

Kaya Limited

February 6, 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: Performance update

Dear Sir/ Madam,

Please find enclosed performance update on the financial results of the Company for the quarter and nine months ended December 31, 2018.

Kindly take the above on record.

For **Kaya Limited**,

Nitika D.

Nitika Dalmia
Company Secretary &
Compliance Officer



Encl: A/a



Q3 FY19 Investor Update

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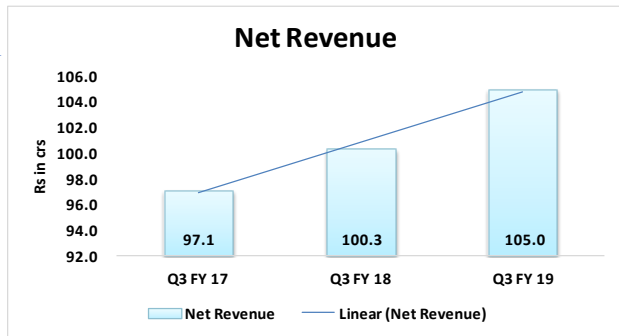


Key Highlights

Kaya Group Performance – Q3 & YTD Dec

Quarter 3

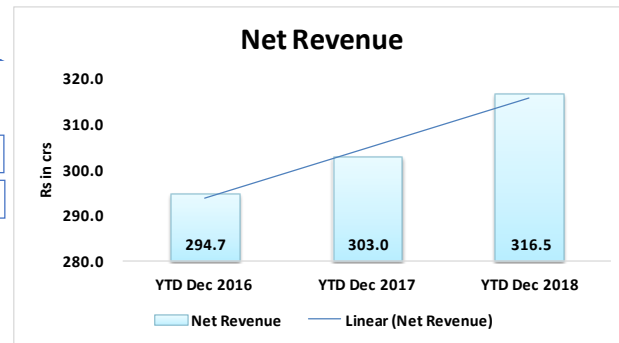
Topline Growth @5%



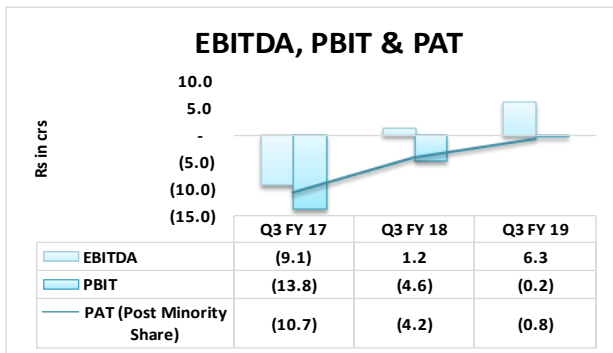
Topline Growth @4%

YTD Dec

YTD Dec-18
YTD Dec-17

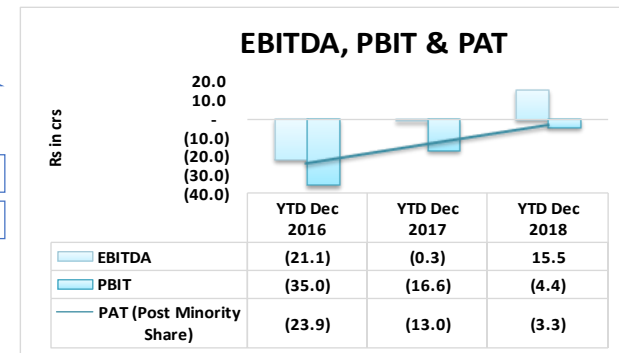


EBITDA @ 6% of NR



EBITDA @ 5% of NR

YTD Dec-18
YTD Dec-17



Net Revenue : Increase in Consumption, product sale led to Net revenue growth.

