

# Kaya Limited

May 27, 2024

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', 5<sup>th</sup> Floor,  
Plot No. C/1, G Block,  
Bandra Kurla Complex,  
Bandra(E), Mumbai 400051  
NSE Symbol: KAYA

**Subject: Media Release –Q4FY24**

Dear Sir/ Madam,

Please find enclosed a media release by Kaya Limited for the quarter ended March 31, 2024.

This is for your information and records.

For **Kaya Limited**,

**Nitika Dalmia**  
**Company Secretary &**  
**Compliance Officer**

Encl: A/a

## **Kaya Ltd. announces growth of 21% in Revenue over Q4 FY23 at Standalone level**

**Services business registered a growth of 24% | Product business registered a growth of 14%**

---

**Mumbai, 27 May 2024:** Kaya Limited (the “Company”), today announced its financial results for the quarter and year ended March 31, 2024 (standalone and consolidated)

### **India business:**

#### **Our Clinic business registered a 24% Revenue growth over Q4FY23.**

- Product business at clinics registered a Revenue growth of 25% over Q4FY23 mainly driven by categories like Hair Care, Skin Care and Nutraceuticals.
- Services business registered a Revenue growth of 24% over Q4FY23 mainly driven by categories like Body Contouring, Acne, Hair Care and Beauty Facials
- Body Contouring Segment continued to show robust growth of 77% over Q4FY23.
- Relunched Haircare with advanced diagnostic tools focused on hair growth and hair fall in Q4 with a completely new customer journey which witnessed a 18% revenue growth.
- Kaya launched state of the art proprietary AI based Doctor APP based using Clinical data on Indian skin in the segments of Brightening Pigmentation and Acne with predictive capabilities and received great customer reaction.
- Use of marketing automation which included WhatsApp bot and automated nudges to our customer base improved the customer funnel leading to acquisition of 3,600+ new customers.
- As part of our continued clinic refresh initiative, we relocated two clinics in Q4 FY24, making it 6 relocations for the year. The 6 relocated clinics collection grew by 81% over Q4 FY 23.
- As part of our continued clinic refresh initiative, we have renovated 11 clinics during the year for which collection grew by 21% over Q4 FY 23.
- Customer count grew by 14% over Q4 FY 23 aided by additional customer counts through Omni channel route.
- NPS scores continued to trend higher in Q4FY24 touching 88 reflecting an amazing customer experience.

### **Standalone Results:**

- Revenue from operations at a Standalone level is INR 53.0 crs for Q4FY24, a growth of 21% over the corresponding quarter Q4FY23.
- Standalone Profit/(loss) after tax (PAT aei) for Q4FY24 was INR (95.1) crs after considering one-time impact of INR 90.4 crs for impairment of Investment and cost related to Middle East sale as compared to Profit/(loss) after tax (PAT aei) of INR (23.9) crs over corresponding quarter Q4FY23.

### **Middle East business:**

- As intimated on 27 March 2024 to the Stock Exchanges, the Company along with wholly owned subsidiary, KME Holdings Pte. Ltd. has entered into a definitive agreement with Humania GCC Holding Limited (“Buyer”) to sell its entire shareholding in Kaya Middle East DMCC (“Kaya DMCC”) and Kaya Middle East FZE (“Kaya FZE”) along with trademarks for perpetuity bearing Kaya name in the United Arab Emirates, Kingdom of Saudi Arabia, Bahrain, Kuwait, Sultanate of Oman, Qatar, Egypt, Morocco, and Iraq.
- The Company has received Shareholder’s approval for the said transaction on 27 April 2024. The expected date of completion of sale of shares of Kaya FZE is Quarter 1 and for Kaya DMCC is Quarter 2 of financial year ending on 31 March 2025.

### **Consolidated Results:**

- Revenue from operations at a Consolidated level is INR 95.5 crs for Q4FY24, a growth of 3% over the corresponding quarter Q4FY23.
- Consolidated Profit/(loss) after tax (PAT aei) for Q4FY24 was INR (99.0) crs after considering one-time impact of INR 81.8 crs for impairment of Goodwill and cost related to Middle East sale as compared to Profit/(loss) after tax of INR (58.0) crs over corresponding quarter Q4FY23.

### **About Kaya:**

A 20-year-old legacy brand, Kaya continues leading innovation in the aesthetic dermatology space with its 600+ service lines; 70+ product mix; 100+ Dermats and a commanding presence across 90+ clinics in India and Middle East.

Kaya India's Loyalty program – Kaya Smiles continues to grow from strength to strength contributing to more than 90% of the collection.

Kaya has a comprehensive portfolio of advanced skin care, hair care and body care solutions spanning Anti-Ageing, Brightening and pigmentation, Acne and Scars, Hair Care, Beauty Facials, Body Contouring and Laser hair reduction amongst others.

In addition to the range of advanced solutions, Kaya has a wide spectrum of retail products that range from Daily Essentials, Acne solutions, Lightening and Brightening, Sun care, Anti-aging, Hair care and regrowth and Nutraceuticals formula recommended by dermatologists.

Kaya products are also retailed through E-Commerce, across partners that include Nykaa, Amazon, Tira, Flipkart, Myntra, etc.

### **Disclaimer**

Statements in this press release describing the Company's performance may be "forward looking Statements" within the meaning of applicable securities laws and regulation. Actual results may differ materially from those directly or indirectly expressed, inferred, or implied. Important factors that could make a difference to the Company's operations include, among others, economic conditions affecting demand / supply and price conditions in the domestic markets in which the Company operates, changes in or due to the environment, Government regulations, laws, statutes, judicial pronouncements and / or other incidental factors.

*For more information visit [www.kaya.in](http://www.kaya.in)*

Kaya Limited, Regd. Off: 23/C, Mahal Industrial Estate, Mahakali Caves Road, Andheri (East),  
Mumbai 400 093. Tel: (91-22) 66195000

# Website: [www.kaya.in](http://www.kaya.in) # Email: [investorrelations@kayaindia.net](mailto:investorrelations@kayaindia.net)