

December 07, 2021

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

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

Symbol: NYKAA

Scrip Code: 543384

ISIN: INE388Y01029

Dear Sir / Madam,

Sub: Press Releases

Please find enclosed the Press Releases titled:

1. Mumbai's new Nykaa Luxe store is now open at R CITY Mall, Ghatkopar
2. Your Favourite Beauty Destination- Nykaa, opens store in Phoenix Market City, Pune
3. Nykaa expands its brick-and-mortar presence with three new stores in Delhi
4. Jodhpur's colour palette just got brighter: Nykaa Luxe store now open in Jodhpur
5. Nykaa Luxe stores are now open at Jayanagar & Global Malls
6. Your Favourite Beauty Destination- Nykaa, opens store in Prayagraj
7. Your Favourite Beauty Destination- Nykaa, opens store in Rajkot

The above is for your information and records.

Thanking You.

Yours faithfully,
For FSN E-Commerce Ventures Limited



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





Mumbai's new Nykaa Luxe store is now open at R CITY Mall, Ghatkopar

December 2021: Nykaa, India's leading beauty, and fashion destination, has launched a new **Luxe Store** at **R CITY Mall, Ghatkopar** in Mumbai. The new plush store offers a wide selection of makeup, skincare essentials, and fragrances from leading Indian and international brands such as **Pixi, Murad, Too faced, Tony Moly, Mario Badescu, Estee Lauder, Nykaa cosmetics, Burberry, Carolina Herrera,** and many more.

With Christmas and year-end celebrations around the corner, Nykaa Luxe stores offer a luxurious assortment of beauty and skincare brands at one destination. Customers can indulge in the quintessential Nykaa experience and shop the choicest of international and Indian brands at the store. Whether you are a makeup junkie, a fragrance addict, or a skincare savant, the Nykaa Luxe store has something for everyone.

In line with its promise of '**Your Safety, Our Passion**', Nykaa has implemented a series of safety measures to make every customer's shopping experience as contactless and safe as possible. This includes regular fumigation and deep cleaning, frequent hand sanitization, and temperature checks for all persons before entering the store. Additionally, social distancing is being practiced within stores with a limited number of employees and customers permitted at any given time.

Commenting on the launch, Nykaa Spokesperson said, "*Mumbai is Nykaa's home turf and has always been one of our top markets. Inclined to all things beauty & luxe, Mumbaikars now have a new beauty address and we can't wait for them to enjoy the unparalleled beauty experience at the new Nykaa Luxe store. Keeping shopping satisfaction and safety paramount, we have implemented all essential hygiene protocols to safeguard the health of our customers and employees and are ready to welcome shoppers to the new store.*"

The Nykaa Luxe store is located on the Ground Floor, R CITY Mall, Lal Bahadur Shastri Road, Amrut Nagar, Ghatkopar West, Mumbai, Maharashtra – 400086 and is open from 10am to 10pm

About Nykaa

Nykaa was founded in 2012 by Indian entrepreneur Falguni Nayar with a vision of bringing inspiration and joy to people, everywhere, every single day. Derived from the Sanskrit word 'Nayaka', meaning one in the spotlight, Nykaa has emerged as one of India's leading lifestyle-focused consumer technologies platforms. Since its launch, Nykaa expanded its product categories by introducing online platforms Nykaa Fashion and Nykaa Man. Delivering a comprehensive Omnichannel e-commerce experience, Nykaa has had over 19.3 million monthly average unique visitors, with 3,826 brands and over 2 million product SKUs available through its website and mobile applications as of March 31, 2021. The Nykaa Guarantee ensures that products available at Nykaa are 100% authentic and sourced directly from the brand or authorized retailers. Through engaging and educational content, digital marketing, social media influence, robust CRM strategies, and the Nykaa Network community platform, Nykaa has built a loyal community of millions of beauty and fashion enthusiasts.





Your Favourite Beauty Destination- Nykaa, opens store in Phoenix Market City, Pune

December 2021: India's leading beauty and lifestyle Omni channel retailer recently opened its new store in **Pune**. The **Nykaa On-Trend** store is the third in Pune, taking the offline count to a total of 14 in Maharashtra. With the launch in Pune, the total count of Nykaa On-Trend Stores across India has risen to 38.

Choose from a variety of brands - **Estee Lauder, Clinique, HUDA Beauty, Nykaa Cosmetics, Kay Beauty, Pixi, Laneige, Murad, The Face Shop & many more**. With something for everyone - right from a seasoned makeup maven to a beginner just bitten by the beauty bug, the Nykaa On-Trend Store is a haven for all the beauty junkies out there. Pick from a fine selection of International & Indian brands and end the year on a glamorous note (***Get a free gift with your purchases**) by getting your hands on the season's must-buys.

