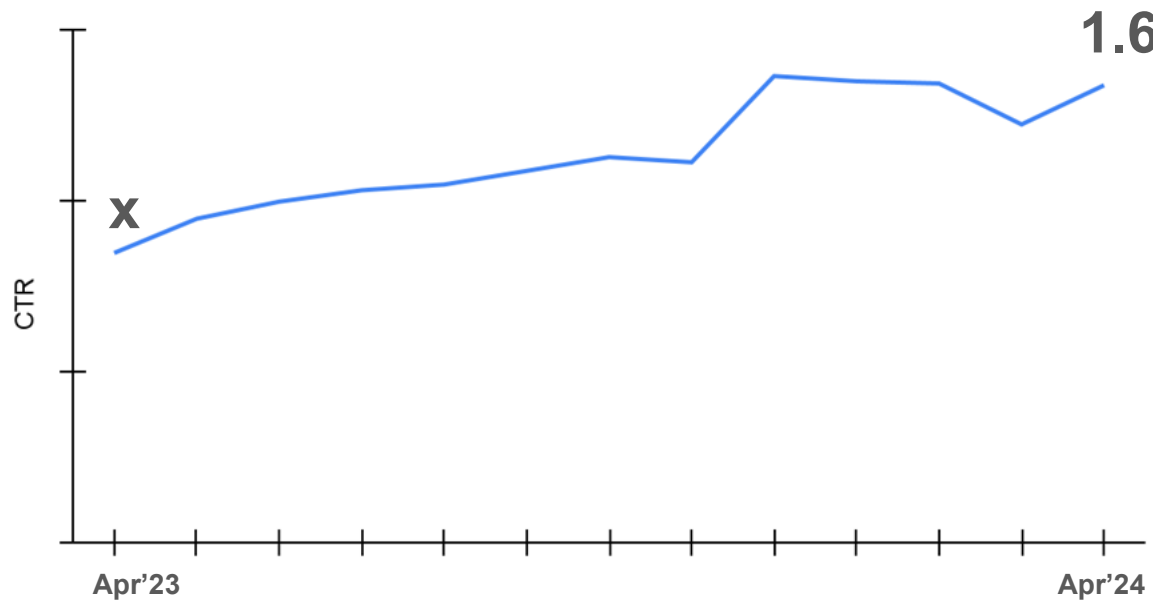
Customer State Machine (akin to a Snakes & Ladders game)



