

December 14, 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,
2nd Floor, New Trading Wing,
Rotunda Building, P.J. Towers,
Dalal Street, Mumbai – 400 001

Symbol: NYKAA

Scrip Code: 543384

ISIN: INE388Y01029

Dear Sir / Madam,

Sub: Press Releases

Please find enclosed the Press Releases titled as follows:

(1)	Nykaa brings 'ModiFace', L'Oréal's AI-powered technology, for Indian Beauty shoppers <i>- Try-on makeup virtually to dazzle in reality -</i>
(2)	Nykaa Fashion Launches NA-KD, One of Europe's Fastest-Growing Fashion Brands, in India

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





Nykaa brings 'ModiFace', L'Oréal's AI-powered technology, for Indian Beauty shoppers

- Try-on makeup virtually to dazzle in reality -

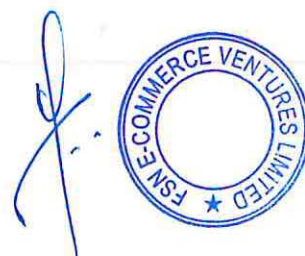
December 15, 2021: Discovering new shades and experimenting with looks just got a whole lot easier and tech-forward with Nykaa! The country's leading lifestyle destination will make available L'Oréal's advanced, AI-powered virtual try-on technology ModiFace. This technology helps to create an enhanced beauty experience for makeup enthusiasts. Over the years, Nykaa has continuously kept pace with changing customer expectations and has actively deployed the latest in technology to augment the experience of discovering and buying beauty online. The ModiFace Technology will enable virtual try-on on Nykaa's website and mobile app helping shoppers purchase their desired beauty products across categories, starting with the L'Oréal range of products.

With the acquisition of ModiFace in 2018, L'Oréal has been at the forefront in offering virtual try-on for beauty. The uniqueness of the ModiFace technology lies in its photo-realistic results and AI-enabled shade calibration. The Augmented Reality (AR) simulation of each shade is done automatically - based on AI-powered analysis of information provided by makeup brands along with visuals and descriptions of the products on social media. ModiFace ensures safety and hygiene in the post-pandemic world. Its virtual try-on technology uses an advanced face tracker algorithm that detects lips, eyes, cheeks, and hair and applies virtual cosmetics, to give a real-time, true-to-life view of the products.

Commenting on the technology integration partnership with L'Oréal, **Anchit Nayar**, CEO E-commerce Beauty, Nykaa, said, *"As a digital-first company, we are continuously thinking of ways to enhance the shopping experience on our platforms. Our partnership with L'Oréal to introduce ModiFace technology allows us to provide a rich, immersive buying experience to our customers. With the new AI-powered virtual try-on option, customers on Nykaa can now confidently make a choice from our wide range of options—wherever they are, whenever they want!"*

Speaking on the collaboration, **Pankaj Sharma**, Director, Consumer Products Division, L'Oréal India said, *"As part of our evolution into a Beauty Tech company, L'Oréal is reinventing the beauty experience for consumers. The ModiFace technology harnesses AI and AR technologies to provide a personalized and customized experience in a low-touch economy. We are excited to bring ModiFace technology to Nykaa users who can now easily try on a host of L'Oréal products and choose the shades that suit them best. We believe that this partnership with Nykaa will transform the e-commerce shopping experience for consumers."*

[Experience ModiFace on www.nykaa.com](http://www.nykaa.com) and Nykaa app [here](#)



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.

ABOUT L'ORÉAL INDIA

L'Oréal India has been present in the country as a wholly owned subsidiary of L'Oréal S.A. since 1994. Today L'Oréal India is present in all distribution channels with 15 brands, available in mass market channels (L'Oréal Paris, Garnier, Maybelline New-York, NYX Professional Makeup); in hair and beauty salons (L'Oréal Professionnel, Matrix, Kérastase, Cheryl's Cosmeceuticals); in selective distribution (Kiehl's, Yves Saint Laurent, Giorgio Armani, Ralph Lauren, Diesel, Mugler & Azzaro).

