

Kaya Limited

February 14, 2019

To,

BSE Limited

Market Operations Department,
1st Floor, Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400001

BSE Scrip Code: 539276

National Stock Exchange of India Limited

'Exchange Plaza', 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex,
Bandra(E), Mumbai 400051

NSE Symbol: KAYA

Subject: Press Release

Dear Sir/ Madam,

Please find enclosed herewith our Press Release which we shall be releasing after sending this letter to you. This is for your information and record.

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For Kaya Limited

Nitika D.

Nitika Dalmia
Company Secretary &
Compliance Officer



Encl: A/a

Kaya Limited and Marico gets into a licensing arrangement

Mumbai February 14, 2019: Kaya Limited has signed a licensing agreement with Marico to launch a new skincare brand - Kaya Youth that will be aimed at the younger consumers. As a part of the deal, Marico will pay royalty to Kaya, a separate listed entity.

Mr. Rajiv Nair, CEO- Kaya Group said, *“We have used our dermatological expertise and worked with the Marico team to develop a range of skincare called Kaya Youth. Kaya is a highly penetrated and established brand and has a very high understanding of India’s skin and hair care needs. Marico has leveraged this strength and licensed this brand from Kaya and plans to give a massive fillip to its soon to be launched skincare products”.*

With over 15 years of expertise and presence in 26 cities, Kaya Limited also retails its product line through 400 points of sales and through ecommerce. More than 50% of Kaya Clinic’s product retail comes from channels outside the clinic. The Kaya product range includes more than 70 SKUs in Skin and Hair care.

Kaya Clinic saw its latest brand revamp last year with their Greater Kailash Clinic in New Delhi followed by Jaipur in January 2019. Kaya, whose clientele mainly includes high net worth individuals (HNIs) in 26 cities, wants to break away from its image of being just a skin treatment centre to appeal to relatively younger set of customers.

Kaya Clinic has introduced a range of hair-care treatments and transplants. Kaya has also launched an all-natural range, “Derma Naturals”, and has sheet masks and lip balms in this range

With a huge presence in the Middle East, Kaya Clinic has recently launched its new clinic in Dubai, at one of the emirate's buzzing hot spots - the JBR Walk. With the new premium location, Kaya aims to cater to its growing client base residing around JBR, JLT, Marina and the Palm. This clinic offers the entire spectrum of services that Kaya Skin Clinic is renowned for.

About Kaya

Kaya Limited, India’s foremost chain of specialized clinics, offers personalized solutions by expert dermatologists delivered through a synergistic combination of products and services backed by state-of-the-art, safe technologies. Kaya Limited ("Kaya") was incorporated on 27th March, 2003 as part of wholly owned subsidiary of Marico Limited and was demerged from Marico Limited in September, 2013. Kaya, whose clientele mainly includes high net worth individuals (HNIs) in 26 cities, has more than 160 expert dermatologists along with a portfolio of high-performing products and operating in 99 clinics in India.

Kaya delivers flawless skin and healthy hair through expert skin and hair care solutions that includes services in the areas of Acne/Acne-scar Reduction, Pigmentation, Anti-Aging, Permanent Laser Hair Reduction, Hair care & Hair Transplants etc. along with regular beauty enhancement services. Kaya Ltd. also has a range of more than 70 skincare & haircare products ranging from daily care to specialized skin & hair care. Kaya has made inroads into the naturals space by recently launching the Kaya Derma Naturals range comprising of sheet masks and lip balms.

Kaya Hair Care has a comprehensive range of services addressing a wide range of hair concerns for both men & women. This holistic hair care system caters to the entire spectrum of hair concerns by acting on all dimensions of hair, right from the root to the shaft. Kaya also offers advanced high efficacy Hair Transplant Solutions with Kaya Hair Restore.

Kaya's product portfolio includes 70 plus SKUs, including skin creams, hair products, lotions and sunscreens. The product range currently contributes 20% to its overall revenue, which is expected to grow by 25% this year. Kaya is looking to go beyond their clinics and have a larger presence across India.

For more information please visit <https://www.kaya.in/>

For media queries please contact:

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