



## FSN E-Commerce Ventures Limited

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

August 05, 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  
Corporate Relationship Department,  
2<sup>nd</sup> Floor, New Trading Wing,  
Rotunda Building, P.J. Towers,  
Dalal Street, Mumbai – 400 001

Symbol: NYKAA

Scrip Code: 543384

ISIN: INE388Y01029

Dear Sirs,

**Sub.: Acquisition of 100% stake of Iuminar Media Private Limited**

**Ref: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Pursuant to Regulation 30 and other applicable provisions of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulation, 2015, we hereby inform you that the Board of Directors of the Company at its meeting held today i.e. on Friday, August 5, 2022 has approved the acquisition of 100% of the fully diluted share capital (Equity Shares) of Iuminar Media Private Limited (known as 'Little Black Book').

Please further note that the aforesaid acquisition is subject to execution of Share Purchase Agreement and such definitive agreements and fulfilment of various terms and conditions as specified in the relevant agreements and statutory approvals, if any.

The requisite disclosures, as required under Regulation 30 read with Para A of Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulation, 2015 and SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 9, 2015, are enclosed as Annexure 'I'.

A copy of the Press Release on the aforesaid acquisition is enclosed as Annexure 'II'.

Kindly take the same on record.

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



Encls: As above

**Annexure I**
**Disclosure under sub-para (1) [i.e., Acquisition(s) (including agreement to acquire)] of Para (A) of Part (A) of Schedule III to the Regulation 30 SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015**

Sr. No.	Particulars	Details
a.	Name of the target entity, details in brief such as size, turnover etc	Iluminar Media Private Limited, known as “Little Black Book” (LBB), is a private limited company incorporated on February 18, 2013 under the Companies Act, 1956.  Total Revenue for FY 2021 – 22 (Audited) is Rs. 19.44 crores.
b.	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arms length”;	The acquisition doesn't fall within related party transactions.  None of the promoter/ promoter group/group companies have interest in LBB.
c.	Industry to which the entity being acquired belongs	Digital Content
d.	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity)	The transaction will enable the Company to strength its content delivery, drive discovery for brands and make shopping experience more engaging for the customers.
e.	Brief details of any governmental or regulatory approvals required for the acquisition	None.
f.	Indicative time period for completion of the acquisition	The transaction is expected to be completed within 60 days of execution, subject to completion of CPs under the agreement.
g.	Nature of consideration - whether cash consideration or share swap and details of the same	Cash
h.	Cost of acquisition or the price at which the shares are acquired	Acquisition of the Equity Shares of LBB will be done at a mutually agreed pre-money valuation, subject to closing adjustments.
i.	Percentage of shareholding / control acquired and / or number of shares acquired	100% on a fully diluted basis
j.	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief)	Iluminar Media Private Limited ('LBB') is a private limited company incorporated under the Companies Act, 1956 on February 18, 2013 in India and involved in the business of running and operating a digital platform through <a href="https://lbb.in">https://lbb.in</a> and a mobile application that serves as a lifestyle guide and recommendations platform.





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Sr. No.	Particulars	Details								
		<p>LBB's registered office is located at New Delhi.</p> <p>Details of Turnover:</p> <table border="1"><thead><tr><th>Year</th><th>Approx. Revenue (in Rs Crs)</th></tr></thead><tbody><tr><td>FY 2021 -22 (Audited)</td><td>19.44</td></tr><tr><td>FY 2020 - 21 (Audited)</td><td>9.13</td></tr><tr><td>FY 2019 -20 (Audited)</td><td>16.20</td></tr></tbody></table>	Year	Approx. Revenue (in Rs Crs)	FY 2021 -22 (Audited)	19.44	FY 2020 - 21 (Audited)	9.13	FY 2019 -20 (Audited)	16.20
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FY 2021 -22 (Audited)	19.44									
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## Nykaa to acquire LBB to sharpen its position as a discovery-led retailer

This investment underscores Nykaa's belief in the power of rich and unique content to catalyse consumer engagement

**Mumbai, India, 05 August 2022:** Nykaa, India's leading beauty, fashion, and lifestyle destination, today confirmed Board approval for the acquisition of LBB (Illuminar Media Pvt Ltd), a millennial-focussed lifestyle discovery platform. This aligns with Nykaa's fundamental content-first approach to engaging with its loyal consumer base. LBB's large, discerning user base, content creation capability, curation mindset, and relationship with emerging brands makes it an attractive content powerhouse. Their focus on fashion, home and beauty categories fits well with Nykaa's areas of strength.

As a multi-brand, omni-channel retailer offering endless aisles of authentic domestic and international brands, Nykaa's market leadership in beauty and lifestyle has been the result of its core strengths: content-first approach, curation-led offering and discovery-led shopping experience. LBB's strengths in these very areas will complement Nykaa and Nykaa Fashion's vision to continually enrich their consumers' shopping journey. Nykaa's commitment to offering relevant and compelling curations to shoppers comes to life through its sustained efforts in spotlighting unique and trendy brands and categories across its platforms. **Nykaa Fashion's Hidden Gems** offers a destination to distinct, homegrown fashion finds and the **Conscious at Nykaa** curation of cruelty-free, vegan and clean beauty products from across categories are two examples of Nykaa's expertise in this realm that have added immense value to the consumer's journey of discovering the right products for them.

Co-Founded by Suchita Salwan and Dhruv Mathur in 2015, LBB (Little Black Book) has evolved from a Tumblr-blog to a buzzing online, curated marketplace. LBB has built a brand and audience amongst India's urban millennials, reaching over 70 million users through their various channels. Their focus on audience engagement through content and discovery has made them a brand loved by their users and brand partners alike.

**Nykaa spokesperson, Nihir Parikh said,** *"At Nykaa, we are committed to offering the best to our consumers and make their shopping experience delightful. We are excited about the strong synergies we share with LBB, because much like Nykaa, they have sharply focused on driving discovery and spotlighting promising homegrown brands across their channels since day one. We welcome their like-minded leadership into the Nykaa family and look forward to helping them scale, as together we better serve our audience base."*

**Suchita Salwan, Co-Founder and CEO, LBB said,** *"Through this partnership with Nykaa, we're excited to scale to even greater heights. Together, we want to drive value to Nykaa and LBB's shared goals to build discovery for India's emerging brands through content, community and a discovery-first approach. LBB's robust content creation capabilities and creator network will be leveraged within Nykaa's platforms to drive consumer engagement and retention, further scaling reach and engagement for our brand partners."*

### 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 and Superstore by Nykaa. Delivering a comprehensive Omnichannel ecommerce experience, Nykaa offers more than 4000 brands through its website and mobile applications. 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.

