



## FSN E-Commerce Ventures Limited

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

November 08, 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:

***NYKAA FASHION'S NEW FACE IS THE ULTRA STYLISH AND FASHIONABLE  
JANHVI KAPOOR***

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')*

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

Encl: a/a



## NYKAA FASHION'S NEW FACE IS THE ULTRA STYLISH AND FASHIONABLE JANHVI KAPOOR

*~ Having represented Nykaa's beauty offering since 2018, she now comes onboard Nykaa Fashion as its brand ambassador ~*

*~ One Nykaa, Two Apps: Kapoor' association will reiterate the two distinct and unparalleled offerings by Nykaa in beauty and fashion ~*

*Link to the campaign film: [One Nykaa Two apps: Two apps, double the fun](#)*

**National, November 08, 2022: Nykaa Fashion**, the multi-brand ecommerce fashion and lifestyle destination, today announced Bollywood's leading style icon, **Janhvi Kapoor**, as its brand ambassador. In an endeavour to have Janhvi's influence and popularity now transcend to the world of fashion, the brand has deepened its relationship with the artist who will be seen in fresh new avatars as she expresses her unbridled love for all things fashion. Nykaa Beauty and Nykaa Fashion meticulously cater to the needs of a discerning customer, who's looking for highly curated offerings and appreciates elevated options to choose from.

Janhvi's multi-layered personal style and her new role at Nykaa Fashion will be first seen in a campaign film that establishes how the quintessential Nykaa experience, designed to be different for the beauty and fashion shoppers, is equally seamless across two separate apps. The message to style savants is simple- they need not look any further for the hottest trends in fashion and lifestyle because Nykaa Fashion has got it all, across categories. Always first in fashion, Nykaa Fashion prides itself in bringing carefully curated homegrown labels, the best of international brands and trend-forward choices for men, women, kids and home.

In the earnest demeanour of someone who spends plenty of time on the two apps, Janhvi's excitement on spotting a few of her favourite products is palpable in this campaign film [One Nykaa Two apps: Two apps, double the fun](#). Celebrating fashion on fleek, the film opens with Kapoor instantly spotting her favourite beauty and fashion picks and declaring that true fans never just use one app because with Nykaa Beauty and Nykaa Fashion, the curations, the offerings, the fun and the love multiplies.

**Adwaita Nayar, Co-Founder of Nykaa, and CEO Nykaa Fashion** says, "Janhvi is a true, modern style icon who has already established her flair in the beauty game with Nykaa. She brings great relatability and influence to the table and we cannot think of anyone more apt to represent the spirit of our fashion offering. I'm excited to further strengthen our association with Janhvi and together build brand love for Nykaa."

**Janhvi Kapoor** says, "My relationship with Nykaa is truly special, not just professionally but also personally. As one of their millions of consumers, I have always felt empowered by the choices offered by the brand. I am a huge fashion enthusiast, and am super excited to partner with Nykaa Fashion to bring its elegantly curated offerings across homegrown and international brands under the spotlight, for you to discover and enjoy!"

Download the Nykaa Fashion App here: [Android](#) and [iOS](#)

**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 5.1 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 more consumer brands - Nykd by Nykaa, Gajra Gang, Pipa Bella, Twenty Dresses, Likha, RSVP, KICA, IYKYK, and Gloom along with Twig & Twine.