

Kaya Limited

July 27, 2023

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 ended June 30, 2023.

Kindly take the above on record.

For **Kaya Limited**,

NITIKA

SUNNY

NIRMAL

Nitika Dalmia

**Company Secretary &
Compliance Officer**

Encl: A/a

Registered Office: Kaya Limited, Marks, 23/C, Mahal Industries Estate, Mahakali Caves Road, Near Paper Box Lane, Andheri (E), Mumbai 400 093. Tel.:91-22-66195000. Website: www.kaya.in

CIN: L85190MH2003PLC139763

Q1 FY24

PERFORMANCE HIGHLIGHTS

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Summer
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Q1 FY24 HIGHLIGHTS

- Collection growth of clinics in India was 4% vs Q1 FY23
- Collection declined by 9% in Middle East vs Q1 FY23
- In India, Collections from the Body business has witnessed a 5x growth vs Q1 FY23, Acne business grew by 9% and Product has grown by 13%
- In Middle East, Plastic Surgery business grew by 15% LFL vs Q1 FY23, Product grew by 6%
- Average Ticket Size grew in India in Q1 by 12% and in Middle East at 7% vs Q1 FY23
- Net promoter score in India was at 82 and in Middle East it was at 84 for Q1 FY24

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Laser away your tanning
and pigmentation woes with

Insta Clarity Laser!



- **OVERVIEW**
- **EXPANSION**
- **STRATEGIC PILLARS**
- **AWARDS**
- **COMPANY FINANCIALS**



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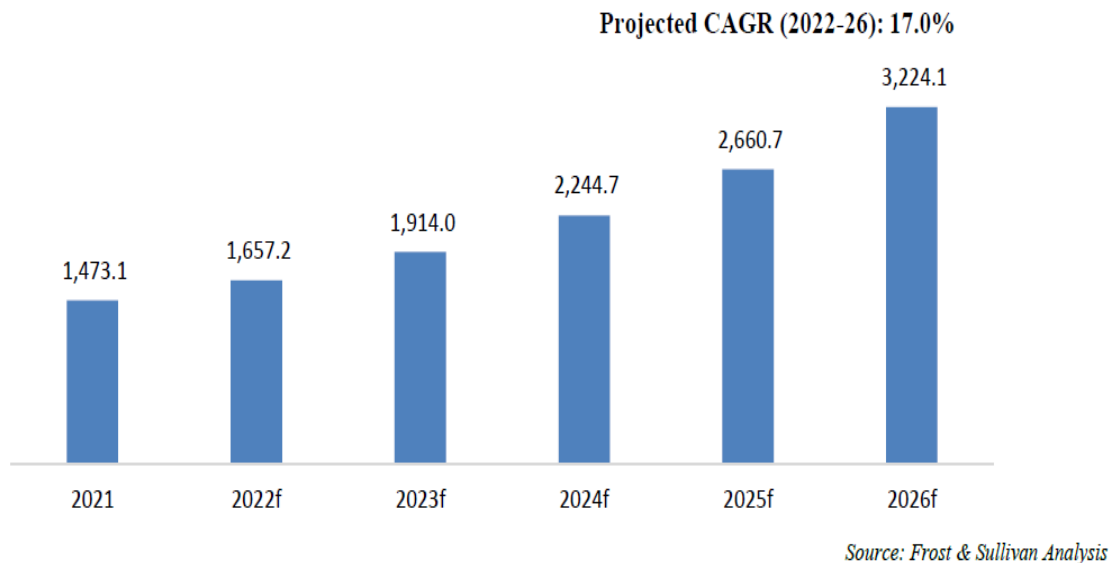
Q-Switch a.k.a
Insta Clarity Laser



INDUSTRY OVERVIEW- INDIA

Positive impact of Covid-19 in changing customer mindset towards wellness & aesthetics

Aesthetic Dermatology Market in India growing at a CAGR of 17%.



Growth is primarily driven by growing customer base across metros and non-metros, due to rapid urbanization

Aesthetic Dermatology poised for growth (FY 22 to FY 26):

- Health & wellness category is growing at a CAGR of 5.6% and the aesthetic dermatology sub-category is growing at a faster rate of 17%

Young India consumers leading the spends on wellness and beauty

- 33% Millennials spent more than INR 4000 on wellness per month
- The wellness and beauty market is expected to thrive on India's younger working population with a median age of 28

The future is bright with consumers seeking expert, tech driven, quick beauty solutions:

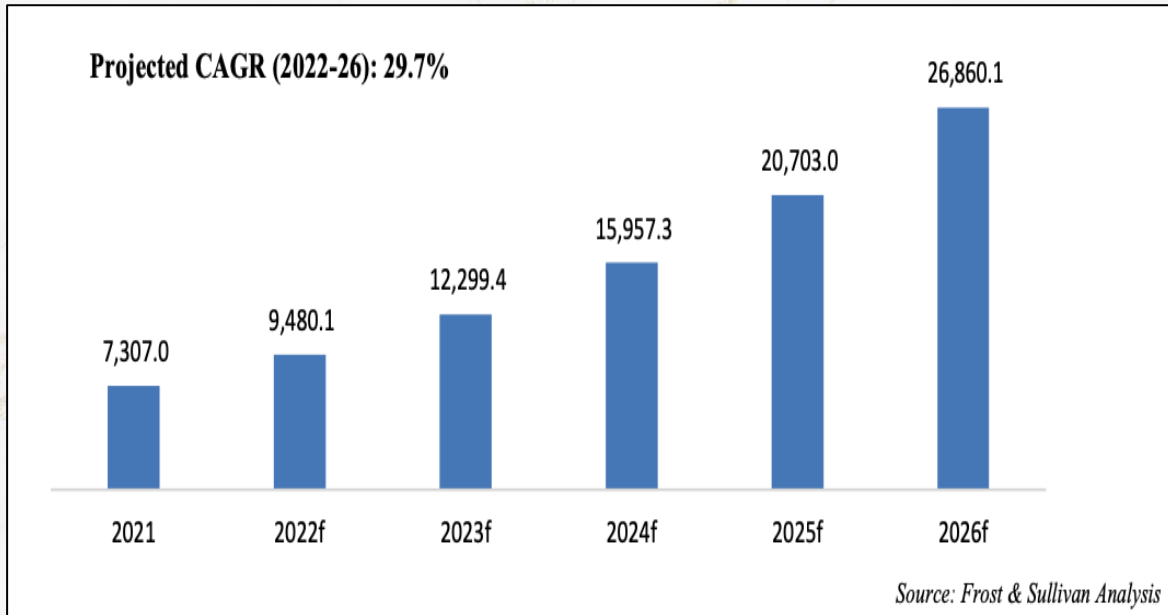
- **New Technologies for Treatment:** Low on pain, quicker recovery
- **Changing Customer Needs:** Rise of social media & easy availability of information on the internet ,after Covid-19 has led to a rise in consumer acceptance and affinity
- **Utilization of AI Technology:** Content based imaging for better diagnosis and treatment outcomes



