



July 07, 2024

National Stock Exchange of India Limited

BSE Limited

Symbol: NYKAA

Scrip Code: 543384

Dear Sirs,

Subject: Nykaa Quarterly Revenue Update – Q1 FY2025

Please find enclosed herewith a communication on Nykaa (FSN E-Commerce Ventures Limited along with its subsidiaries) which is self-explanatory.

The above is for your information and records.

Thanking You.

Yours faithfully,

For FSN E-Commerce Ventures Limited

Neelabja Chakrabarty
Company Secretary & Compliance Officer

Encl: a/a



Nykaa Quarterly Revenue Update – Q1 FY2025

Nykaa - FSN E-Commerce Ventures Limited along with its subsidiaries, that is the Consolidated Entity **expects its revenue growth to be around 22-23% YoY in Q1 FY2025. GMV (Gross Merchandise Value) growth for the quarter is expected to be in mid-twenties (on a YoY basis).**

Beginning this quarter, we are commencing vertical-wise segmental reporting, according to the following definitions

- The Beauty segment comprises of online beauty platform Nykaa, beauty owned brands, physical stores, additionally including our eB2B distribution business 'Superstore by Nykaa', and the Nykaa Man BPC business.
- The Fashion segment consists of the Nykaa Fashion platform, and fashion owned brands, additionally including LBB, our content platform and the Nykaa Man lifestyle business.

Our Beauty vertical revenue growth for the quarter is expected to be around 22-23% YoY, similar to the consolidated entity's revenue growth. GMV growth is expected to be higher, in the high twenties YoY, in line with long-term BPC (Beauty & Personal Care) industry growth-trajectory. This is despite relatively slower growth in our physical retail business which was impacted by elections as well as heatwaves across North India.

The overall Fashion industry in India continues to face challenges with a muted demand environment. The growth was further impacted in this seasonally weak quarter due to limited weddings and festivities. Within this context, **our Fashion vertical revenue is expected to deliver a healthy performance, with revenue growth of around twenty percent YoY. GMV growth for the quarter is expected to be lower at mid-teens YoY.**



Disclaimer:

The above update for the quarter ended 30th June 2024 is provisional, and subject to audit by the Statutory Auditors of the Company.

About Nykaa (FSN E-Commerce Ventures Limited along with its subsidiaries):

At Nykaa, we share one vision- to bring inspiration and joy to people everywhere, every day. Born out of a desire to make beauty a mainstream choice, the Nykaa journey began in 2012 as a digitally native, consumer-tech company. Falguni Nayar's entrepreneurial leap with Nykaa, tapped into an underserved beauty retail market, disrupting the ecosystem and putting India in the global spotlight. Today, Nykaa has expanded its offerings to include lifestyle and B2B by introducing online platforms Nykaa Fashion, Nykaa Man, and Superstore.

Over the years, Nykaa has steadily captured the hearts of Indian consumers, ushering visits to both its online and 187 offline destinations (as of 31 March 2024) and building loyal communities through engaging and educational content. Nykaa continues to build its house of brands with a sharp focus on innovation and consumer delight. Beauty brands such as Kay Beauty, Nykaa Naturals, Nykaa Cosmetics, and Wanderlust and fashion brands such as Nykd, Gajra Gang, Likha, RSVP and Pipa Bella, have become household names, as they consistently deliver on inspiration and high performing products to the consumers.

Nykaa's unwavering commitment to authenticity and customer centricity has made it the retailer of choice for international brands entering India. Nykaa's Global Store, a gateway into the world of coveted international brands, leverages the company's proven supply chain and marketing capabilities to offer a truly seamless shopping experience.

For its role in building India's beauty and lifestyle retail markets, Nykaa has been awarded several Indian and International accolades. Nykaa has been recognised as the Consumer Company of the Year by VCCircle Awards and was proudly featured in the TIME100 Most Influential Companies List.