



October 13, 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: Clarification on the misquoting of the company's Key Performance Indicators (KPI) in certain analyst reports and media articles

This is with reference to Monthly Average Unique Visitors information, which is regularly published by the Company in its quarterly disclosures to the stock exchanges.

The latest analyst report on Nykaa published by Kotak Institutional Equities has certain anomalies regarding the BPC vertical Monthly Active Users (MAU) for both App and website visitors referencing a third-party web analytics platform.

Nykaa's last published BPC Monthly Average Unique visitors (combined for both app and website visitors), stands at 25.4 million for the quarter ended June 30, 2023, which is much higher than the monthly numbers for April, May and June months as quoted in the aforementioned report. The latest MAU numbers will be released by the company as part of the earnings disclosure for the quarter ended September 30, 2023.

Thanking You.

Yours faithfully,
For FSN E-Commerce Ventures Limited

Sujeet Jain
Chief Legal and Regulatory Officer,
Company Secretary & Compliance Officer
Membership No.: F6144