INDUSTRY OVERVIEW- MIDDLE EAST

Positive impact of Covid-19 in changing customer mindset towards wellness & aesthetics

GCC's aesthetic dermatology market is expected to register strong growth at CAGR of 29.7%.



The rise of the aesthetic dermatology market in the region can be attributed to several factors, including high household income, medical advancements, strong media influence, increased awareness, and rapid growth in medical tourism.

Key factors that are augmenting the growth within aesthetic dermatology segment (FY 22 to FY 26) :

- **High GDP per capita:** Growing economies have led to high GDP per capita of USD 20,000 in GCC countries
- **Population influx:** Post-Expo 2020, the UAE has witnessed a rise in immigrants, primarily from South Asian countries. Meanwhile, KSA harbors a substantial expat community, comprising 13 million individuals from diverse nations, representing roughly one-third of the country's population.

The changing landscape – Regional trends

- **Cultural liberalization:** Less stigma against aesthetic alterations
- **Evolving audience:** In GCC region, around 30% of aesthetic dermatology procedures are now performed on men, compared with about 15% globally.
- **Advancement in aesthetic dermatology treatments:** Non-invasive aesthetic treatments have gained popularity in the GCC region over past few years.



KAYA OVERVIEW

90+ CLINICS

31+ CITIES

4 COUNTRIES

Skin, Hair &
Body SERVICES

60+ PRODUCTS

Over 100K
KAYA SMILES
MEMBERS

85%+
WOMEN
WORKFORCE



KAYA'S GLOBAL PRESENCE

INDIA

16 Indian States

26 Cities

74 Clinics

MIDDLE EAST

03 Countries

09 Cities

23 Clinics



- **OVERVIEW**
- **EXPANSION**
- **STRATEGIC PILLARS**
- **AWARDS**
- **COMPANY FINANCIALS**



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**Why Try
Insta Clarity Peels?**

ICP uses tri-active system that helps reduce tanning, acne scars, pigmentation, and more to give you brighter skin!

BRAND REFRESH

Kaya's New Growth Engine

- Kaya started a brand refresh campaign to improve customer experience by investing on infrastructure and technology at Jetalpur (Baroda) and Adyar (Chennai) in Q1 FY24
- Jetalpur has a fantastic 5 star rating on Google My Business and Adyar is high at 4.5
- Jetalpur witnessed a 13% growth in collection and Adyar grew by 41%
- Kaya has invested in renovating 6 clinics Pan India in Q1
- Additionally, Kaya has invested in upgrading technology in clinic with 46 new machines launched in Q1 FY24



PRODUCT

USP - Dermat Backed | 70+ Strong Portfolio

Kaya India Clinics:

- Kaya Clinic product collection witnessed 13% growth vs Q1 FY23
- Lighter & Brighter products are up by 30% vs Q1 FY23, contributing to 17% of the current portfolio

Kaya Middle East Clinics:

- Product collection witnessed 6% growth (at constant currency) vs Q1 FY23, driven by Acne, Pigmentation and Sun Protection



STRATEGIC PILLARS

KAYA SMILES
(Loyalty Program)



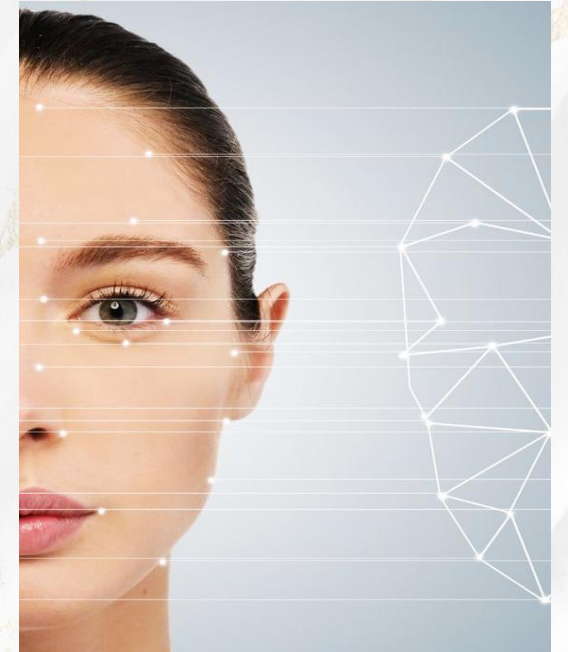
SERVICES



PRODUCTS



INNOVATION



KAYA SMILES

Loyalty Program

Kaya India Clinics:

- Contributing to 92% of Kaya Clinics collection
- The average ticket size of Platinum and Gold Elite customers was 63% higher than other tiers

Kaya Middle East Clinics:

- Contributing to more than 87% of Q1 FY24 collection
- The average ticket size of Platinum and Gold Elite customers was 2.7X higher than other tiers

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Sunscreen

Laser Hair Reduction



It's a Match!

The laser increases the skin's susceptibility to photodamage.
Thus, it is crucial to apply sunscreen after the procedure.