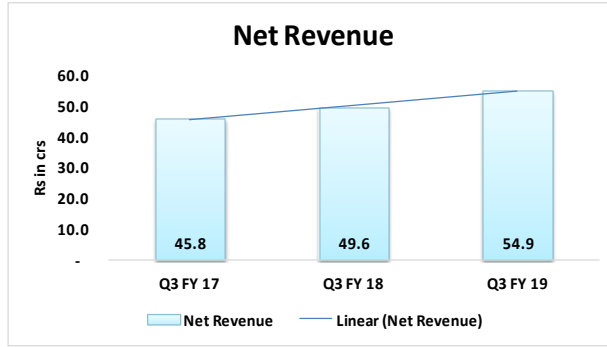
GC margins : Indigenisation of raw materials and operational proficiency enhanced GC Margins

EBITDA, PBIT & PAT Improvement in gross margins combined with strong cost controls drove enhancement in bottomline.

Kaya India Performance – Q3 & YTD Dec

Quarter 3

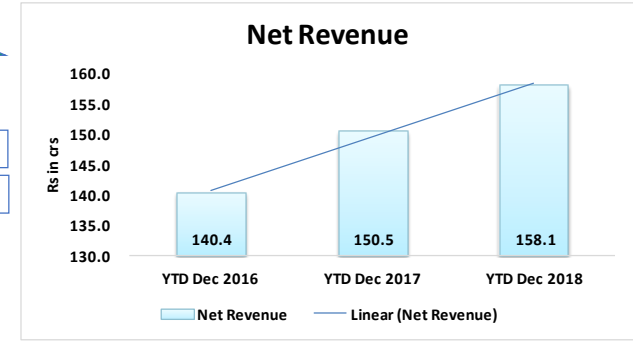
Topline Growth @11%



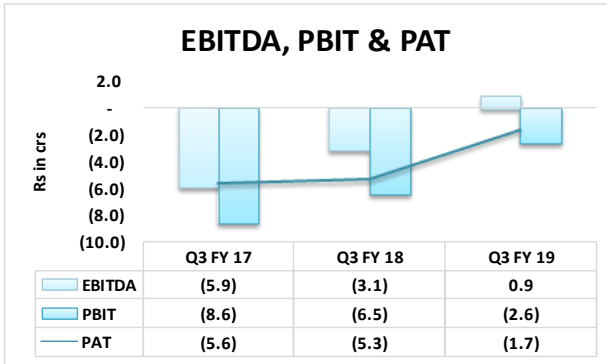
Topline Growth @5%

YTD Dec-18
YTD Dec-17

YTD Dec

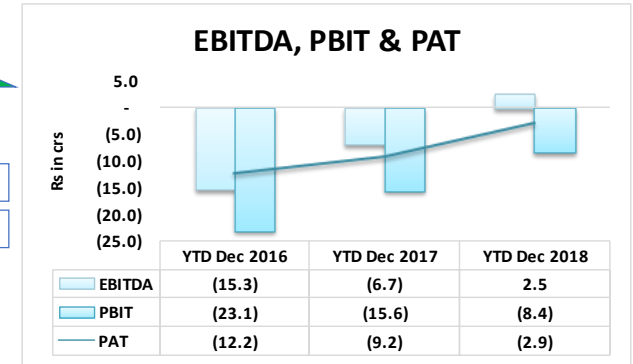


EBITDA improved by Rs 4 crs



EBITDA improved by Rs 9 crs

YTD Dec-18
YTD Dec-17



Net Revenue : Increase in Consumption, product sale led to Net revenue growth.

GC% margins : Indigenisation of raw materials and operational proficiency enhanced GC Margins

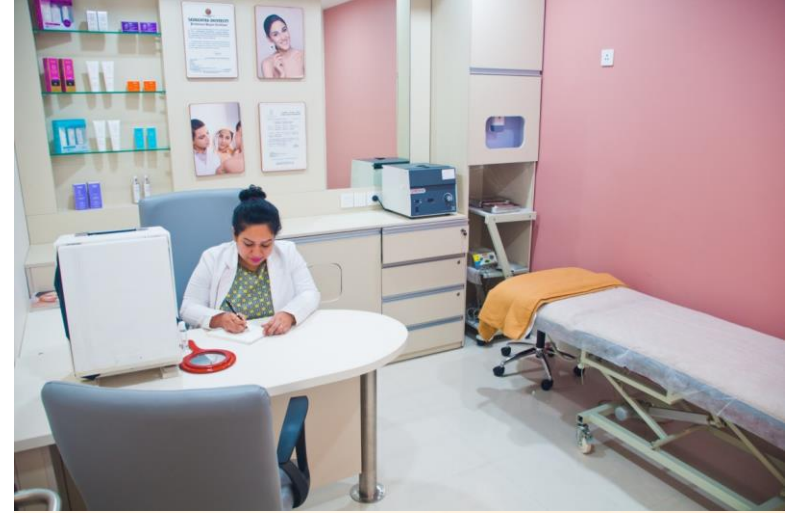
EBITDA, PBIT & PAT Improvement in gross margins combined with strong cost controls drove enhancement in bottomline.