L'Oréal India employs over 1,700 people across its headquarters in Mumbai, four regional offices, two manufacturing facilities in Chakan (Pune), and in Baddi (Himachal Pradesh, and Research and Innovation facilities in Mumbai and Bengaluru. www.loreal.co.in





Nykaa Fashion Launches NA-KD, One of Europe's Fastest-Growing Fashion Brands, in India

15 December 2021: Nykaa Fashion, the multi-brand lifestyle e-commerce platform, continues to bring the best selection of brands to enhance the fashion shopping experience, this time with the exclusive launch of **NA-KD**, one of **Europe's top 20 fastest growing companies** and hottest brands among global fashion influencers. Having celebrated homegrown talent through its vast curation of local labels, Nykaa Fashion continues to expand its selective offering by onboarding brands that are making waves around the world and are sought after for their elevated style.

Play, Slay, Everyday, or Vacay — Nykaa Fashion's handpicked selection from NA-KD's offerings will take shoppers through multiple occasions, from work and leisure to lounge and vacation. Shoppers can explore a range of versatile separates, dresses & jumpsuits, tailored coats & jackets, cozy knits and loungewear, signature denim, and shoes from the label's first installment on Nykaa Fashion.

Speaking on the new launch, **Adwaita Nayar, Co-Founder Nykaa, and CEO Nykaa Fashion** said, *"Nykaa Fashion continues to grow and establish itself as a lifestyle destination that inspires customers to make elevated style choices. We have a keen focus on curating the best brands from international markets and extending our fashion assortment with key players like NA-KD is exciting. NA-KD's fashion-forward approach and commitment to sustainability resonates with our consumers and makes it a great fit for Nykaa Fashion."*

Sarah Krusell, VP Commercial & Brand, NA-KD said, *"Working closely with brand ambassadors and content creators from all over the world, we strive to show the most updated styles, and at the same time as we strive to do it as sustainable as possible. We are happy that Nykaa Fashion's customers will now be able to take part in the NA-KD world. In a short time, NA-KD has grown to become a world leader in fashion and e-commerce, proof that customers appreciate our philosophy that clothing can be both affordable and on-trend."*

NA-KD truly imbibes the core values of Scandinavian culture, which include creativity, clean design, and deep respect for nature. NA-KD's collections focus on functionality and fashion equally, resulting in **high-quality wear** to invest in. From balancing a clean and cozy aesthetic to promising environmentally conscious production, the contemporary label creates timeless wardrobe staples, with a luxurious feel at accessible prices.



Get the first look of NA-KD launch in India only on Nykaa Fashion's app, website, and at the Nykaa Fashion store at Ambience Mall, Vasant Kunj.

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 March 31, 2021, it houses 1,350 brands and over 1.8 million SKUs across Women, Men, Kids, Luxe, and Home categories to appeal to every consumer. The Nykaa Fashion website/ 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, jewelry, accessories, lingerie, athleisure, sleepwear, home décor, bath, bed, kitchen, and more. Nykaa Fashion has built a strong portfolio of seven consumer brands - Gajra Gang, Nykd by Nykaa, Pipa Bella, Twenty Dresses, Likha, Mondano and RSVP.

About NA-KD

NA-KD is one of Europe's top 20 fastest growing companies, breaking new records every month and showcasing ourselves as one of the world leaders in fashion and eCommerce. At NA-KD you will find the most passionate and talented employees in the industry, with years of expertise in both fast and high fashion. NA-KD was born in 2015 and has collaborated with and been seen as the hottest influencers and celebrities globally. We believe that our customer is everything, and we push the envelope daily with our social media content and art direction. We are dedicated to breaking the mold, and to showing our followers what it means to be unique and stand out from the crowd.