SERVICES

Skin | Hair | Body

100+ Dermats | 90+ Clinics

Kaya India Clinics:

- Services collection witnessed a 2.3% growth vs Q1FY23
- The leading category Body stays strong with a 5X collection growth vs Q1FY23
- Acne service grew by 9% vs Q1FY23

Kaya Middle East Clinics:

- Services collection witnessed a 10% decline vs Q1 FY23
- Plastic Surgery grew by 15% vs Q1 FY23

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Does Laser Hair Reduction cause skin cancer?

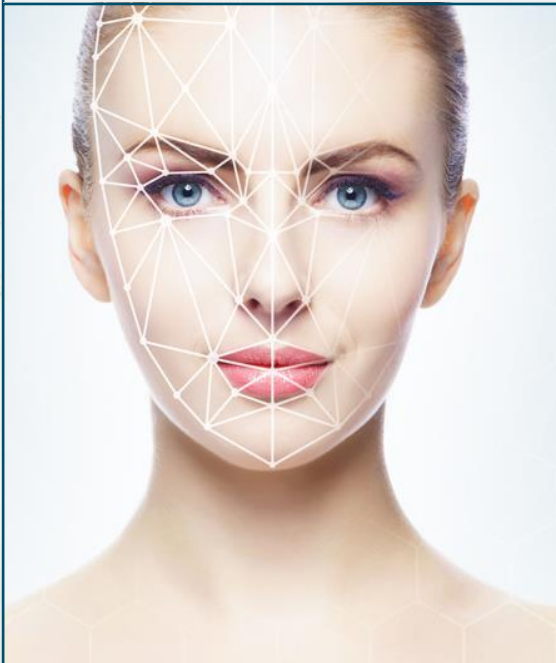
The laser light only targets the dark pigment in the hair follicle and does not affect the surrounding skin.



