

December 15, 2021

**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,  
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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:

**Global Store on the Nykaa App exclusively brings you Elemis, UK's #1 skincare brand**  
*~ Immerse yourself in a sensorial self-care experience with Elemis ~*

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



## Global Store on the Nykaa App exclusively brings you Elemis, UK's #1 skincare brand

*~ Immerse yourself in a sensorial self-care experience with Elemis ~*

**December 15, 2021:** Nykaa, India's leading beauty & fashion destination, launches yet another luxurious skincare brand, **Elemis**, for discerning Indian consumers, only on the **Global Store**. A skin wellness brand with an aroma therapist's soul, an artist's spirit, and a scientist's commitment to results, Elemis is an innovative global British skincare brand with over 30 years of expertise.

**Products powered by nature:** Elemis sources natural extracts that catalyze each other, harnessing the power of nature's finest active ingredients, delivering results that you can see and feel, both inside and out. Passionate about taking care of your skin, the focus is on delivering proven results with feel-good skincare products combined with cutting-edge patented technology.

Immerse yourself in the ultimate sensorial cleansing experience with **Pro-Collagen Cleansing Balm**, rejuvenate your skin with one swipe of the **Dynamic Resurfacing Facial Pads**, and restore a youthful appearance with **Pro-Collagen Marine Cream**.

**Commenting on the launch, Anchit Nayar, CEO E-commerce Beauty, Nykaa, said** "We at Nykaa are excited to partner with ELEMIS, UK's #1 skincare brand to launch exclusively on the Global store on the Nykaa App. The addition of an iconic skin wellness brand like Elemis further expands our ever-growing offering of the best beauty solutions from around the world. Combining natural extracts with science and patented technology, Elemis will truly elevate our consumers' skin regimen and help them experience the **truth in beauty**, in its truest form."

**Commenting on the launch, Noella Gabriel, Co-founder & President of ELEMIS said** "We are excited to bring ELEMIS to India and join forces with Nykaa to satisfy their consumers' quest for results-driven skincare. As part of our journey to becoming the most sustainable luxury skin wellness brand, ELEMIS prides itself on being at the forefront of cutting-edge ingredients and formulations. Now, beauty enthusiasts can access more than 30 years of British skincare innovation via the ease of the Nykaa Global Store beauty app where everyday skincare routines are transformed into ELEMIS sensorial self-care experiences."

A true one-of-a-kind, cross-border e-commerce platform, the **Global Store** is currently offered only on Nykaa's mobile application and makes, otherwise hard-to-reach, international brands, easily accessible to Indian beauty buffs.

### **About The Global Store**

Nykaa, India's leading beauty and fashion destination has launched the Global Store with an aim to bring international beauty brands to Indian consumers, for the first time through a cross-border e-commerce platform. The Global Store can be accessed through the Nykaa mobile application. Through the Global Store, Nykaa brings a strong network of authorized retailers of international brands to India and to deliver its promise of authenticity, Nykaa accredits a single vendor to each brand. Nykaa continues to empower its customers by democratizing the access to international brands by giving choice, authenticity and convenience. This platform is a first of its kind which will aim to effectively bridge the gap between global brands trying to tap the Indian market and customers who desire to shop for the best of the brands. The Global Store has a wide offering of labels from the US, South Korea, Finland, Australia, Dubai and many other countries. These brands have been carefully selected and chosen based on global trends with a focus on specific skincare concerns, artisanal beauty, mineral



based makeup, plant powered haircare and science based clean beauty. The Global Store products comply with all Indian regulations on imports and customs, duties and taxes. Customers are required to provide KYC details as per local laws. Orders will be sent directly to customers at their doorstep and shipping times may vary depending on the product and the port of origin.

### **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 ecommerce 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.