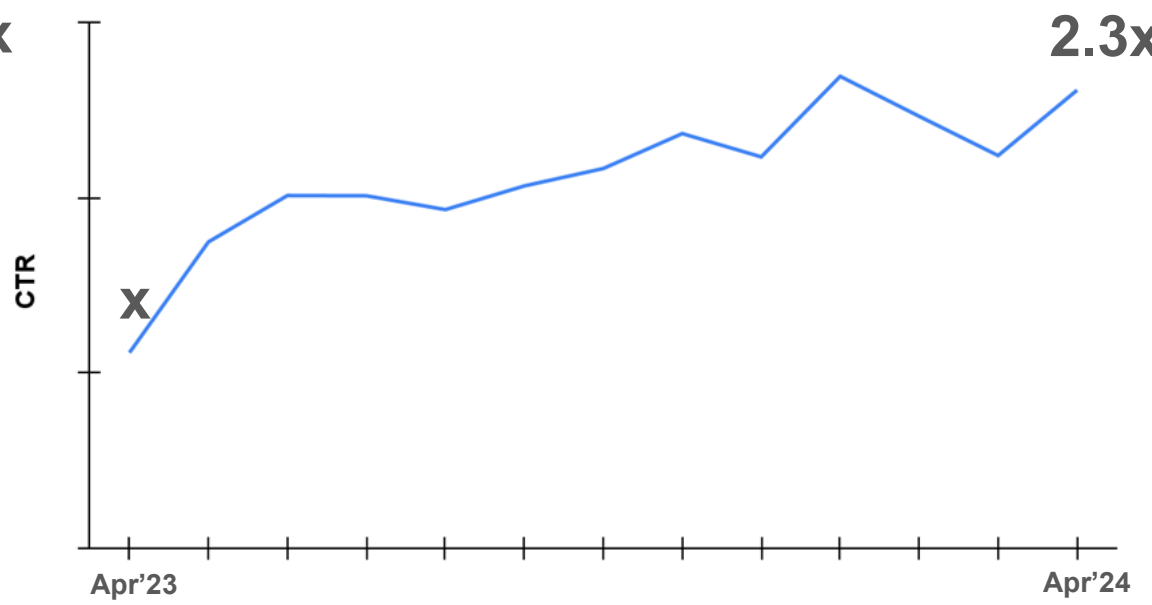
Homepage Personalisation Impact



Nykaa Beauty -- CTR trends



Nykaa Fashion - CTR trends

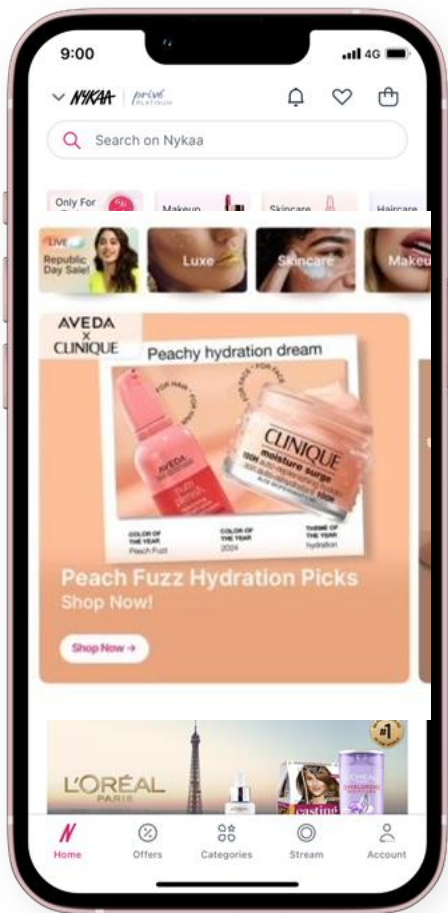


2. Empower your partners

(by giving them best in class tools to succeed on Nykaa)