INNOVATION

Contributed to 8% of Kaya Group Clinic Business

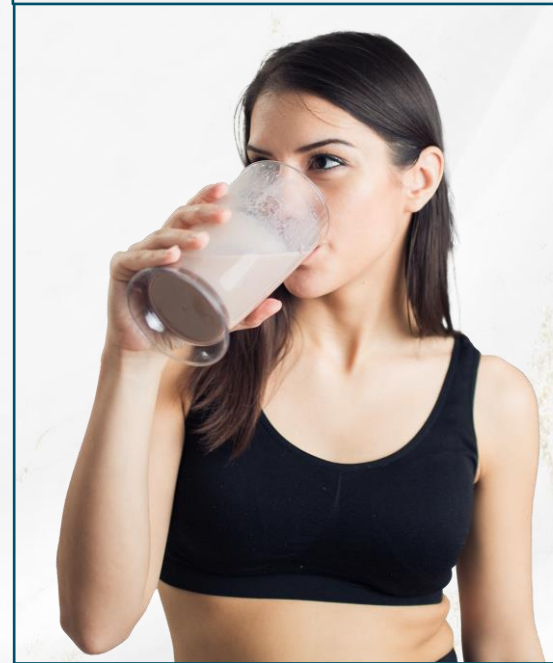
AI POWERED CX



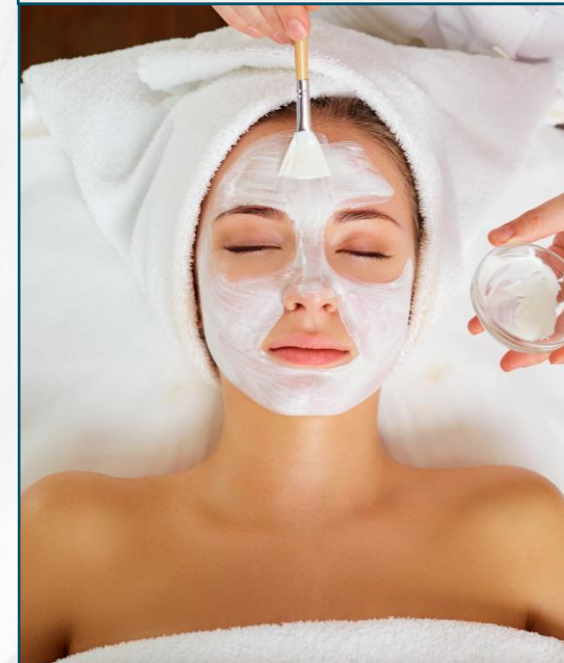
NEW PRODUCT DEVELOPMENT



NUTRACEUTICALS



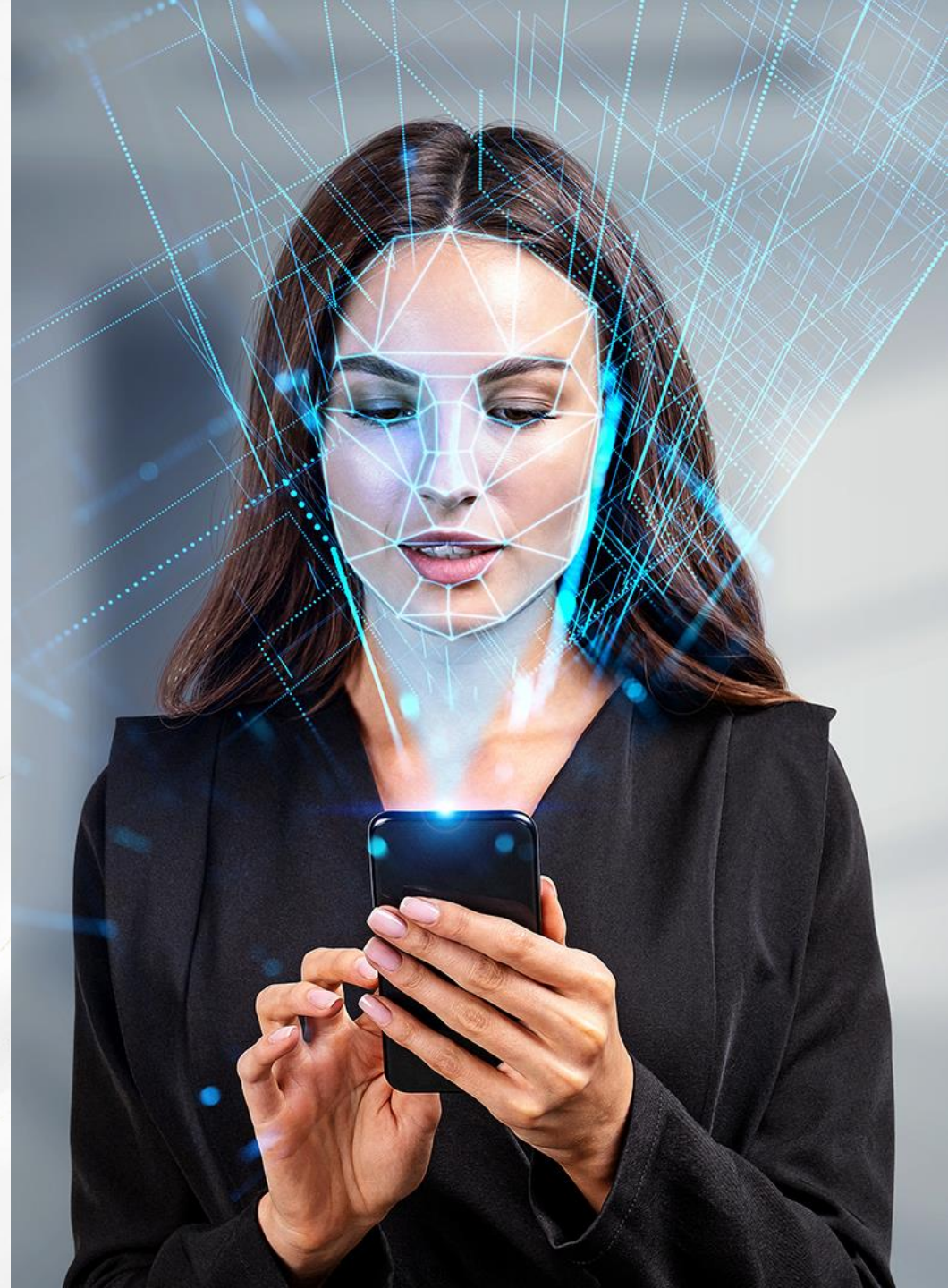
NEW SERVICES DEVELOPMENT



INNOVATION

AI Powered CX

- Launch of AI enabled D2C site that aids in Self Diagnosis with product recommendations
- The AI tool is being used successfully by Kaya's expert Dermats in clinics for consultative services selling
- The usage of the tool by Dermats has led to a 600 BPS higher customer conversion; adding to 26% incremental revenue in Acne and Brightening & Pigmentation segment



INNOVATION

New Product Development

INDIA

We launched a body range for acne beyond face: Acne Soothe and Pure Cleanse

First time ever launch of post laser soothing gel: Gentle Restoring Body Gel to complement our laser hair reduction business



INNOVATION

New Product Line: Nutraceuticals

INDIA

Strengthened Kaya India's product portfolio with the launch of nutraceutical in powder and capsule formats

Nutraceuticals contributed to 23% of Q1 FY24 product business

Glutathione contributed to 50% of the nutraceutical business



INNOVATION NEW SERVICES DEVELOPMENT

Contributed To 10% Of The Kaya India Clinic Business

ANTI-AGEING



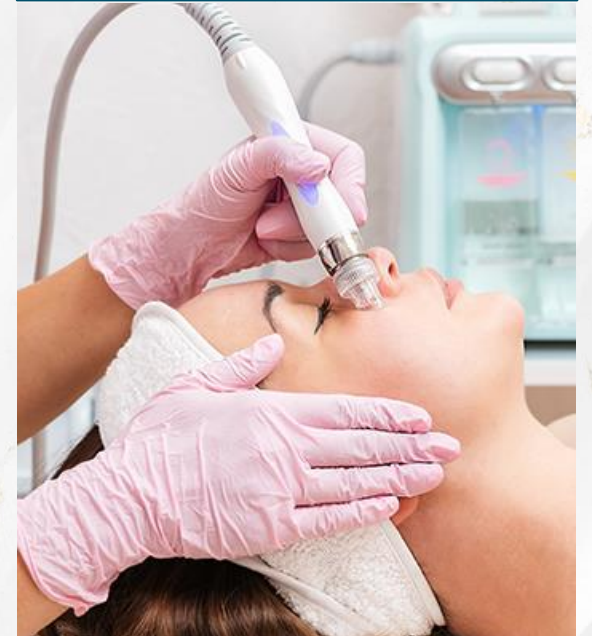
HIFU, Profilo, Threads

BODY



CoolSculpt, Wonder, Body HIFU

SKIN CONCERN



Hydra Facial



INNOVATION NEW SERVICES DEVELOPMENT

Contributed To 7% Of The Kaya Middle East Business

ANTI-AGEING



Facetem, Innovyal, PB Serum, Artfiller

SKIN CONCERNS



Morpheus, PRX, RRS HA EYES, Hyacorp MLF 2, Glutathione

SKIN GLOW



Hydrafacial, Profacial, Royal Facial

HAIR



Dutasteride Meso hair therapy



AWARDS & RECOGNITIONS



**e4m Health and Wellness Marketing
Awards 2023**

Campaign Name : Beautiful is You
Subcategory : Best Brand Identity



**'Superbrand' status for the year 2023 in
the Middle East**



AWARDS & RECOGNITIONS



At the 5th Edition CHRO Vision & Innovation Summit and Awards 'Our Active Consultation Skills' program for CMs was recognized for **Excellence in Learning & Development** at Kaya India



Kaya India has been honored with an award from L&D Confex 2023 for innovative approach in **soft skills and L&D interventions**.



Kaya India won an award for **HR Excellence in Employee Engagement** at the 5th Edition CHRO Vision & Innovation Summit for fostering belongingness and inclusivity among members.