Kaya India – Highlights

- Net Revenue for Q3 FY19 at INR 54.9 crs, grew by 11% over LY
- EBIDTA is INR 0.9 crs (2% of NR), compared to EBIDTA of INR (3.1) crs (-6% of NR) in Q3 FY18, improvement of Rs 4 crs
- PAT at INR (1.7) crs (-3% NR), compared to PAT of INR (5.3) crs (-11% NR) in Q3 FY18, improvement of INR 3.6 crs

Key Initiatives :

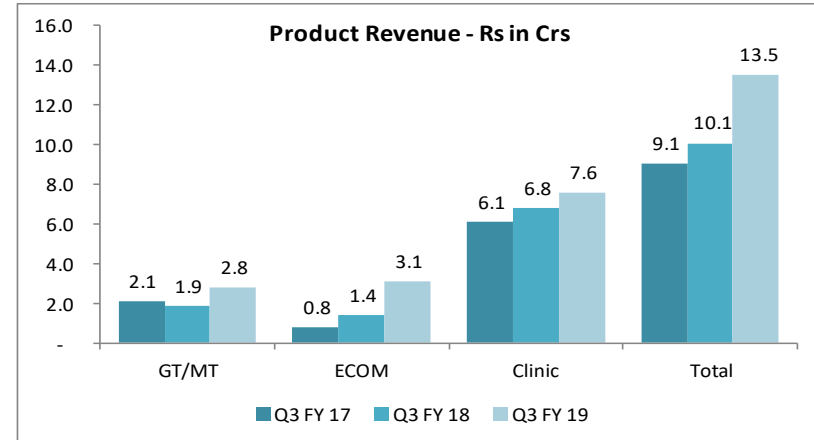
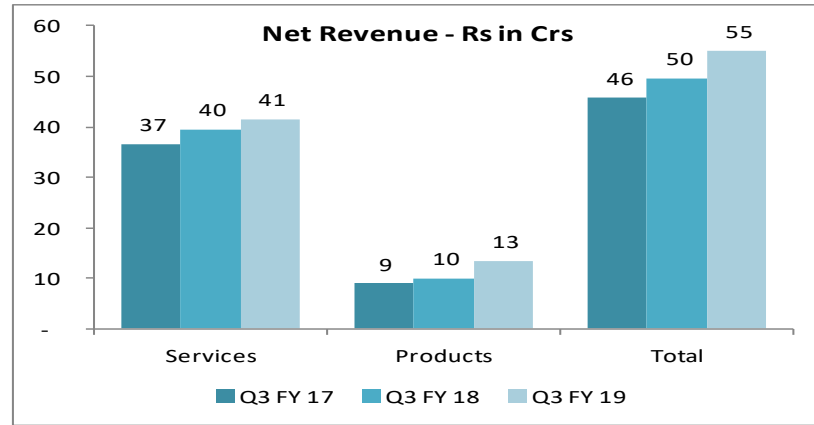
- Growths seen in key focus categories : Both Hair care (33%) and Products (34%).
- Ecommerce grew by 119% in Q3, MT/GT business grew by 51%
- New retail identity roll-out continued with launch of flagship clinic at Greater Kailash, New Delhi and Malviya Nagar, Jaipur



Kaya India

- Kaya India Q3 FY19 collection grew by **10%** over Q3 LY
- Customer Count growth is **0.4%** over LY and Avg ticket size grew by **9%** over LY
- Kaya India Q3 FY19 revenue grew by **11%** over Q3 LY
 - Service revenue grew by **5%** over Q3 LY
 - Product revenue grew by **34%** over Q3 LY
 - E Commerce revenue grew by **119%** over Q3 LY
 - GT/MT revenue grew by **51%** over Q3 LY