With the promise of 'Your Safety, Our Passion', Nykaa has implemented a series of safety measures to make every customer's shopping experience as contactless and safe as possible. This includes regular fumigation and deep cleaning, frequent hand sanitization, and temperature checks for all persons before entering the store. Additionally, social distancing is being practiced with a limited number of employees and customers permitted at any given time.

On the launch, **Nykaa spokesperson**, said, *"We are excited to open our third store and thus provide our consumers with a varied beauty experience across national and international brands. The Nykaa On-Trend store houses a selection of the best-selling/ trending beauty & skincare products from Nykaa.com and we are elated to now extend this unique offering to the consumers here. Customer satisfaction & safety being paramount, we have also implemented numerous hygiene protocols to safeguard the health of our customers and employees"*.

The Nykaa On Trend is located at UG - 52, Phoenix Market City, Survey No. 207, Viman Nagar Road Pune - 411014 and is open from 10am to 10pm.

About Nykaa

Nykaa was founded in 2012 by Indian entrepreneur **Falguni Nayar** with a vision of providing a carefully curated range of products for every beauty solution. Derived from the Sanskrit word 'Nayaka' meaning one in the spotlight, it rests on three ideals - curation, content, and convenience. Nykaa has now expanded to an omnichannel lifestyle retailer with over 6 million monthly active users, **76 stores across India, fulfilling over 1.5 million orders a month, with 1500+ brands and 130,000+ products available** through its website, app, and stores. The Nykaa Guarantee ensures that the products available at **Nykaa are 100% authentic sourced directly from the brand or authorized retailers**. Since its launch Nykaa has expanded its offer to include fashion with the multi-brand ecommerce platform





Nykaa Fashion and grooming products for men with **Nykaa Man**. Through engaging and educational content, digital marketing, social media influence, and robust CRM strategies and the **Nykaa Network** community platform, Nykaa has built a community of millions of beauty and fashion enthusiasts across India. Additionally, the **Nykaa Pro** platform caters to all professional beauty needs with special access and offers. The in-house collection of beauty products from the House of Nykaa - **Nykaa Beauty**, includes Cosmetics across lips, eyes, face and nails, skin and body care with Skin Secrets Sheet Masks and Wanderlust Bath & Body collection, Nykaa Naturals and Moi By Nykaa fine fragrances.





Nykaa expands its brick-and-mortar presence with three new stores in Delhi

- Nykaa Luxe store now open at Pacific Mall, Pitampura –
- Nykaa On Trend stores now open at Kamla Nagar and Lajpat Nagar -

December 2021: Nykaa, India's leading beauty, and fashion destination, continues to grow its retail presence with the launch of three new stores – Nykaa Luxe store and two Nykaa On Trend stores in the national capital. While the 1200+ sq. ft plush Luxe Store is located at **Pacific Mall, Pitampura**, the On Trend store has opened doors in **Kamla Nagar** and **Lajpat Nagar** respectively. With this launch in Delhi, the total count of Nykaa Luxe store to 43 and On Trend Stores across India has risen to 38.

Offering a beauty experience like none other, customers can expect the finest assortment of brands, discover a host of curations, and dial-up their beauty game at the Nykaa Luxe store, especially during this holiday season.

With a wide selection of makeup, skincare essentials, and fragrances from leading Indian and international brands such as **MAC, Huda Beauty, Kama Ayurveda, Pixi, Murad, Too faced, The face shop, elf cosmetics**, and many more, the Luxe store has all it all.

Choose from the vast variety of brands **HUDA Beauty, L'Oréal, Nykaa Cosmetics, Kay Beauty, e.l.f Cosmetics, Pixi, Nuxe, Minimalist, The Face Shop** amongst others at the Nykaa On Trend store. Head over there to avail a free gift on purchases*.

In line with its promise of 'Your Safety, Our Passion', Nykaa has implemented a series of safety measures to make every customer's shopping experience as contactless and safe as possible. This includes regular fumigation and deep cleaning, frequent hand sanitization, and temperature checks for all persons before entering the store. Additionally, social distancing is being practiced within stores with a limited number of employees and customers permitted at any given time.