- OVERVIEW
- EXPANSION
- STRATEGIC PILLARS
- AWARDS
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Smooth & fresh
underarms with
**Laser Hair
Reduction**



Q1 FY24 FINANCIALS

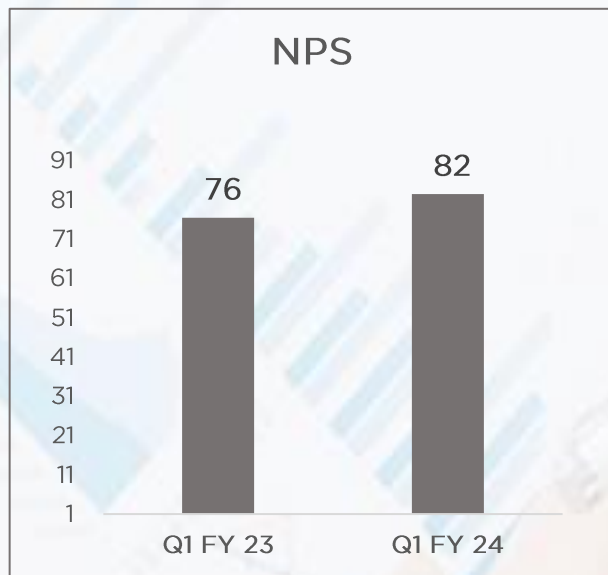
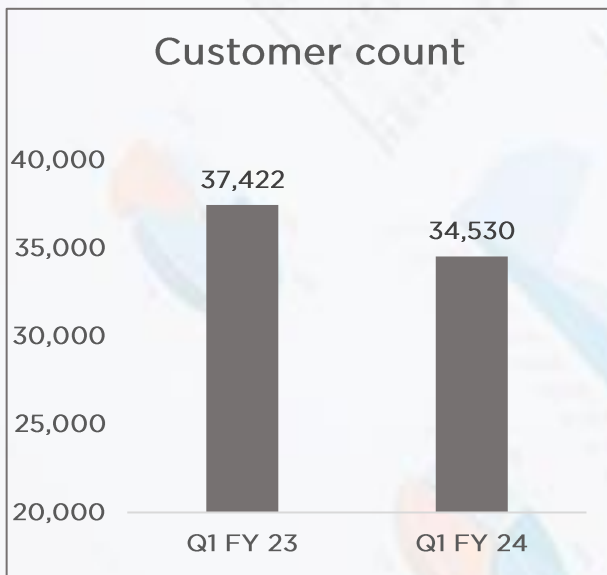
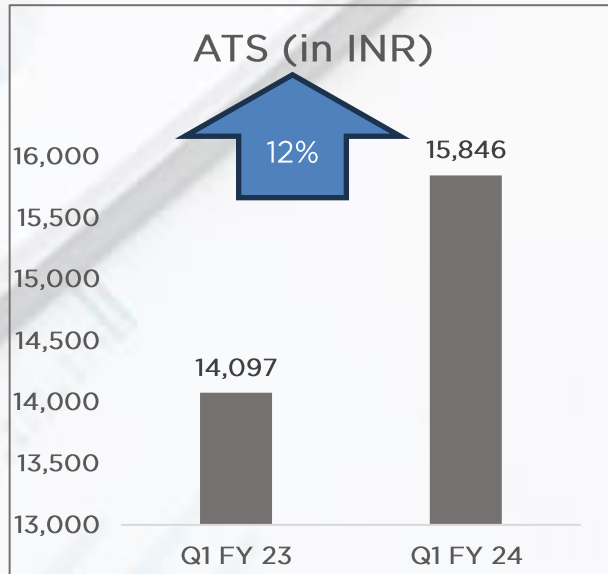
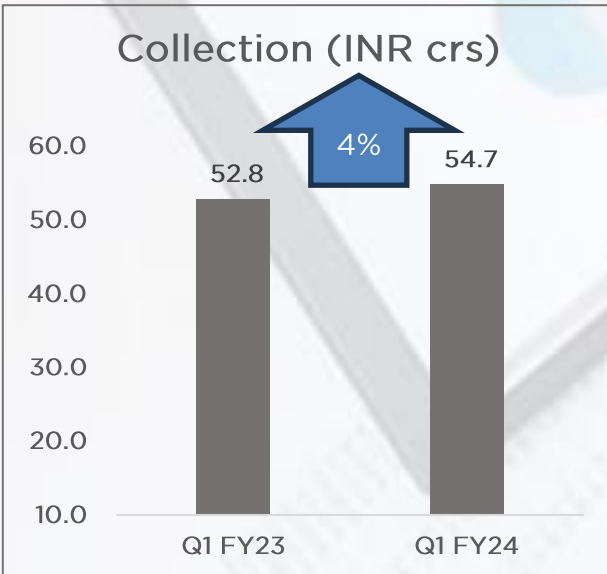