Net Revenue



New Products Launched -Q3 FY19

Lip Balm



kaya™
derma naturals
Conceived by nature. Crafted by science

SHOP NOW

Lip Balms

5 VARIANTS
SPF 15
ON-THE-GO

kaya™
derma naturals
LIP BALM

kaya™
derma naturals
HONEY LIP BALM

kaya™
derma naturals
ORIGINAL CARE LIP BALM

kaya™
derma naturals
PEACH LIP BALM

kaya™
derma naturals
RASPBERRY LIP BALM

Facial Sheet Mask



kaya™
derma naturals
Conceived by nature. Crafted by science

Facial Sheet Masks

15 mins to fresher skin | ON-THE-GO

Kaya brings to you products backed by expert dermatologists

kaya™
derma naturals
4-MARINE INSTA-REVITALIZING FACIAL MASK

kaya™
derma naturals
5 FLOWER INSTA-BRIGHTENING FACIAL MASK

kaya™
derma naturals
5-HERB INSTA-OIL CONTROL FACIAL MASK

New Services Launched -Q3 FY19

INTRODUCING KAYA'S FACIAL CONTOURING & REJUVENATION SYSTEM

Enhance your features to achieve
your true beauty potential

BROW LIFT

BRIGHTER EYES

PLUMPER LIPS

DEFINED JAWLINE





Awards & Accolades received in Q3

Best Digital Integrated Campaign – India Digital Awards



Best Skincare/Haircare Cosmetics Brand



Best Skincare/Haircare Cosmetics Brand



Renovated Clinics, delighting customers

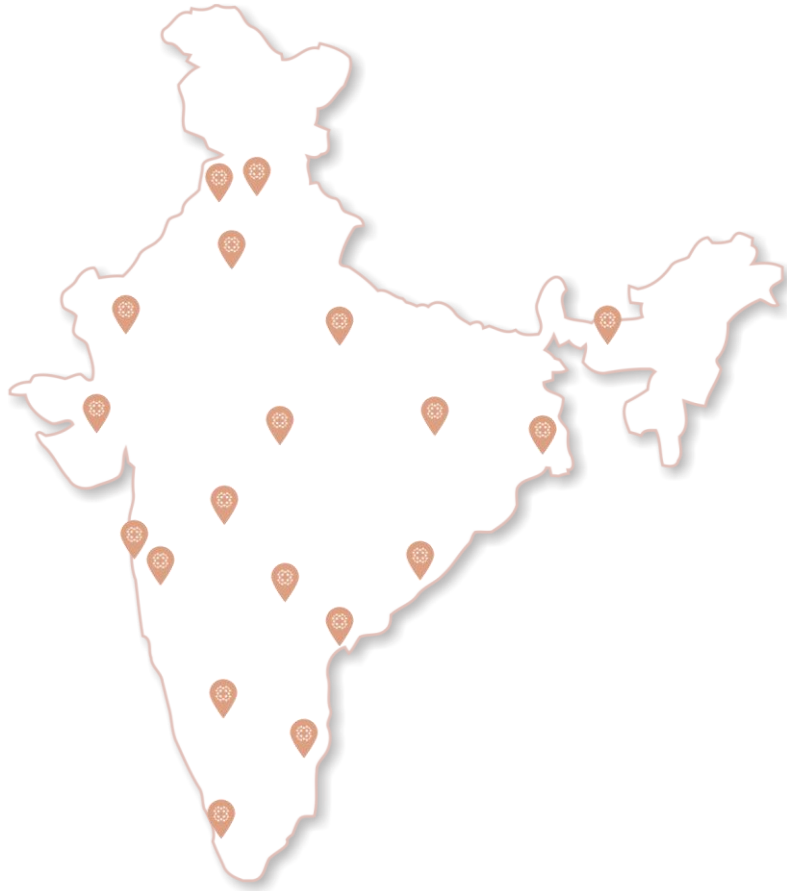


Greater
Kailash - Delhi



Malviya Nagar
- Jaipur

Our Presence - India



99 Clinics

498 Product Retail Touchpoints

26 Cities

16 Indian States



Kaya – Middle East Highlights

- Collection declined by 2% over Q3 LY; Customer Count declined by 11% and Avg ticket size grew by 10%
- Net Revenue for Q3 FY19 at INR 50.1 crs, decline by 1% over LY
- EBIDTA at INR 5.4 crs (11% NR), compared to EBIDTA of INR 4.4 crs (9% NR) in Q3 FY18
- PAT at INR 0.9 crs (2% NR), compared to PAT of INR 1.1 crs (2% NR) in Q3 FY18