Ad Offerings for Every Brand Objective

Awareness

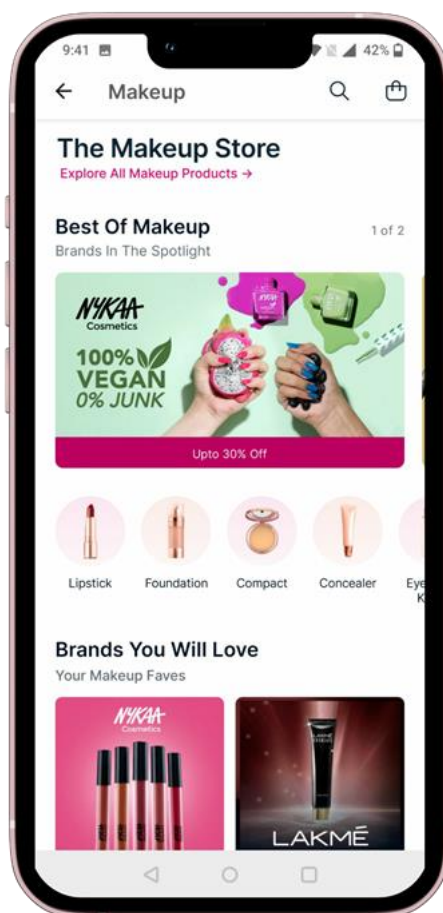


Homepage Display Ads

Maximize Visibility & Frequency

Build Brand Recall, Launch New Ranges & Campaigns

Consideration

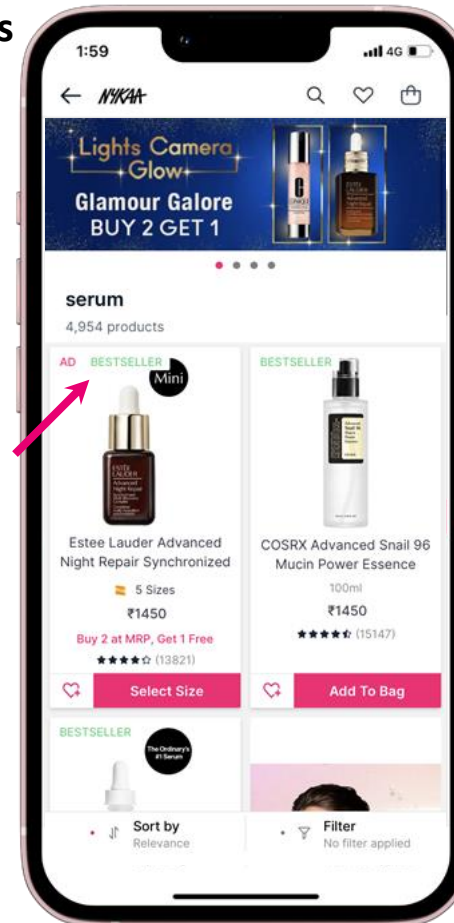


Category Display Ads

Target "In Market" Customers

Enhance Category Share For Brands, Introduce New Products

Conversion

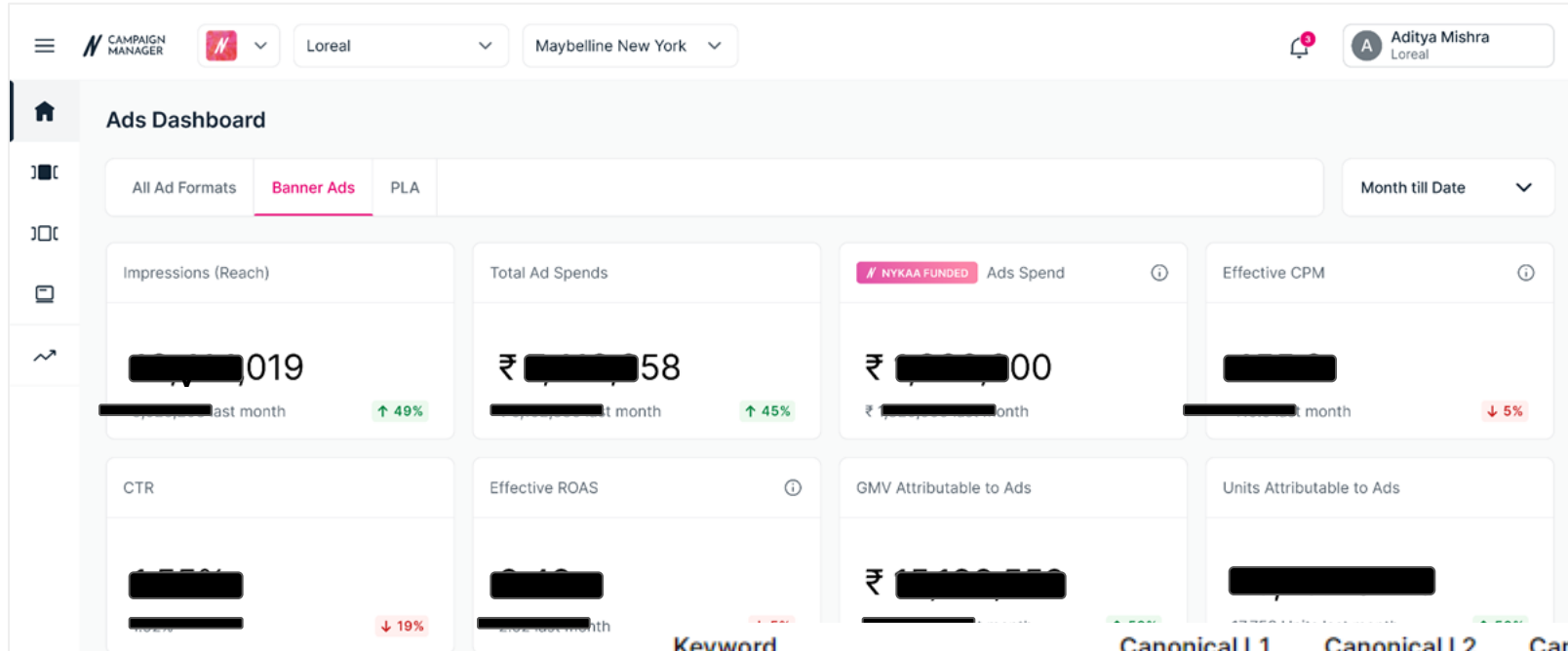


Product Listing Ads

Drive Consideration to Conversion

Drive Sales for Specific Products in Search & Discovery, Highlight Key Product Attributes

Ad Tech Reporting Capabilities - Robust Analytics & Bidding to Maximize Ads ROI



- ### Comprehensive Data Reporting
- Impressions
 - Clicks
 - CTR
 - Effective CPM
 - Revenue attributed to Ads
 - ROAS
 - Ad Spend

ML Driven Insights & Ad Recommendations

Keyword	Canonical 1	Canonical 2	Canonical 3	Volume classification	PLA Competition
lip scrub	Skin	Lip Care	Lip Scrubs	Moderate Next 30	Low
pigmentation removal cream	Skin	Moisturis...	Face Moisturizers	Moderate Next 30	High
matte lipstick waterproof	Makeup	Lips	Lipstick	Moderate Next 30	Moderate
makeup combos	Makeup	Makeup K...	Makeup Combos	High Top 50	High
lipstick palette	Makeup	Lips	Lipstick	Moderate Next 30	Low
kits & combos	Skin	Skin Kits ...	Skin Combos	High Top 50	High
aloe vera gel	Skin	Moisturis...	Face Moisturizers	High Top 50	Moderate

ML Driven Developed Ad Selection Capabilities



Self Service for Brand Partners

Ad Setup

Content Management

Audience & Keyword Targeting

Budget Management & Bidding

Reporting & Insights

Retina - Real Time Data

User Persona & Intent Engagement & Revenue Data


Ad Optimization ML Models

Relevance Optimized Ad Selection Models
Based on User & Keyword Targeting

ROAS Optimized Ad Ranking Models
Based on Bids & Conversion

serums

AD BESTSELLER Mini



Estee Lauder Advanced Night Repair Synchronized


5 Sizes
₹1450

Buy 2 at MRP, Get 1 Free

★★★★☆ (13821)

Select Size

BESTSELLER



COSRX Advanced Snail 96 Mucin Power Essence

100ml
₹1450

★★★★★ (15147)

Add To Bag

3. Create scale and leverage for your business

(challenge arbitrary uniqueness. Build reusable capabilities wherever possible)

Nykaa Enterprise - Leveraging Platform Tech Stack for Custom Solutions



Unlock Nykaa's tech stack as a SAAS platform, providing brands with online store creation, search engine optimization, personalization, marketing and security

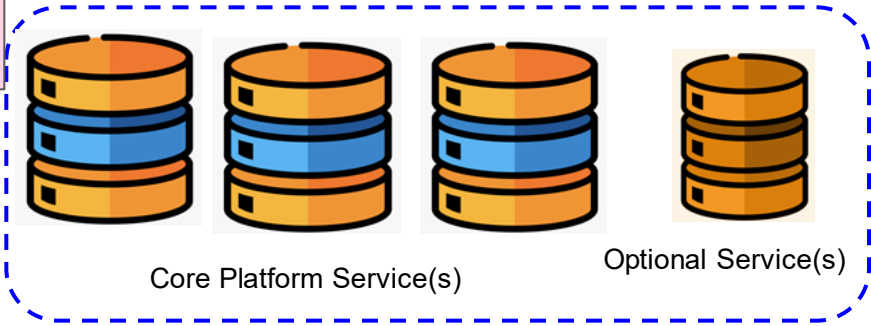


Nykaa Beauty Nykaa Fashion Nykaa Man Superstore By Nykaa



- Customizable themes
- Features On/Off using configs
- Application servers per region
- Merchant Specific Styles(CSS, JS)
- Cat-Page Templates (ex. Fashion-PDP)

- Multi-tenant Services
- Internationalisation Support
- Multi-language Support
- Global Compliance



Core Platform Service(s) Optional Service(s)

Nykaa Enterprise - Vision and Value Proposition

Mission: Enable our own businesses (Beauty, Fashion, Man, B2B), House of brands and strategic partners (Footlocker, Nysaa) to scale and succeed in their online business by using Nykaa's best in class eCommerce stack

Key Insight: Customers are more similar than different across the globe. Re-use the core, customize the context

Tried and tested features



- **Out of box extension** of Nykaa features built and perfected (**Advertising platform, ML based recommendation widgets, affiliate program, Nykaa Content stream** etc.)