**POST
SUMMER
Vacay**

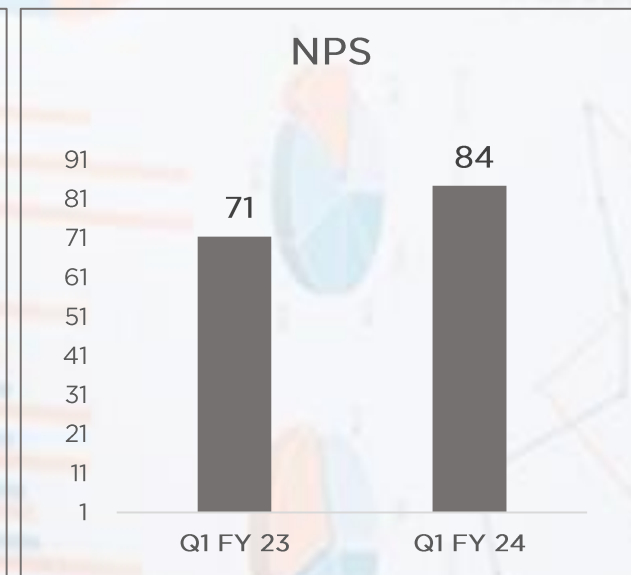
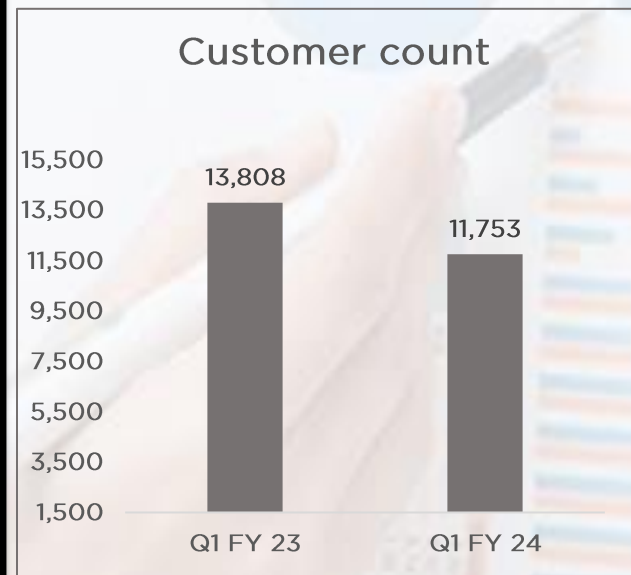
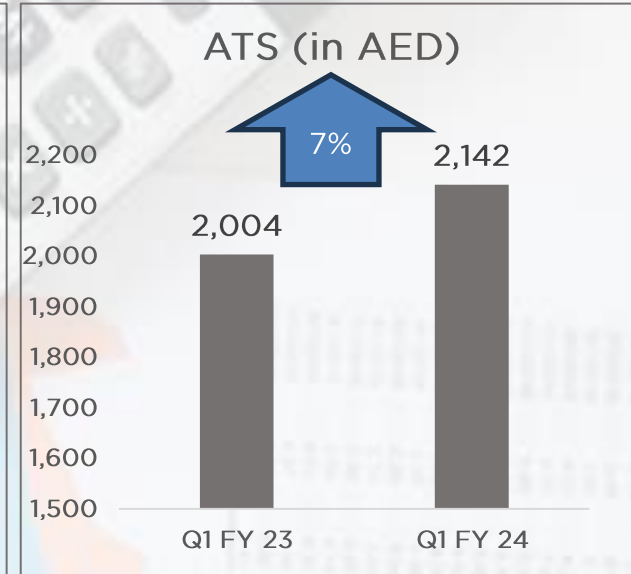
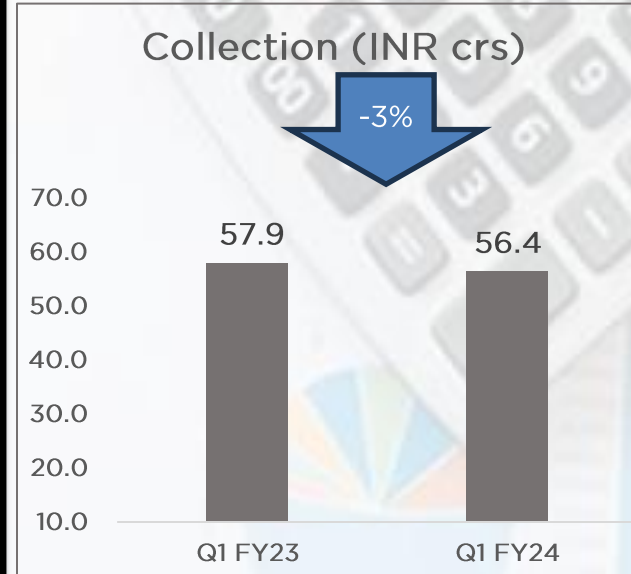


KEY PERFORMANCE INDICATORS - CLINIC BUSINESS

India

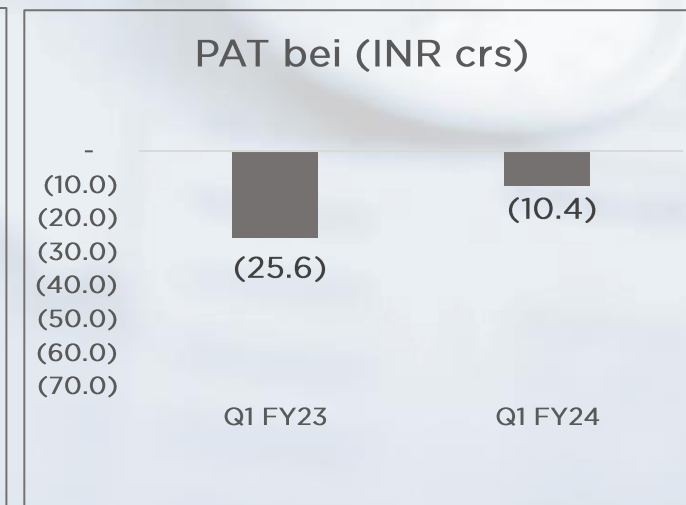
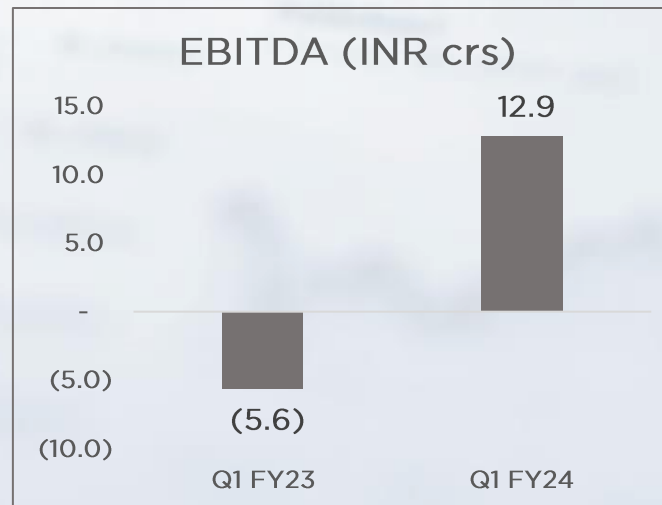
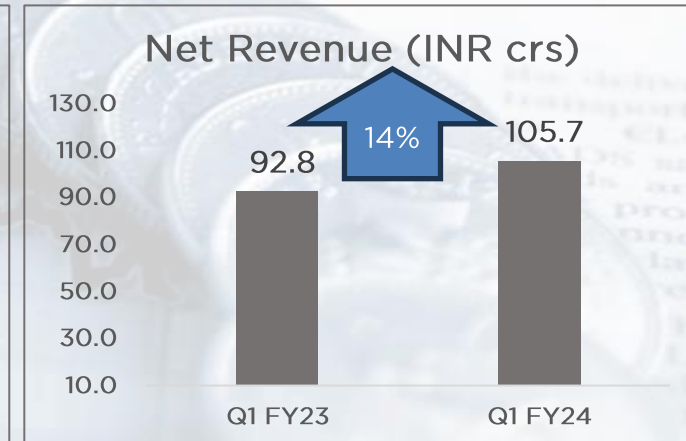
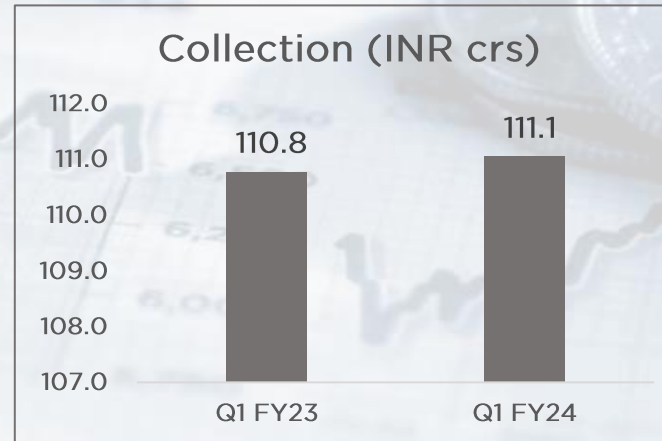