Nykaa Spokesperson, says, *"We understand the importance of physical stores which help our consumers experience and purchase the products through touch and feel. Always ahead of the curve with regards to beauty & style, Delhites are known to level up with the trends. In line with this, the new Nykaa Luxe Store and On Trend stores aim to offer a holistic beauty experience for our diverse consumer base. Keeping shopping satisfaction and safety paramount, we have implemented all essential hygiene protocols to safeguard the health of our customers and employees and are ready to welcome shoppers to the new store."*

The Nykaa Luxe store is located on the Ground Floor, Pacific Mall, Netaji Subhash Place, Pink Line, Metro Station, MRTS Station, DMRC Phase - III Corridor, New Delhi - 110034 and is open from 10am to 10pm

Nykaa On Trend store

- **Lajpat Nagar: Nykaa On Trend, Shop No. E -23B, Ground Floor, Central Market, Lajpat Nagar II, Lajpat Nagar, New Delhi -110024 and is open from 10am to 10pm**
- **Kamla Nagar: Nykaa On Trend, Shop No - 28UA, Ground Floor, Bungalow Road, Kamla Nagar, Delhi - 110007 and is open from 10am to 10pm**





About Nykaa

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Jodhpur's colour palette just got brighter: Nykaa Luxe store now open in Jodhpur

December 2021: Nykaa, India's leading beauty, and fashion destination, recently launched its **Luxe Store** at Sardarpura, Jodhpur. The plush **1400+ sq. ft** Nykaa Luxe Store offers a wide selection of makeup, skincare essentials, and fragrances from leading Indian and international brands such as **M.A.C., Huda Beauty, Estee Lauder, Charlotte Tilbury, Too Faced, Pixi, Murad,** and many more. With this launch in Jodhpur, the total count of Nykaa Luxe store to 90, a first in the city and the first Luxe Store in the state.

Translating the seamless online retail experience to offline in Jodhpur for the very first time, the Nykaa Luxe store is here with its finest curation beauty and skincare brands at one destination. Customers can indulge in the quintessential Nykaa experience and shop the choicest of international and Indian brands at the store. Head to the store and let Nykaa's Beauty Assistants guide you through a seamless shopping experience and wait, there is more - get a flat 10% off on all your purchases.

In line with its promise of '**Your Safety, Our Passion**', Nykaa has implemented a series of safety measures to make every customer's shopping experience as contactless and safe as possible. This includes regular fumigation and deep cleaning, frequent hand sanitization, and temperature checks for all persons before entering the store. Additionally, social distancing is being practiced within stores with a limited number of employees and customers permitted at any given time.

Nykaa Spokesperson, says, *"This is our first store in the cultural city of Jodhpur, and we are thrilled to bring the offline experience to our customers here. Encouraged by all the love from our customers, we are here to serve you with the best in beauty. Keeping shopping satisfaction & safety paramount, we have implemented all essential hygiene protocols to safeguard the health of our customers, employees and are ready to welcome shoppers to the new store."*

The Nykaa Luxe store is located at unit no. 1&2, B road, Sardarpura (Gandhi Maidan), Jodhpur, Rajasthan 342003 and is open from 10am to 10pm

About Nykaa

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Nykaa Luxe stores are now open at Jayanagar & Global Malls

December 2021: Nykaa, India's leading beauty, and fashion destination has recently launched two new **Luxe Stores** at Jayanagar and Global Malls in Bengaluru. The plush 1100+ sq. ft. Nykaa Luxe Stores at Jayanagar and Global Malls offer a wide selection of makeup, skincare essentials, and fragrances from leading Indian and international brands such as **MAC, Huda Beauty, Smashbox, Murad, Too Faced, Innisfree, Nykaa Cosmetics, Pixi, Estee Lauder, Carolina Herrera, Michael Kors** and many more.

Nykaa Luxe stores are your go-to destination for the most luxurious beauty picks. So ring in the festive season by indulging in all things beauty and discovering new trends at the opulent Nyka Luxe retail experience.

In line with its promise of '**Your Safety, Our Passion**', Nykaa has implemented a series of safety measures to make every customer's shopping experience as contactless and safe as possible. This includes regular fumigation and deep cleaning, frequent hand sanitization, and temperature checks for all persons before entering the store. Additionally, social distancing is being practiced within stores with a limited number of employees and customers permitted at any given time.

Nykaa Spokesperson, says, "*A diverse, culturally rich & trend-forward city, Bengaluru has been one of the key markets for Nykaa. With a penchant for all things luxe, Bangalore residents now gear up for an unparalleled beauty experience at the new Nykaa Luxe stores. Keeping shopping satisfaction and safety paramount, we have implemented all essential hygiene protocols to safeguard the health of our customers and employees and are ready to welcome shoppers to the new store.*"

The Nykaa Luxe stores are located at Nykaa Luxe Jayanagar, 396/85, Ground floor, 11th main road, 3rd block, Jayanagar, Bangalore-560011 and Global Malls, Ground Floor, Gopala Puram Binnypete Bangalore- 560023 and are open from 10am to 10pm

About Nykaa

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Your Favourite Beauty Destination- Nykaa, opens store in Prayagraj

December 2021: India's leading beauty and lifestyle Omni channel retailer recently opened its first store in the holy city of **Prayagraj**. The **Nykaa On-Trend** store is the first one in Prayagraj, taking the offline count to a total of 7 in Uttar Pradesh including Lucknow, Bareilly, Noida, Prayagraj, & Kanpur. With the launch in Prayagraj, the total count of Nykaa On-Trend Stores across India has risen to 38.

