



## FSN E-Commerce Ventures Limited

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

August 18, 2022

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

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

Symbol: NYKAA

Scrip Code: 543384

ISIN: INE388Y01029

Dear Sirs,

**Sub: Press Release**

Please find enclosed the Press Release titled as follows:

*Nykd by Nykaa launches first flagship store in New Delhi*

-Stereotype Smasher, Creator, and Model Sakshi Sindwani headlines the store launch in Rajouri Garden

The above is for your information and records.

Thanking You.

Yours faithfully,

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

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





## Nykd by Nykaa launches first flagship store in New Delhi

- Stereotype Smasher, Creator, and Model Sakshi Sindwani headlines the store launch in Rajouri Garden-

**August 18, 2022:** Nykd by Nykaa, the lingerie and athleisure brand from Nykaa Fashion, has opened doors to its first-ever stand-alone, physical retail space in New Delhi's Rajouri Garden. Focused on immersive, engaging, and tech-led shopping experiences, the store features the brand's wide array of products across the innerwear, sleepwear, athleisure, and loungewear categories. While empowering women in their lingerie buying journey, this store is a step to strengthen its presence across the country.

Understanding women consumers and their shopping habits is core to the brand's DNA. A physical store thus aids in the journey of enabling consumers to be comfortable in their own skin and what they wear as second skin.

**Preeti Gupta, Business Head, Nykd by Nykaa, Gloom & Kica,** said, *"As an inclusive, body-positive brand built on the pillars of convenience, comfort, and tech, I am certain that this expansion will allow more consumers to see, touch and experience our wide range. Nykd has been well received across the consumer spectrum and this move makes it accessible to even more people. I look forward to shoppers in New Delhi enjoying second-skin comfort with our offerings."*

Spread across nearly 2000 sq ft, it offers second skin comfort to globalized and well-informed consumers, while providing a 360-degree intimate wear experience.

- **Personalized fitting sessions** along with a touch and feel the experience of the products so consumers can understand the product best suited for their body type. Enabled by the brand's tech-fueled endeavors, the diverse and utilitarian products consist of breathable cups, ultra-soft straps, M-frame in support bras, and defined shaping panels with side wings to provide lingerie that's easy to love and live in.
- Finding the right bra size is as important as finding a comfortable bra and the innovative **Bra Advisor** tool does just that. It helps women find the right size, style and fit for their body type, in less than 3 minutes. All towards the brand's efforts of simplifying lingerie for you!

Nykd's brand purpose is to support the highs and lows of a woman's journey by helping her navigate at least one area of her life with convenience- her intimate wear, this unique physical store is the next step in that direction.

## **About Nykaa Fashion**

Nykaa Fashion is the multi-brand e-commerce fashion offering from Nykaa, built on the pillars of premium curation and content, inspiring Indian customers to make the best choices for themselves. Nykaa Fashion is one of the fastest-growing fashion platforms in India and as of 2022, it houses 1600+ brands and 3.1 million+ SKUs across Women, Men, Kids, Luxe, and Home categories to appeal to every consumer. The Nykaa Fashion website and app is focused on being 'discovery-led' and 'high on style giving a chance to browse through the latest trends and collections, along with engaging content. It offers a large assortment of brands that include Indian and western wear, footwear, bags, jewellery, accessories, lingerie, athleisure, sleepwear, home décor, bath, bed, kitchen, and more. Nykaa Fashion has built a strong portfolio of nine consumer brands - Nykd by Nykaa, Gajra Gang, Pipa Bella, Twenty Dresses, Likha, RSVP, KICA, IYKYK and Glot.