Highlights of the Quarter:

• Innovations

New services & products launched in the areas of 'Advanced Facial Rejuvenation' & 'Pigmentation', enhancing efficacy and contributing well to the business

• Shift of focus towards 'Treatments'

Treatments vertical, continues to lead overall growth, with both client count and ticket size growing, helping counter the commoditization and price wars in 'Laser Hair Removal' & 'Injectables'

• New Identity Clinics

Total of 5 clinics in New Identity, contributing 33% of the business, grew in double digits, against the market trend. 4 out of 5 crossed their highest ever revenues in December. Driven by 'unique experience' & 'futuristic infrastructure', proving to be strong long term assets and competitive strength for the brand.



UAE



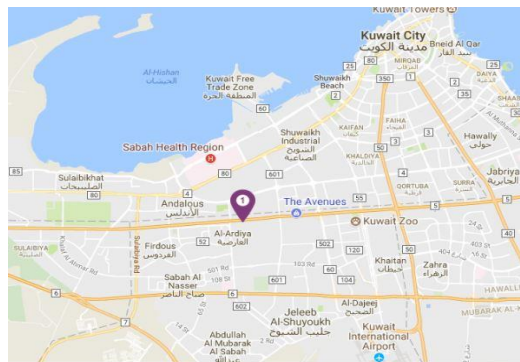
Oman



KSA



Kuwait



Our Presence – Middle East



24 Clinics

4 Countries

11 Cities

Financial Highlights : Kaya Group

Particulars (INR crs)	Q3 FY19	Q3 FY18
Collection	109.5	105.3
Net Revenue	105.0	100.3
EBIDTA	6.3	1.2
Operating Margin	-0.2	-4.6
Other Income	0.0	1.1
PAT	-0.8	-4.2



4%

Collection SSG 1%
0.4% at constant currency



5%

Net Revenue SSG 0.4%
0.3% at constant currency

EBIDTA margin at 6% of NR
against 1% of NR LY

Operating margin breakeven, as
against -ve 5% of NR LY

PAT Margin at -ve 1% of NR, as
against -ve 4% of NR LY

Financial Highlights : India

Particulars (INR crs)	Q3 FY19	Q3 FY18
Collection	58.8	53.5
Net Revenue	54.9	49.6
EBIDTA	0.9	-3.1
Operating Margin	-2.6	-6.5
Other Income	1.0	1.2
PAT	-1.7	-5.3



10%

Collection SSG at 8%



11%



Net Revenue SSG at 7%

EBIDTA margin improved to 2% of NR against -6% of NR LY

Operating margin at -ve 5% of NR as LY at -ve 13% of NR

PAT Margin at -ve 3 % of NR, as against -ve 11% of NR LY

Financial Highlights : Middle East

Particulars (INR crs)	Q3 FY19	Q3 FY18	
Collection	50.7	51.8	 2% <p>Collection SSG –ve 7% -ve 8% at constant currency</p>
Net Revenue	50.1	50.7	 1% <p>Net Revenue SSG –ve 6% -ve 6% at constant currency</p>
EBIDTA	5.4	4.4	<p>EBIDTA margin at 11% of NR, as against 9% of NR in LY</p>
Operating Margin	2.4	1.9	<p>Operating margin at 5% of NR, as against 4% of NR in LY</p>
PAT	0.9	1.1	<p>PAT at 2% of NR, as against 2% of NR in LY</p>

