

December 13, 2021

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 Sir / Madam,

Sub: Press Release

Please find enclosed the Press Release titled as follows:

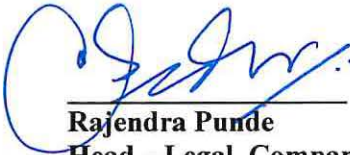
*Dab your way to fab skin with the new Nykaa SKINRX serums
~ Nykaa SKINRX launches four new variants Vitamin C, Ceramides, Peptides & AHA BHA~*

The above is for your information and records.

Thanking You.

Yours faithfully,

For FSN E-Commerce Ventures Limited



Rajendra Punde

Head – Legal, Company Secretary & Compliance Officer

Mem. No.: A9785





Dab your way to fab skin with the new Nykaa SKINRX serums

~ Nykaa SKINRX launches four new variants Vitamin C, Ceramides, Peptides & AHA BHA~

December 13, 2021: Nykaa SKINRX - the most recent addition to Nykaa's portfolio of consumer brands, strengthens its offering with the launch of four new serums. Formulated with ingredients to address some of the most common concerns for Indian skin, the **20% Vitamin C, 2% Ceramides, 2% Multi-Peptide, and 10% AHA+ 1% BHA** serums, are all you need for healthy, dewy, and glowing skin.

Every formulation by Nykaa SKINRX is enhanced with clinically proven ingredients in essential concentrations to give you visible results. Addressing some of the most common concerns for Indian skin, the brand taps into proven scientific research to give you the skin of your dreams through gentle, **dermatologically tested formulations.**

Focused to help tackle common Indian-consumer skin concerns, such as wrinkles, dehydration, pollution-led acne, and pigmentation, dark spots, dull saggy skin, in its second phase of launches, every new variant boasts of a combination of components that care for and nourish the skin on multiple fronts.

- **Nykaa SKINRX 2% Multi-Peptide Serum** which helps in targeting sagging skin giving you a firm tight youthful skin
- **Nykaa SKINRX 2% Ceramide Serum** reduces skin redness and moisturizes the skin
- **Nykaa SKINRX Skin Renew with 10% AHA +1%BHA** helps in exfoliating your skin in the gentlest way possible giving you a radiant smooth texture
- **Nykaa SKINRX 20% Vitamin C Serum** brightens dull complexion, reveals radiant & glowing skin, and helps reduce premature signs of aging

Reena Chhabra, CEO, Nykaa Brands said, *"With Nykaa SKINRX, we launched a portfolio of powerful, high-performing products for all those who are looking for specific solutions for their skin concerns. The gender-neutral serums from SKINRX infuse advanced scientific formulations into everyday skincare to boost the beauty regimens of our consumers helping them achieve healthy, radiant, and well-nourished skin. Our first phase of SKINRX received a tremendous response and we are thrilled to introduce four new serums in this range: **Vitamin C, Ceramides, Peptides, and AHA BHA.** With the brand now offering 8 different serums, we aim to reach a wider spectrum of the audience looking for targeted solutions."*





Explore the new range of Nykaa SKINRX serums:

SKINRX 20% Vitamin C Serum – Formulated with a high concentration of 20 % Vitamin C with 1 % Hyaluronic Acid and 0.5% Ferulic Acid. Whether you are dealing with hyperpigmentation, skin dullness, stubborn marks, or premature signs of aging, this serum is a holy grail for your skin. Vitamin C helps brighten the skin. Hyaluronic Acid maintains hydration and reduces fine lines and Ferulic Acid acts as an antioxidant that helps in combating UV Rays and protects skin against sun damage.

SKINRX 2 % Multi-Peptide Serum – It has 2% Peptides + 2% Australian Skinrectura, which helps increase skin elasticity & smoothens wrinkles. This multi-peptide serum comes with multiple benefits and targets major concerns like sagging skin, wrinkles & fine lines, and uneven skin giving you firm, youthful skin.

SKINRX 2% Ceramide Serum – It has 2% Ceramides + 1% Oat + 2% Olive Omega Complex which prevents your skin from dryness and irritation along with binding cells together. It targets main skin concerns like dryness and reduces skin redness, especially beneficial to sensitive skin.

SKINRX 10% AHA 1 % BHA Exfoliating Serum – It has 10% AHA Serum with 10% Glycolic Acid + 1% Salicylic Acid + 1% Aquaxyl, a powerful deep multi-level exfoliation for radiant skin. Known as one of the best chemical exfoliators, the serum is very effective in reducing acne, minimizes pores. AHAs are ideal for those concerned with aging skin, whereas BHAs are best for those who are on the oilier side of the skincare spectrum and struggle with acne, blackheads.

Nykaa SKINRX is dermatologically tested and is free from fragrance, alcohol, SLS, paraben, and cruelty. The collection will be available on the Nykaa website/ app and in-stores across India and is priced between INR 799 to 1199

About Nykaa Beauty

In 2016, Nykaa identified a gap in the market for on-trend, high-performing quality-driven beauty products especially curated for Indian consumers and thus launched its own consumer beauty brand. Starting with Nail Enamels as their introductory range, today Nykaa carries a large number of products across its consumer beauty brands portfolio; **Nykaa Cosmetics**, a comprehensive makeup and beauty accessories brand owning cutting-edge product formulations & high-quality standard. **Nykaa Naturals** is a naturally derived ingredients focused brand catering to all types of Indian hair, skin tones and skin concerns. It consists of three sub-brands – **Nykaa Wanderlust**, a signature bath and body offerings for men and women; **Nykaa Skin Secrets**, a range of masks





powered by Korean technology and a blend of Indian natural ingredients. **Nykaa Naturals Hair**, addresses the demand for solutions targeting the most common hair concerns, featuring natural ingredients specifically for Indian consumers. Nykaa Beauty also offers **Moi by Nykaa**, a collection of fine fragrances. In 2019, Nykaa collaborated with celebrated fashion designer, Masaba Gupta to launch **Masaba by Nykaa**, a beauty range featuring lips, nails and fragrances. Staying true to the Nykaa ethos, the brands continue to delight and inspire its consumers by offering the high performing products & the latest trends in beauty through content across all its platforms. Adding a science powered skincare brand to its portfolio, **Nykaa SKINRX** was recently launched to target specific Indian skin concerns using clinically researched and globally recognised active ingredients.

About Nykaa

Nykaa 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 ecommerce experience, Nykaa has had over 19.3 million monthly average unique visitors, with 3,826 brands and over 2 million product SKUs available through its website and mobile applications as of March 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.