Middle East



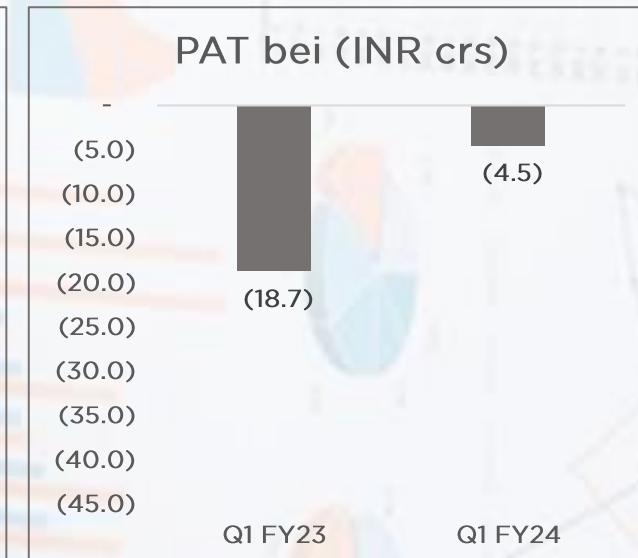
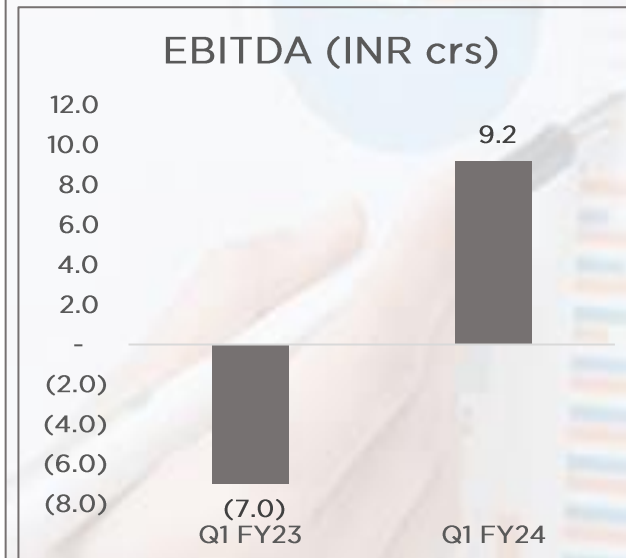
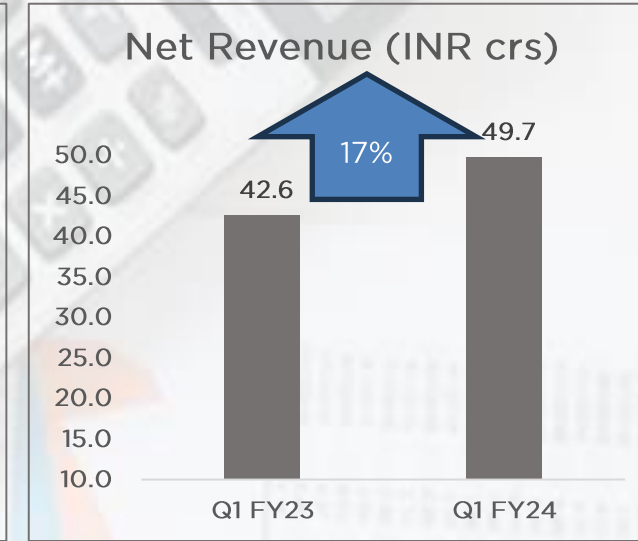
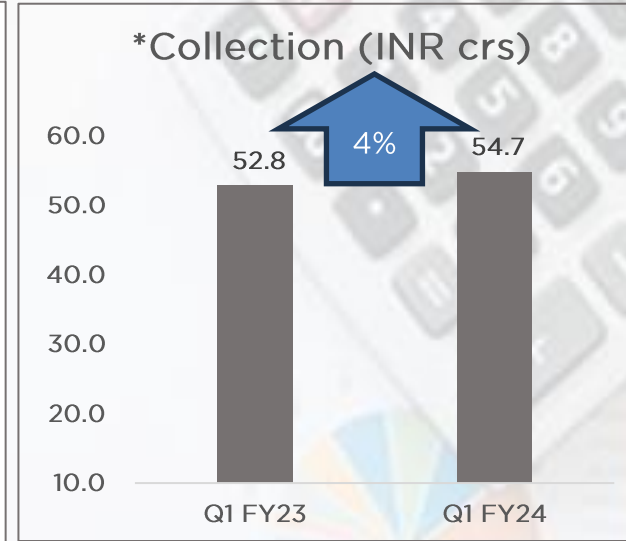
KAYA CONSOLIDATED - HIGHLIGHTS

