



FSN E-Commerce Ventures Limited

(formerly 'FSN E-Commerce Ventures Private Limited')

August 05, 2022

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 Sirs,

Sub: Press Release

Please find enclosed the Press Release titled as follows:

The country's second Aveda X Nykaa salon opens doors in New Delhi

~Following a successful launch of the first salon in Bangalore, Aveda X Nykaa brings its hair expertise to new consumers~

The above is for your information and records.

Thanking You.

Yours faithfully,

For FSN E-Commerce Ventures Limited
(formerly 'FSN E-Commerce Ventures Private Limited')

Rajendra Punde

Head – Legal, Company Secretary & Compliance Officer
Mem. No.: A9785





The country's second Aveda X Nykaa salon opens doors in New Delhi

~Following a successful launch of the first salon in Bangalore, Aveda X Nykaa brings its hair expertise to new consumers~

4th August 2022, National: Salon enthusiasts in the capital now have a new destination for *scalp to soul*SM experiences. **Aveda**, the global leader in prestige hair care and **Nykaa**, India's leading omnichannel beauty and lifestyle destination, are set to open doors to **Delhi's first Aveda X Nykaa salon**. Spread across an aesthetically designed 1750 sq. ft in Khan market, the salon is set to be a calm and tranquil zone to satisfy the care and styling needs of consumers seeking a transformative hair experience.

The Aveda X Nykaa salons will build and expand Aveda's global network of salons, while leveraging Nykaa's retail prowess and understanding of the Indian consumer. They will be a one-of-a-kind **unisex** lifestyle destination, providing **100% vegan premium Hair services - Color, haircut styling and haircare along with exclusive rejuvenating rituals**.

"After an extremely successful launch in Bangalore, we are ecstatic to be launching our second salon in the capital city. With the trusted and proven botanical science that Aveda has to offer coupled with the quintessential Nykaa experience tailor made for the Indian consumer we aim to elevate the consumer's hair care experience through our world-class products, services and hair care regimes."
Mr. Rohan Vaziralli General Manager, ELCA Cosmetics Private Limited

Anchit Nayar, CEO E-commerce Beauty, Nykaa said, "With a growing focus on wellness and sustainability, our consumers are actively seeking products and services that are environmentally friendly at their core. This presents New Delhi as a prime market in India to launch the second Aveda X Nykaa Salon, after a spectacular response from Bangalore. We are confident that our trusted retail expertise infused with Aveda's advanced hair care offering rooted in Ayurveda, will provide an unparalleled salon experience to consumers seeking tailor-made hair care solutions."

The retail concept of the salon in Khan Market, Delhi, communicates the brand's close relationship with nature, echoing quality, simplicity, and tranquillity. In addition to hair services such as haircuts, color and style, the **Aveda X Nykaa** salon houses various stations such as spa rooms, manicure pedicure stations, as well as hair and makeup stations. Patrons will be able to enjoy several of Nykaa's best-selling beauty offerings at the salon, besides the Aveda ranges of hair care products. The offerings available are also customizable, which include hair treatments such as **Botanical Therapy** that assist hair and scalp imbalances. The services offered focus on entirely curating an experience that leaves you feeling relaxed and satisfied from scalp to soulSM.

The salon will also offer a unique **Aroma Sensory Journey** and stress relieving experiences with Aveda's exclusive **Rituals of Renewal**. These are deeply rooted in the brand's heritage & designed to relax and rejuvenate every guest. A few of them include - the Comforting Tea Ritual, a cup of herbal drink upon arrival; Stress-Relieving Hand/Scalp Ritual, which allows guests to experience the calming effects of Aveda Stress - Fix products through a complimentary massage. The one-of-a-kind Aroma Sensory Journey is a guided tour of scent, sensuality, and memory to have a guest discover their preferred Chakra Balancing Pure-Fume Mist Aroma that truly speaks to them and helps balance their energy.



Founded in 1978, Aveda innovates in botanical technologies and green chemistry, combining the principles of modern science and Ayurveda, the ancient healing art of India. It creates cruelty-free, vegan, high-performance formulas for beauty professionals and consumers, all with sustainability at heart. Aveda's hair care is over 90% naturally derived and features iconic 'pure-fume' aromas from flower and plant essences. Their high-performance franchises, Invati Advanced™, Nutriplenish™ and Botanical Repair™ have each won dozens of awards for innovation, performance and sustainability, and the brand was awarded the 2021 CEW Sustainability Excellence Award, which reflects the highest standards of sustainability values in the beauty industry.

Aveda X Nykaa- Shop No - 46, First & Second Floor, Khan Market, Delhi, 110003

About Nykaa:

Nykaa (FSN E-Commerce) 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 offers 4,078 brands and over 3.1 million product SKUs through its website and mobile applications as of August 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. For more details visit www.nykaa.com or write to investor-relation@nykaa.com.

About Aveda

Aveda's primary facility manufactures products using 100% wind and solar power, and the brand pioneered the use of 100% post-consumer recycled PET bottles. Additionally, Aveda eliminates the use of virgin plastic wherever possible. Aveda strives to provide transparency with its products and manufacturing processes, and in 2020 the brand completed the largest blockchain pilot in the beauty industry to trace vanilla from the source in Madagascar to its manufacturing facility in Minnesota.

Aveda is committed to raising awareness and funds to help provide clean water globally and help protect clean water locally through their signature annual giving campaign, Aveda Earth Month. Since 1999, Aveda has raised more than \$67 million for hundreds of global and local environmental organizations, providing clean water to more than 1.4 million people and protecting approximately 2,000 watersheds. In partnership with non-profit charity: water, Aveda continues to provide clean water to people in need in Aveda's sourcing communities in India, Nepal, and Madagascar, also protecting local watersheds where these communities live and work.

Aveda products are available in over 45 countries and territories at Aveda stores, partner salons, specialty retailers and at aveda.com.

NYKAA

AVEDA™

For further information:

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