Choose from the vast variety of brands - **Estee Lauder, Clinique, M.A.C, HUDA Beauty, L'Oréal, Nykaa Cosmetics, Kay Beauty, Innisfree, e.l.f Cosmetics, Pixi, The Face Shop & many more** amongst others. With something for everyone - right from a seasoned makeup maven to a beginner just bitten by the beauty bug, the Nykaa On-Trend Store is a haven for all the beauty junkies out there. Pick from a fine selection of International & Indian brands and end the year on a glamorous note (***Get a free gift with your purchases**) by getting your hands on the season's must-buys.

With the promise of 'Your Safety, Our Passion', Nykaa has implemented a series of safety measures to make every customer's shopping experience as contactless and safe as possible. This includes regular fumigation and deep cleaning, frequent hand sanitization, and temperature checks for all persons before entering the store. Additionally, social distancing is being practiced with a limited number of employees and customers permitted at any given time.

On the launch, **Nykaa spokesperson**, said, *"Intrigued by Prayagraj's culture, we are here to introduce our customers to the quintessential Nykaa experience. The Nykaa On-Trend store houses a selection of the best-selling/ trending beauty & skincare products from Nykaa.com and we are elated to now extend this unique offering to the consumers here. Customer satisfaction & safety being paramount, we have also implemented numerous hygiene protocols to safeguard the health of our customers and employees"*.

Nykaa On Trend, is located at 18/A, Sardar Patel Marg, Civil Lines, Prayagraj – 211001 and will be open from 10am to 10pm.

About Nykaa

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content, digital marketing, social media influence, and robust CRM strategies and the **Nykaa Network** community platform, Nykaa has built a community of millions of beauty and fashion enthusiasts across India. Additionally, the **Nykaa Pro** platform caters to all professional beauty needs with special access and offers. The in-house collection of beauty products from the House of Nykaa - **Nykaa Beauty**, includes Cosmetics across lips, eyes, face and nails, skin and body care with Skin Secrets Sheet Masks and Wanderlust Bath & Body collection, Nykaa Naturals and Moi By Nykaa fine fragrances.





Your Favourite Beauty Destination- Nykaa, opens store in Rajkot

December 2021: India's leading beauty and lifestyle Omni channel retailer recently opened its first store in the cultural city of **Rajkot**. The **Nykaa On-Trend** store is the first in Rajkot, taking the offline count to a total of 5 in Gujrat including Ahmedabad, Surat, Vadodara & Rajkot. With the launch in Rajkot, the total count of Nykaa On-Trend Stores across India has risen to 38.

The store offers a wide selection of makeup, skincare essentials, and fragrances such as **Charlotte Tilbury, HUDA Beauty, Nykaa Cosmetics, Kay Beauty, L'Oréal, Pixi, Laneige, Beardo, The Man Company & many more**. With something for everyone - right from a seasoned makeup maven to a beginner just bitten by the beauty bug, the Nykaa On-Trend Store is a haven for all the beauty junkies out there. Pick from a fine selection of International & Indian brands and end the year on a glamorous note (***Get a free gift with your purchases**) by getting your hands on the season's must-buys.

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On the launch, **Nykaa spokesperson**, said, *"We truly understand our consumers in Gujrat and the second store comes with the aim to expand their beauty experience across national and international brands. The Nykaa On-Trend store houses a selection of the best-selling/ trending beauty & skincare products from Nykaa.com and we are elated to now extend this unique offering to the consumers here. Customer satisfaction & safety being paramount, we have also implemented numerous hygiene protocols to safeguard the health of our customers and employees"*.

Nykaa On Trend in Rajkot is located at Shop 07, The Imperial Heights, Near DR. Radhe Krishna Road, 150 Feet Ring Road, Opposite Iscon Mall, Rajkot – 360005 and is open from 10am to 10pm.

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content, digital marketing, social media influence, and robust CRM strategies and the **Nykaa Network** community platform, Nykaa has built a community of millions of beauty and fashion enthusiasts across India. Additionally, the **Nykaa Pro** platform caters to all professional beauty needs with special access and offers. The in-house collection of beauty products from the House of Nykaa - **Nykaa Beauty**, includes Cosmetics across lips, eyes, face and nails, skin and body care with Skin Secrets Sheet Masks and Wanderlust Bath & Body collection, Nykaa Naturals and Moi By Nykaa fine fragrances.

A handwritten signature in blue ink, appearing to be the initials "WJ" followed by a flourish.