Best-in-call Platform



- **Highly robust** scalable platforms like **Identity, Catalog, Search, Cart, Checkout, Warehouse management...**
- **Horizontally Scalable & Secure** systems with 24X7 availability
- **Data Privacy and compliance** (with local laws) **built in to platform.**

Tech expertise



- **Tenured technologists** across Engineering (Android, iOS, full stack), Product Management, UI/UX Design, Analytics and Infosec
- **ML and Data Science :** Best in class Search capabilities, product recommendations and personalised journeys

Data & Insights

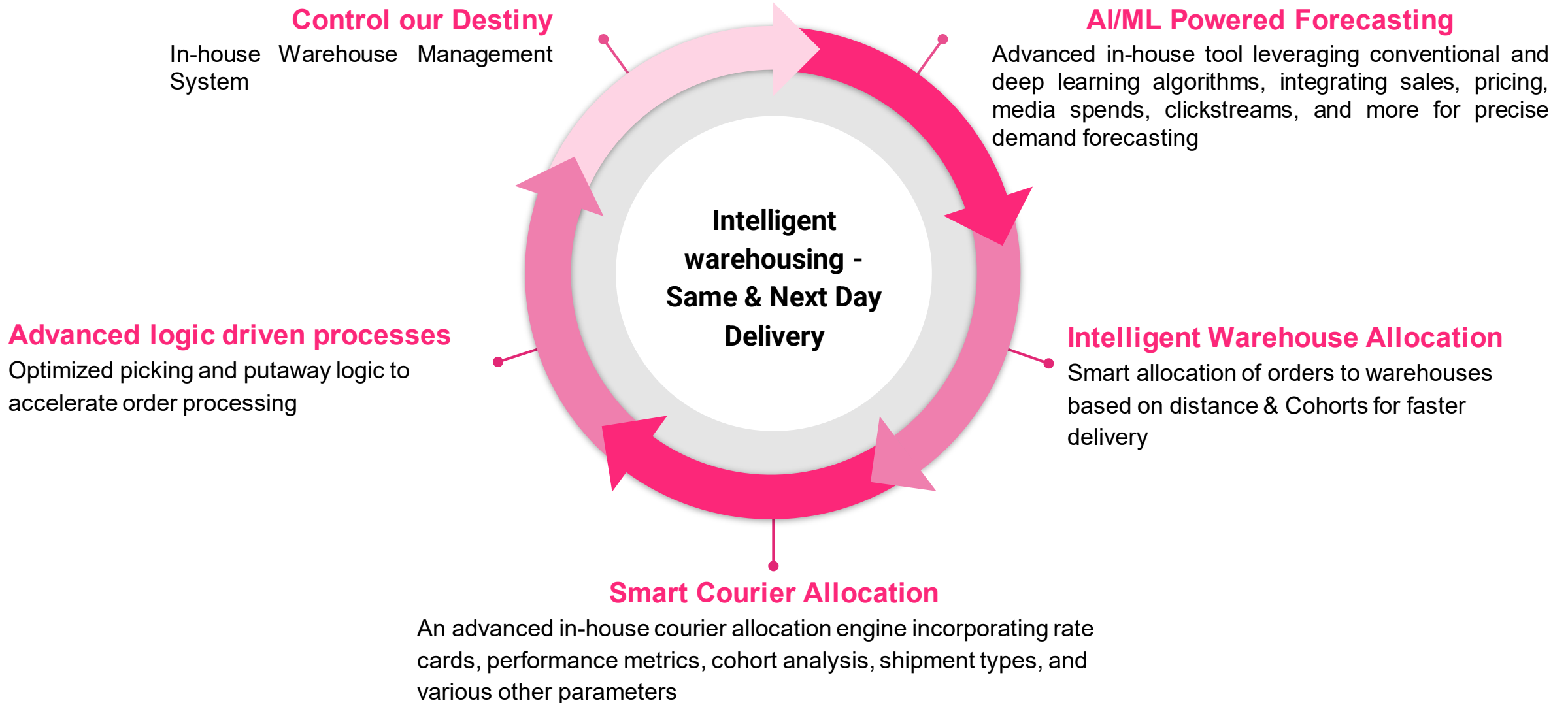


- **Experimentation:** Sophisticated **A/B testing** framework
- Detailed **instrumentation** to track customer behaviour and site performance
- Array of **dashboards and reports** for decoding customer journeys and drop-off's

4. Control your destiny

(in areas that influence customer convenience)

In-housing Warehouse Management tech (to invent and shrink delivery times)

