



FSN E-Commerce Ventures Limited

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

February 03, 2022

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra – Kurla Complex,
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 Release

Please find enclosed the Press Release titled as follows:

It's time to upgrade your accessory drip as Nykaa Fashion Launches IYKYK
- A chic new accessory label of bags and footwear -

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





It's time to upgrade your accessory drip as Nykaa Fashion Launches IYKYK

- A chic new accessory label of bags and footwear -

February 2022: ICYMI, Nykaa Fashion is the preferred lifestyle destination for style savants and trend fiends who seek only the best curations to elevate their OOTD. Now, the multi-brand e-commerce platform offers even more reason for fashion enthusiasts to rejoice! Introducing- **IYKYK- a chic new accessory label** - the latest in Nykaa Fashion's stable of widely loved consumer brands such as Pipa Bella, Nykd by Nykaa, Gajra Gang, and RSVP.

IYKYK boasts of its own unique monogram, carefully designed to combine the letters of I.Y.K.Y.K in a circular form, designed to look both sophisticated and fun at the same time. The monogram embodies the brand's core philosophy – it incorporates the solid form of the logo but at the same time it is open to interpretation, perfectly mirroring the acronym "If You Know You Know"!

Celebrating concepts and themes ranging from retro, Gen-Z, quirky and educational, the brand sparks a certain emotion that makes you a part of the IYKYK collective- defined by a free-spirited vibe and nonchalant attitude that also reflects in the designs on offer. If you like being *in the know* of the latest and establishing your fashion supremacy with every look, then IYKYK's wide range of elegantly crafted, footwear and handbags are a must-add to your collection. With offerings ranging from flats to stilettos and bags that add oomph, IYKYK is here to cater to all your daydreams and dawn drama vibes. Completely made from PU leather and available in a range of earthy and neutral palettes, this collection inspires style and confidence without trying too hard.

"IYKYK addresses the growing demand for premium accessories that are in vogue, quality-assured, and accessible for the fashion-conscious, digitally native consumer of today. With distinctive designs and versatility at the core of the customer experience, IYKYK is for the consumer who is in the know of what her special style secrets are and how they make her unique", says Adwaita Nayar, CEO Nykaa Fashion.

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 March 31, 2021, it houses 1,350 brands and over 1.8 million SKUs across Women, Men, Kids, Luxe, and Home categories to appeal to every consumer. The Nykaa Fashion website/ 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, jewelry, accessories, lingerie, athleisure, sleepwear, home décor, bath, bed, kitchen, and more. Nykaa Fashion has built a strong portfolio of seven consumer brands - Gajra Gang, Nykd by Nykaa, Pipa Bella, Twenty Dresses, Likha, Mondano, and RSVP.



an