

December 05, 2021

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,
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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 Press Release titled '*Nature's Most Potent Ingredients, now, in a Bottle: Nykaa Naturals Charcoal and Bamboo Hair Care Range*'.

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



Nature's Most Potent Ingredients, now, in a Bottle: Nykaa Naturals Charcoal and Bamboo Hair Care Range

December 2021: Looking for that one perfect combo to give extra TLC to your hair? Look no further than **Nykaa's latest Unisex Hair Care Range- Charcoal & Bamboo** for #GoodHairDay every day. The latest addition to the Nykaa Naturals Hair Care range, this powerful combination of multi-beneficial ingredients is all the gentle care you need for your hair. The shampoo, conditioner, and hair mask, detox, and deep cleanse your hair, helping it combat environmental stressors and chemical damage leaving it replenished, purified, and enlivened all day.

Building a hair regime is important for both men and women since hair goes through the same stress factors. The gender-neutral ingredients make this hair range versatile for all hair types including coloured hair. Known for its effective deep cleansing, detoxing, and nourishing properties, Charcoal helps remove all the build-up from the scalp caused by dust, heat, sweat, and pollution. Bamboo, on the other hand, offers a rich source of silica, making it a hero ingredient when it comes to hair care as it helps strengthen the blood vessels and enhances hair growth.

The soothing and detoxifying dual blend of Charcoal and Bamboo provides an elevated sensorial grooming experience. With a meticulously developed fragrance, the shampoo works up a pleasing lather and leaves the strands soft and nourished. The conditioner refreshes and recharges tresses and penetrates the shaft to deeply nourish it. The hair mask smoothens strands while improving the overall scalp health and hair quality.

Commenting on the latest launch, **Reena Chhabra, CEO Nykaa Brands**, said, *"Our consumers understand the importance of hair and scalp care and actively look for natural ingredients that are safe, gentle yet effective when used regularly. The new unisex Charcoal and Bamboo range is the perfect, frequent-use product to address concerns of environmental stress and chemical damage and has proven to improve hair texture over time. We aim to keep bringing natural, ingredient-led solutions to our consumers through the Nykaa Naturals range."*

Nykaa Naturals Hair Products are **dermatologically tested, 100% Cruelty-Free, SLS/SLES free, and Paraben-Free.**

Nykaa Naturals Hair Range will be available on the Nykaa website/ app and in-stores across India and is priced at INR 399 onwards.

About Nykaa Beauty

In 2016, Nykaa identified a gap in the market for on-trend, high-performing quality-driven beauty products especially curated for Indian consumers and thus launched its own consumer beauty brand. Starting with Nail Enamels as their introductory range, today Nykaa carries a large number of products across its consumer beauty brands portfolio; **Nykaa Cosmetics**, a comprehensive makeup and beauty accessories brand owning cutting-edge product formulations & high-quality standards. **Nykaa Naturals** is a naturally derived ingredient-focused brand catering to all types of Indian hair, skin tones, and skin concerns. It consists of three sub-brands – **Nykaa Wanderlust**, a signature bath, and body offerings for men and women; **Nykaa Skin Secrets**, a range of masks powered by Korean technology, and a blend of Indian natural ingredients. **Nykaa Naturals Hair** addresses the demand for solutions targeting the most common hair concerns, featuring natural ingredients specifically for Indian consumers. Nykaa Beauty also offers **Moi by Nykaa**, a collection of fine fragrances. In 2019, Nykaa collaborated with celebrated fashion designer, Masaba Gupta to launch **Masaba by Nykaa**, a beauty range featuring lips, nails, and fragrances. Staying true to the Nykaa ethos, the brands continue to delight and inspire their consumers by offering high-performing products & the latest trends in beauty through content across all its platforms. Adding a science-powered skincare brand to its portfolio, **Nykaa SKINRX** was recently launched to target specific Indian skin concerns using clinically researched and globally recognized active ingredients.

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.

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