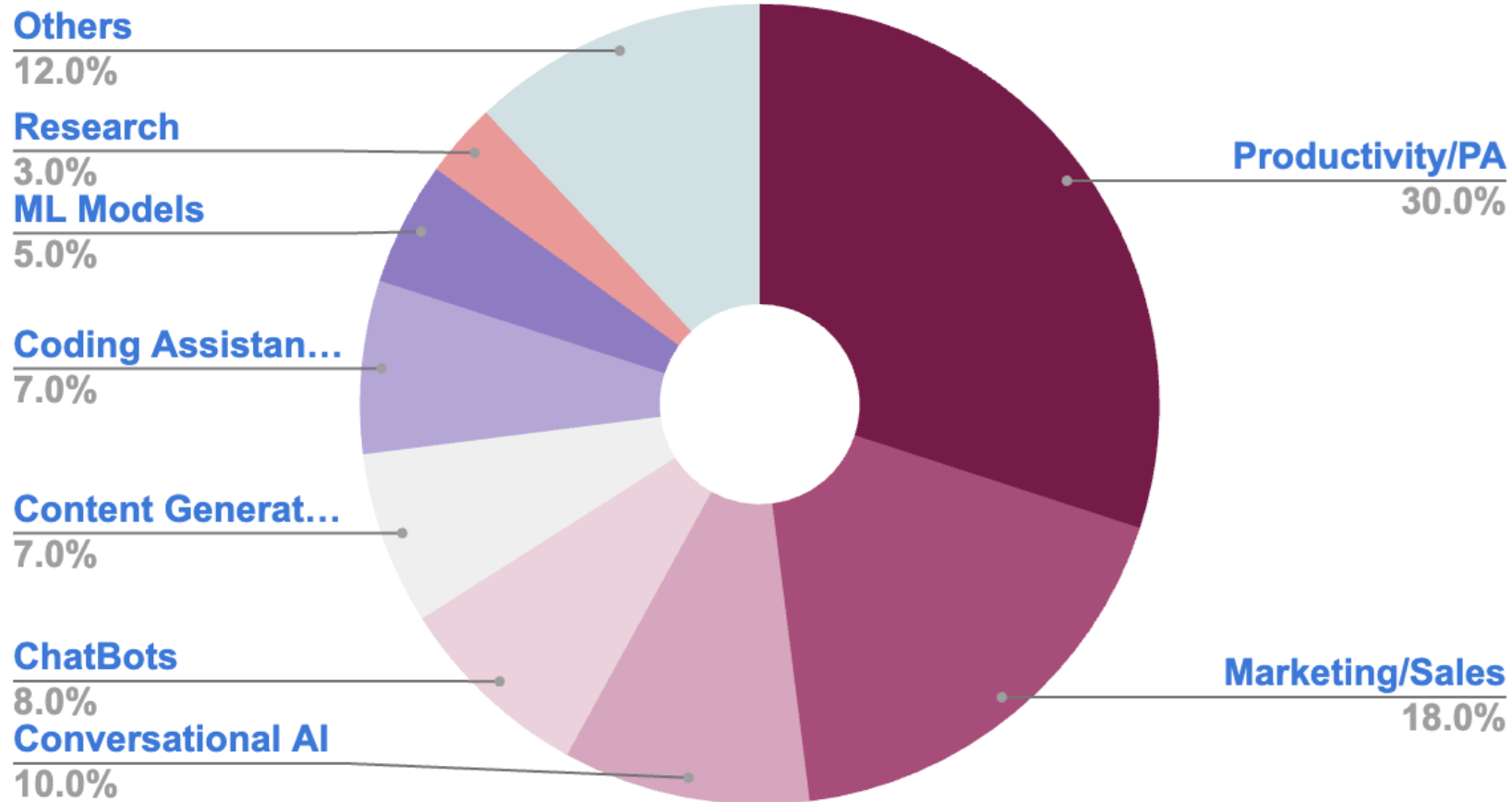


5. Embrace External Trends

(If you resist, you risk irrelevance)

GenAI - Global Usage

Share of Apps



Partners



App Convrsn.

Launched:

- Recommendation widgets
- Smart Customer Review filters

Pilot phase:

- Semantic Search



Content Generation

Launched:

- Catalog Enrichment

Future pilots:

- PzN Banner Generation



Productivity

Pilot phase:

- GitHub Co-Pilot (developers)

Future pilots:

- Hiring Assistant
- Sales coaches



Conversational AI

Pilot phase:

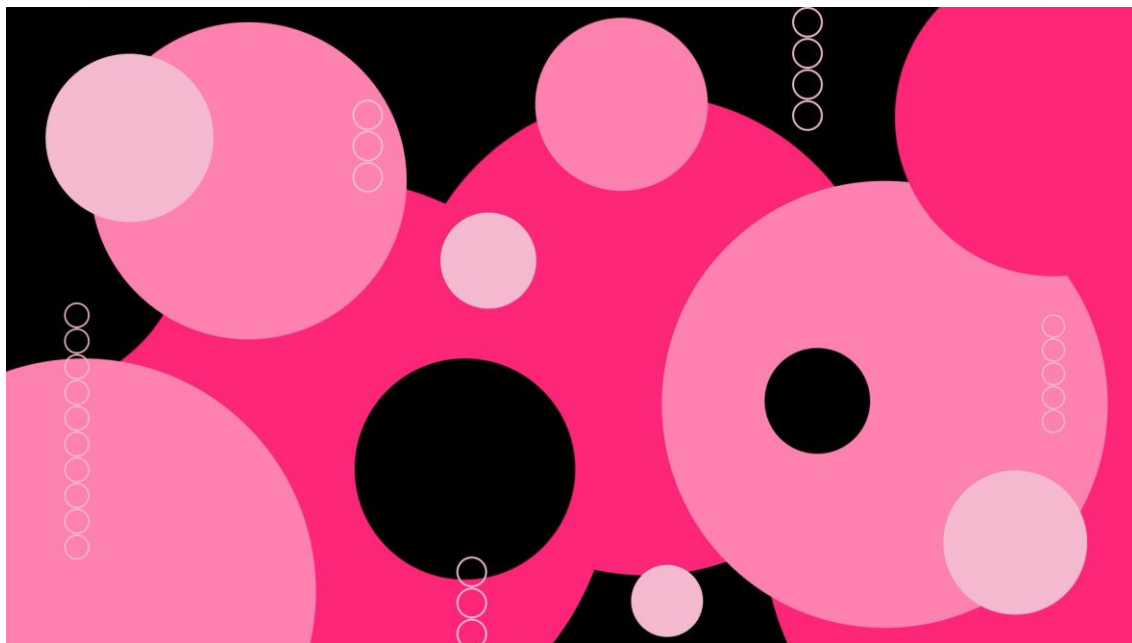
- Store Staff Training Assistant

Future pilot:

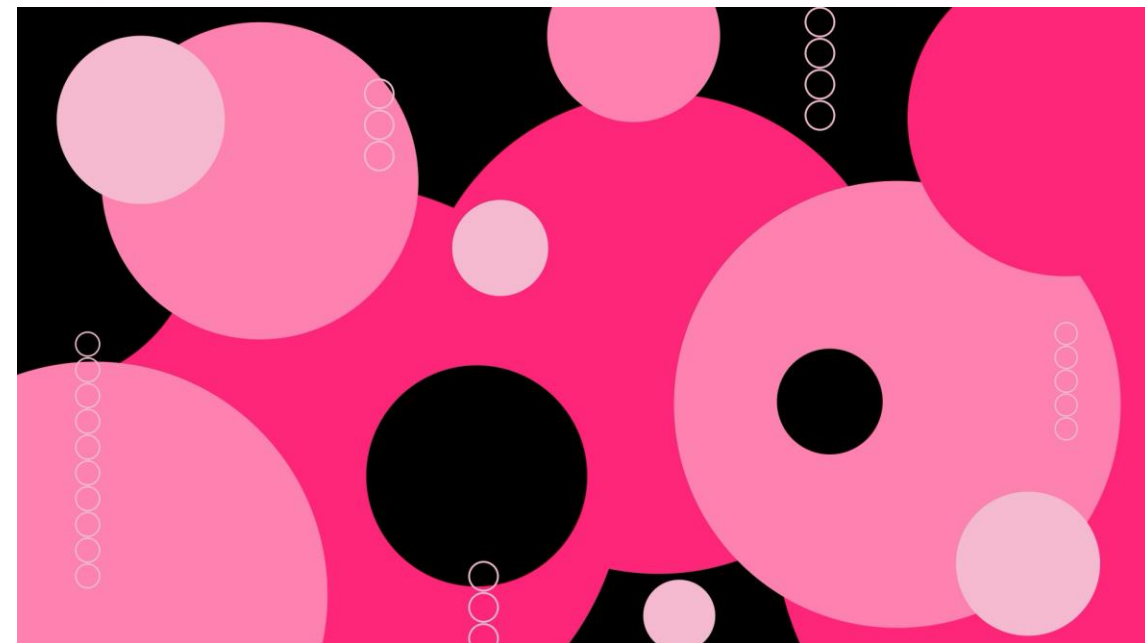
- Cust. Svc. Bot

(DEMO) Semantic Search - Re-imagining search experience by enriching catalog with additional data and signals

Current Results for complex queries




New Search Results for complex queries

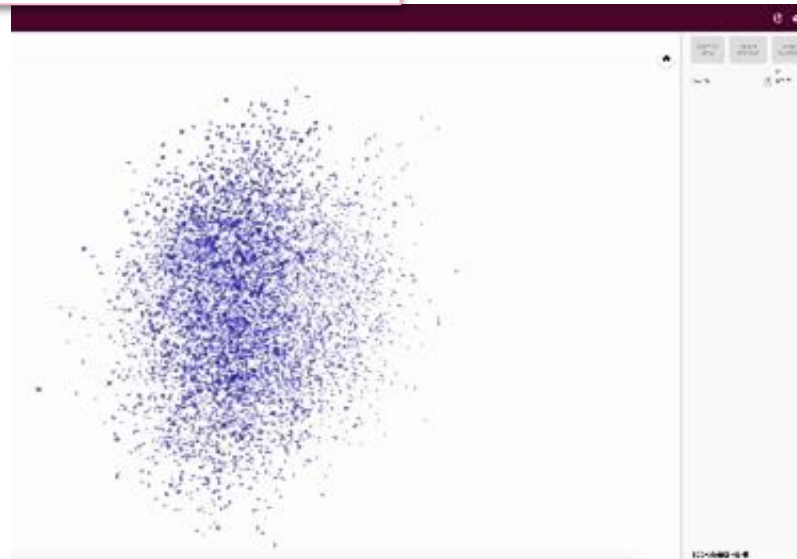
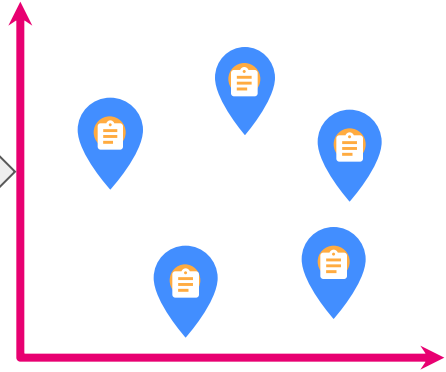