Financial Highlights : 9 Months FY19

Particulars (Rs in Crs)	Kaya India			Kaya Middle East			Kaya Group		
	9M FY19	9M FY18	Gr %	9M FY19	9M FY18	Gr %	9M FY19	9M FY18	Gr %
Collection	182	173	5%	161	158	2%	343	332	3%
Net Revenue	158	151	5%	158	152	4%	317	303	4%
EBIDTA	2	-7	137%	13	6	103%	15	0	4816%
<i>% to NR</i>	2%	-4%		8%	4%		5%	0%	
Operating Margin	-8	-16	46%	4	-1	516%	-4	-17	74%
<i>% to NR</i>	-5%	-10%		3%	-1%		-1%	-5%	
Business PAT	-3	-9	68%	1	-2	176%	-2	-11	85%
<i>% to NR</i>	-2%	-6%		1%	-1%		-1%	-4%	
Minority Share	0	0	-	0	1	-59%	0	1	-59%
Exceptional Items/Consol adj	0	0	-	1	1	5%	1	1	5%
PAT post Exception	-3	-9	68%	0	-4	91%	-3	-13	75%
<i>% to NR</i>	-2%	-6%		0%	-3%		-1%	-4%	



Corporate Overview

About Kaya

Kaya offers a comprehensive range of skin and hair care solutions through a range of specialized Kaya Clinics across India and Middle East.

Kaya also has a wide spectrum of 60+ products that range from Skin, Hair and Body care, for both men and women.

Premium Skin and Hair Care services and products brand

- Incorporated in 2003, Kaya is a pioneer in speciality skin & hair care with a **Unique Business Model**; a blend of Medical + Retail + Hospitality.
- Advanced solutions through state-of-the-art clinics and a range of retail products across distinct skin and hair care range

Dermatologist backed, USFDA Safe Technology

- All services and products designed and formulated by **in-house dermatologists** at Kaya's R&D.
- Over 150 experienced dermatologists. Every clinic has an in house qualified and certified dermatologist who consult & offer personalized solutions.

Operations

- 99 clinics spread across India in various geographies. Over 490 retail outlets in major department stores.
- E-commerce presence through own website as well as channel partners.
- Kaya is the largest international chain of skincare clinics in the Middle East (UAE, Kingdom of Saudi Arabia, Oman and Kuwait).

A New Age Business – Creating the market

Our Core Service Categories in Skin Care

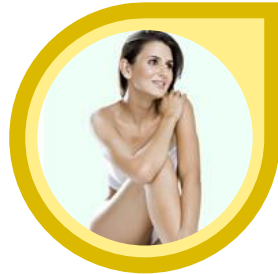
Anti-Ageing

Dermal Fillers, Wrinkles Reduction with BOTOX®, Natural Skin Rejuvenation with PRP, Youth Renew Marvel with Thermage, Skin Tightening, Chemical Peels, etc.



Laser Hair Reduction

US-FDA approved advance laser technology for Permanent hair reduction. Nd-YAG, Soprano Laser.



De-Pigmentation Solutions

Aqua Therapy, Laser services, Microdermabrasion, Intense Pro Peels, etc.



Acne & Scar Treatment

Chemical Peels, Acne-Scar Free+ with Dermaroller, Laser Scar Reduction services, Acne Free with Aqua Therapy, etc.



Beauty Solutions

Beauty facials, hydration, purification, rejuvenation therapies.

Range of solutions across categories like Anti-ageing, Pigmentation, Laser Hair Reduction, Acne & Scars

Entered the Hair Care category in 2016-17



A well-rounded approach to treating Hair Loss

KAYA'S
ROOT REGEN SYSTEM



Solutions in Hair Care

Hair Thinning: Kaya Targeted Root Regen System : Intensive Hair Root Therapy (IHRT), Natural Hair Rejuvenation, Hair Nutri-Infusion Therapy, Hair Root Activation Laser Therapy & Low Level Laser Therapy



Healthy Hair & Scalp Solution: Kaya Ultimate 360° Hair Elixir Therapy – Hair Volumizing, Frizz Control & Breakage Reduction



Hair Loss: Kaya Expert Hair Transplant Solution : Minimally invasive advanced Follicular Unit Extraction (FUE) method of hair transplantation which involves no cuts, stitches or scars



kaya™
clinic

Thank You