



FSN E-Commerce Ventures Limited

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

March 10, 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:

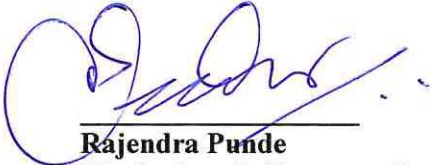
NYKAA OPENS 100TH STORE ON INTERNATIONAL WOMEN'S DAY
~ *Newest store opens in Bangalore, adding a milestone in Nykaa's growing retail footprint* ~

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



NYKAA OPENS 100TH STORE ON INTERNATIONAL WOMEN'S DAY

Newest store opens in Bangalore, adding a milestone in Nykaa's growing retail footprint

March 10, 2022: Nykaa, India's leading omnichannel lifestyle destination opened its 100th beauty store, *Nykaa On Trend* at HSR Bangalore on the globally celebrated occasion of International Women's Day. Having started its retail journey at T3 terminal of Delhi airport in 2014, Nykaa stores today offer its unparalleled repertoire of global luxury beauty labels and trendsetting Indian brands to consumers across 45 cities.

Welcomed and loved by consumers in every city, Nykaa stores have gone wide across the country, and nearly half of its stores are now in Tier 2 & 3 cities. The personalized consultation offered by 700+ well-trained beauty advisors, who pay special attention to Nykaa's signature '*Art of Retailing*', make these stores a destination of choice for consumers. Nykaa's omnichannel approach has been both a differentiator and an advantage, with the company witnessing consistently higher revenue and accelerated business in cities with stores.

Nykaa operates two formats of beauty stores- '*Nykaa Luxe*' and '*Nykaa On Trend*', each built in line with the company's vision that focuses on digitization not just in business processes but to deliver a truly seamless customer journey. Nykaa stores also have the capability for **hyperlocal delivery**, and to accept **endless aisle** orders, making its entire online assortment available to the store-consumer.

Nykaa stores carry 100+ well-curated brands including **Luxe brands** like **Estee Lauder, Mac, Clinique, Bobbi Brown, SmashBox, Huda Beauty, Aveda**; the company's **own brands** like **Nykaa Cosmetics, Nykaa Naturals, Kay Beauty, and Dot & Key**, besides exclusively available global favorites like **Charlotte Tilbury, Jo Malone London, e.l.f Cosmetics, Too Faced, Murad, Nuxe, Sulwhasoo**, among others. This selection offers a unique and attractive proposition to consumers while also reiterating the confidence these brands have in Nykaa's retail expertise and beauty leadership in India.

Commenting on the launch of the 100th store, **Anchit Nayar, CEO E-commerce Beauty, Nykaa** said, *"From store one to hundred, our confidence in the power of the omnichannel model has remained strong and continues to grow. With innovation and agility at the heart of our business, Nykaa is constantly exploring newer pin codes for our retail stores to deepen our reach and to make shopping online and offline entirely seamless. Our focus remains on delivering on-trend, authentic products in line with the ever-evolving consumer behaviour and beauty trends. This has enabled us to secure the trust of consumers and we are humbled to witness their loyalty across all our points of sale for nearly a decade."*

Commenting on this milestone, **Rohan Vaziralli, GM India at Estee Lauder Companies**, a key partner brand said, *"Congratulations on your 100th door! We are proud to partner with Nykaa to bring an omnichannel prestige beauty experience to our consumers across India."*

Find a Nykaa Store Nearest to You at <https://www.nykaa.com/stores-n-events-desktop>

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.