Behind the Curtains: Language Model converts enriched catalog and queries to embeddings



1. Extract Text From Image
2. Enrich with additional attributes from LLM
3. Represent the SKU in N-dimensional space as a vector (numeral)


[0.1, 0.025,
0.29...]



Matching the web pages and query in an embedding space in milliseconds

(DEMO) AI Powered Retail Store Training

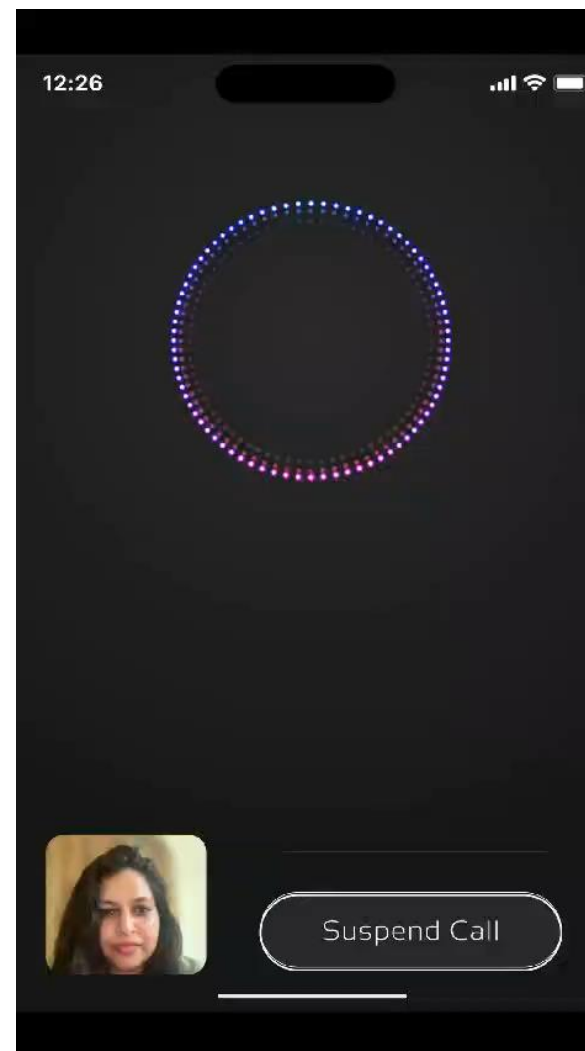
- AI Sales Coach to train Beauty Advisors by simulating different customer personas (ex. New to category) and situations (ex. disgruntled)
- Real time assessment and objective feedback

Scale:

- Limitless scenarios based on customer personas
- Refresher trainings based on new brand, category and SKU launches

Leverage:

- Extend to hiring of staff (interview assessment)
- Extend to B2B sales training



AI Powered Store Experiences (tool evaluation phase)

- **Footfall, consumer journey insights**
 - Granular insights on in-store customer journey and **provide heatmaps of their movement**
- **Layouts optimization**
 - Consideration of fixtures, assortments and performance data for **optimized planograms**
- **Execution monitoring**
 - Analyze store merchandize and **identifying gaps in execution**
- **Customer Experience**
 - Skin Analyzer Tool launched in stores. Beauty GPT for personalized recommendations



Flawless store execution



Superlative Customer Experience





Summary

- 1. Leverage data** (to personalize experiences)
- 2. Empower your partners** (with self serve tools)
- 3. Create scale & leverage** (through re-usable S/W building blocks)
- 4. Control your destiny** (in areas directly influencing customer convenience)
- 5. Embrace External Trends** (to stay relevant)

ESG

Our Values - Sustainability, Inclusivity & Community part of Nykaa's identity

Our values

01 Be bold and be good

02 Be better everyday

03 Be the customer's champion

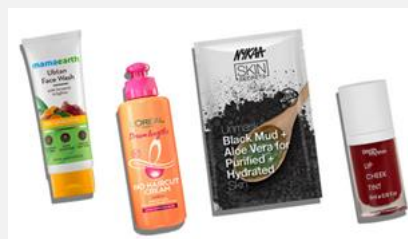
04 One Nykaa

05 A culture of belonging

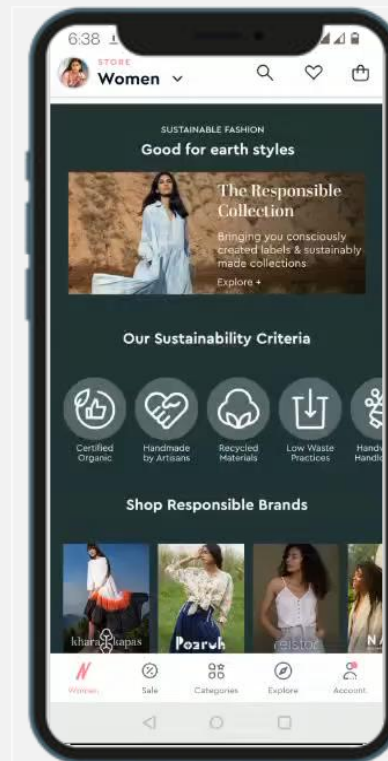
06 Sustainability in every action



150+ Brands



600+ Brands



SUSTAINABILITY

NYKAA 10x10 INITIATIVES

- 400 tonnes+ plastic recycled
- 80%* sustainable packaging



PAPERLESS PICKING

Increased order fulfillment capacity by improving picking process and achieved zero paper utilization for orders processed