- Collection grew by 0.3% over Q1 FY23
- Net Revenue grew by 14% over Q1 FY23
- EBITDA of INR 12.9 crs in Q1 FY24 as compared to INR (5.6) crs in Q1 FY23
- EBITDA in Q1 FY23 includes one-time impact of INR 10.8 crs primarily due to PF liability of INR 8.8 crs and Rates & taxes of INR 2.0 crs
- PAT bei at INR (10.4) crs, as compared to INR (25.6) crs in Q1 FY23



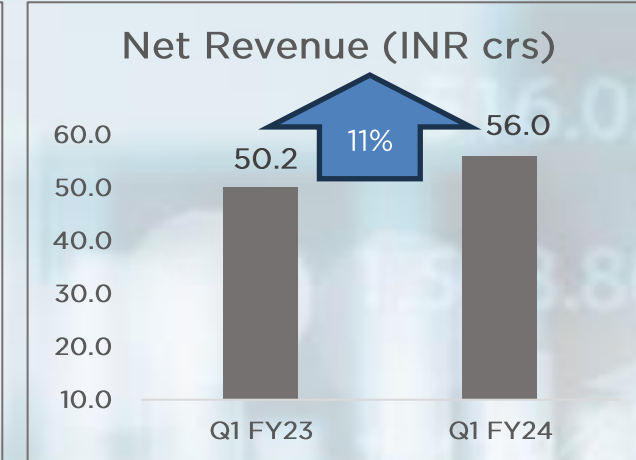
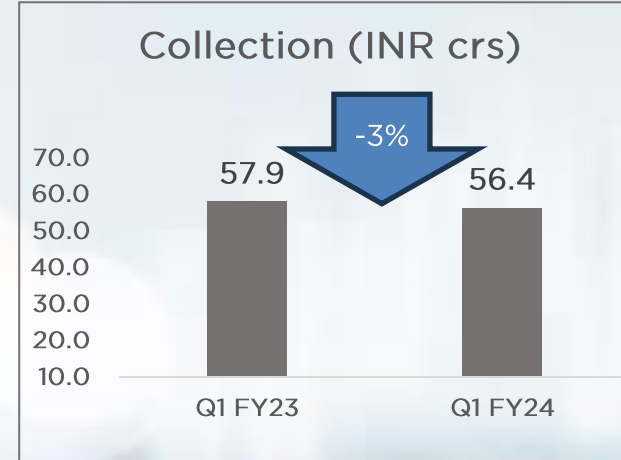
KAYA STANDALONE - HIGHLIGHTS

- *Clinic Collection grew by 4% over Q1 FY23
- Net Revenue grew by 17% over Q1 FY23
- Clinic Net Revenue grew by 20% over Q1 FY23
- EBITDA of INR 9.2 crs in Q1 FY24 as compared to INR (7.0) crs in Q1 FY23
- EBITDA in Q1 FY23 includes one-time impact of INR 10.8 crs primarily due to PF liability of INR 8.8 crs and Rates & taxes of INR 2.0 crs
- PAT bei of INR (4.5) crs as compared to INR (18.7) crs in Q1 FY23



KAYA MIDDLE EAST - HIGHLIGHTS

- Collection declined by 3% in Q1 FY24 over Q1 FY23 (at constant currency declined by 9%).
- Net Revenue grew by 11% in Q1 FY24 over Q1 FY23
- Service Revenue grew by 11% in Q1 FY24 over Q1 FY23
- Product Revenue grew by 13% in Q1 FY24 over Q1 FY23
- Average Ticket size (at constant currency) grew by 7% in Q1 FY24 over Q1 FY23



The figures of Kaya Middle East are the balancing figures between Kaya Consolidated and Kaya Standalone

FINANCIAL HIGHLIGHTS: Q1 FY24

Particulars (INR crs)	Standalone			Consolidated		
	Q1 FY24	Q1 FY23	Gr %	Q1 FY24	Q1 FY23	Gr %
Collection*	54.7	52.8	4%	111.1	110.8	0.3%
Net Revenue	49.7	42.6	17%	105.7	92.8	14%
EBITDA	9.2	(7.0)		12.9	(5.6)	
<i>% to NR</i>	<i>19%</i>	<i>-16%</i>		<i>12%</i>	<i>-6%</i>	
Operating Margin	1.4	(12.9)		(2.4)	(19.1)	
<i>% to NR</i>	<i>3%</i>	<i>-30%</i>		<i>-2%</i>	<i>-21%</i>	
PAT bei	(4.5)	(18.7)		(10.4)	(25.6)	
<i>% to NR</i>	<i>-9%</i>	<i>-44%</i>		<i>-10%</i>	<i>-28%</i>	
PAT aei**	(4.5)	(18.8)		(9.3)	(23.5)	
<i>% to NR</i>	<i>-9%</i>	<i>-44%</i>		<i>-9%</i>	<i>-25%</i>	

*Collection includes only clinic collections

Net Revenue grew by 14% over Q1 FY23

EBITDA margin is 12% of NR as against -6% of NR in Q1 FY23

EBITDA Margin in Q1 FY23 includes one-time impact of INR 10.8 crs primarily due to PF liability of INR 8.8 crs and Rates & taxes of INR 2.0 crs

Operating Margin is at -2% of NR as against -21% of NR in Q1 FY23

** PAT aei is PAT after other comprehensive income and non-controlling interest

THANK YOU

