



## FSN E-Commerce Ventures Limited

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

August 25, 2022

**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 – 400 051

**BSE Limited**  
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**Symbol: NYKAA**

**Scrip Code: 543384**

ISIN: INE388Y01029

Dear Sirs,

**Sub: Press Release**

Please find enclosed the Press Release titled as follows:

**Here's everything you need to know about the Nykaa X Anomaly Launch**

*Founded By Priyanka Chopra Jonas – Her Affordable Haircare Brand Is Focused On Clean, Effective Formulas And Sustainable Recycled Packaging Made From 100% Plastic Trash*

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')*

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

Encl: a/a



## Here's everything you need to know about the Nykaa X Anomaly Launch

*Founded By Priyanka Chopra Jonas – Her Affordable Haircare Brand Is Focused On Clean, Effective Formulas And Sustainable Recycled Packaging Made From 100% Plastic Trash*

**National, August, 2022: Anomaly, the brainchild of global icon Priyanka Chopra Jonas, finally makes its India debut exclusively** on the country's leading beauty and lifestyle focused retailer, **Nykaa**. Founded by actress, producer, activist, and author Priyanka Chopra Jonas, in partnership with global beauty incubator Maesa; Anomaly has disrupted the haircare aisles globally with its clean, performance-driven formulas, eco-conscious packaging, and now brings its powerful hair solutions to Priyanka's home country. Launching **exclusively on Nykaa on 26<sup>th</sup> August, Anomaly** was built on the **philosophy that everyone should have access to quality haircare without compromising on choice, price, or the planet.**

Anomaly, as the name suggests, is built upon Chopra Jonas' belief that we are all unique as individuals and our hair reflects that. Committed to making more sustainable choices in her personal life, Priyanka was motivated to channel her passion for the environment into her brand. Anomaly introduces Indian consumers to choices that empower them without costing them the earth. **Everything in the collection is gender neutral, priced starting INR 750, and is housed in bottles made from 100% plastic trash and infinitely recyclable cans.**

With high-performance products, affordable pricing, clean formulations & sustainable packaging; Anomaly's vision is to be 'Accessible to all genders & every hair type' via Nykaa's unparalleled e-com presence, wide distribution of retail doors & through Nykaa's distribution channel, Nykaa Super Store.

**Commenting on the launch, Anchit Nayar, CEO E-commerce Beauty, Nykaa said,** *"We are proud to partner with Priyanka Chopra Jonas to build her stellar haircare brand Anomaly in India. At Nykaa, we are committed to launching some of the most disruptive global brands that will garner love for their ethos, innovation, and efficacy. Anomaly's philosophy aligns with Nykaa's brand positioning of 'Democratizing Beauty for All'. The commonality also extends to the meeting of two power-brands, driven by Women founders, who are changing the way beauty is accessed by consumers."*

*"I'm so proud to bring Anomaly haircare to India. What makes our India launch incredibly special is that this brand was born here, from the haircare routines I followed growing up, and now it's coming home," said Priyanka Chopra Jonas, Founder of Anomaly. "We built this brand on the idea that great hair starts first with great care, something I learned from my mom and grandmom during regular oiling, deep cleaning and conditioning routines. With this in mind, and alongside my partners at Maesa, we developed a collection of products formulated with powerful and effective ingredients that love your hair from the root to tip. Thank you to the team at Nykaa for your partnership and a very warm welcome to the family.*

*Nykaa is a pioneer in beauty and lifestyle and has a deep understanding of what the Indian consumer wants, and I am so excited to see Anomaly grow across India under their wing.”*

The **collection** consists of **end-to-end hair care solutions via shampoos & conditioners for different hair needs, a high-performance hair & scalp oil & entry into high growth & emerging product categories with a dry shampoo, and bonding mask.** Embracing a less-is-more approach, Anomaly spends less on packaging to spend more on **clean, superior formulas that contain no SLS / SLES sulfates, parabens, phthalates, mineral oil, or dyes and are vegan and cruelty-free.** Anomaly’s bottles feature a **thin wall plastic made from 100% plastic trash using material diverted from landfills and ocean bound plastic, which can also be recycled after use.** By helping to reduce the amount of new plastic produced, Anomaly is working with consumers to take small steps in our beauty routines that help preserve the planet.

#### **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](http://www.nykaa.com) or write to [investor-relations@nykaa.com](mailto:investor-relations@nykaa.com).