



FSN E-Commerce Ventures Limited

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

August 03, 2023

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: Company's official statement in response to Reuters query received on August 02, 2023

The company provided the following statement in response to a query received from Reuters on employee exits. The statement was not published by the wire in full. The statement is being shared with the stock exchanges for their record and reference.

Note:

'As Nykaa evolves into a multi-dimensional, multi-geographic business, leadership roles are being augmented with an eye on strategic realignment, cost rationalization and growing complexity of the business.

As part of these developments, in June the company elevated Shailendra Singh as Business Head for Physical Retail- Beauty, while he continues to lead key omni-channel initiatives. With over 16 years of rich experience with Hindustan Unilever, Shailendra has been an integral part of Nykaa, leading its Beauty E-comm Brand Management for the past 18 months.

We're excited to bring a strategic leader in Rozita Nouruzi as the CEO of Nysaa, our omni-channel beauty business in partnership with the Apparel Group in the GCC. She brings extensive experience in specialty beauty retail, having headed Sephora in the KSA and will report directly to the board of the JV, having assumed her role on June 21st, 2023.

We have also hired a new leader to drive the next phase of growth for Nykaa Fashion's owned western-wear brands.

As announced in April 2023, marketing leadership at Nykaa has been strengthened over the last year across performance marketing, customer lifecycle management and content charters. Given the criticality of the marketing function to One Nykaa, Founder and CEO, Falguni Nayar will guide the function directly.'

End.

Thanking You.

Yours faithfully,
For FSN E-Commerce Ventures Limited

P Ganesh
Chief Financial Officer