Strong relationship with the lifestyle ecosystem



Deep relationship with **6,700+** global and domestic brands



Widespread supply chain with **17,500+** suppliers



Employee strength of **11,500+**



Network of **6,000+** influencers



Fostering symbiotic alliance with **3,800+** MSME vendors



Supporting **93K+** beauty professionals across the country

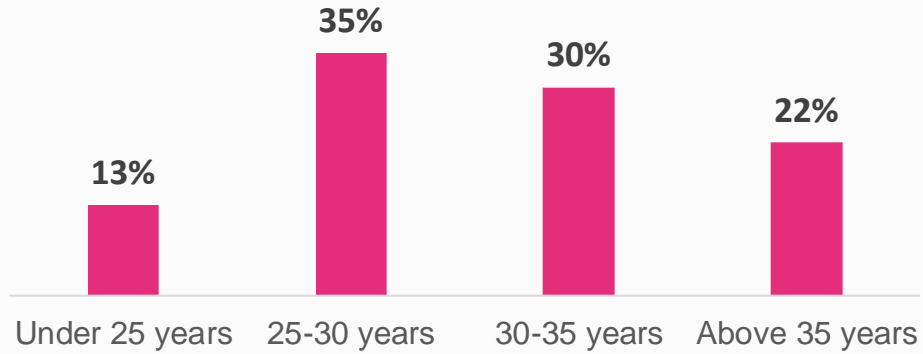


Widespread offline distribution network with **~2.6 Lacs** retailers through Superstore

NYKAA

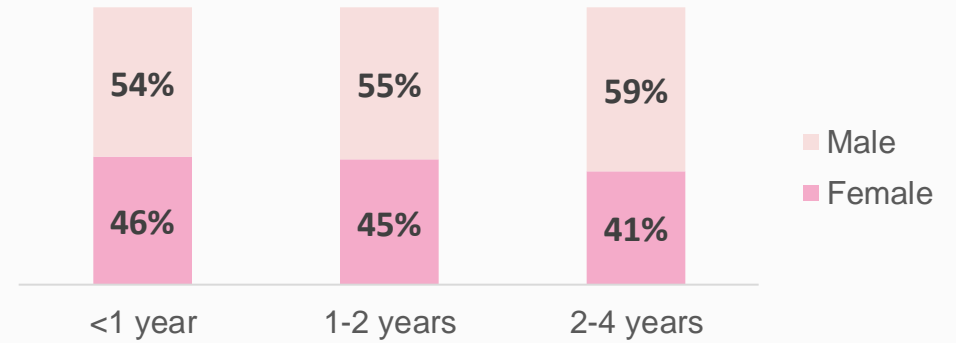
Promoting a Diverse and Inclusive Workforce

Young Organization



Employees by Age Group

Gender Balanced



Years of Experience in Nykaa

Variance of average pay positioning of our men and women against their benchmark is +/-1%

50%

Committees chaired by women

60%

Nykaa leadership under age 40

43%

Women employees' workforce

40%

Women directors

32%

of Nykaa leadership are women

RECOGNITION



Ranked among **Top 15 workplaces to grow in 2024: LinkedIn**



Recognized by **The Economic Times Edge** as a **Progressive Place to Work 2023**

Nykaa Foundation: Our CSR arm focused on empowerment

Empowering future



Nykaa Chair at IIM- Ahmedabad

Research chair in **consumer technology** to foster innovation

Empowering women



Falguni Nayar, honored at **American India Foundation's (AIF) Annual Gala 2024** Announced **3-year association** between **Nykaa** and **AIF** to promote **STEM education** for girls in India

NYKAA
Foundation

Transforming Education



~20,000
Student benefitted

Partnered with **Rangeet**, to launch an **app-based learning program "SEEK"**

Transforming Lives



800
Women trained

Partnered with **Labournet**, helping **marginalized young women** become skilled beauty professionals

Nykaa Foundation: Our CSR arm focused on empowerment

Focus on children's health



Collaborated with **Anushkaa Foundation**, to enable the **skilling of doctors in treating clubfoot**

Empowering brands & entrepreneur



ESTÉE LAUDER COMPANIES & NYKAA PRESENT
BEAUTY & YOU

Nykaa partnered with **Estee Lauder** New Incubation Ventures for the **second year** with a mission to discover and propel the next generation of Indian beauty brands

NYKAA
Foundation

Uplifting women



Kay Beauty partnered with **Daniel Bauer Academy** to provide young women training to become professional makeup artists and begin their own entrepreneurial journey

Uplifting Community



Nykaa supported **three tournaments** in FY24 to deepen our partnership with **IDCA (Indian Deaf Cricket Association)**

Thank You

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