



## FSN E-Commerce Ventures Limited

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

April 6, 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: Press Release**

Please find enclosed the Press Release titled as follows:

*Nykaa launches "Superstore" to partner with retailers in Gujarat*

The above is for your information and records.

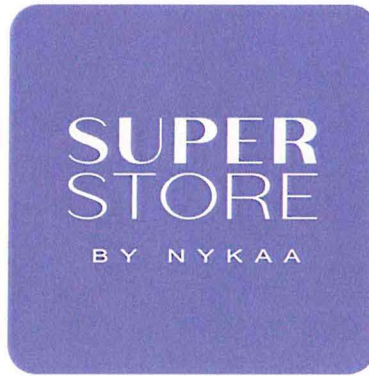
Thanking You.

Yours faithfully,

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

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





## Nykaa launches “Superstore” to partner with retailers in Gujarat

- Superstore brings unparalleled, doorstep access for the retailers, to all Beauty, Personal Care & Wellness products, with the click of a button
- The app is a one-stop-distributor, sourcing products directly from manufacturers and using technology to make the most relevant selection available to our partner retailers, at distributor prices
- The app is available for download on Google Play Store

**Ahmedabad, April 6, 2021:** Nykaa, India's leading online lifestyle retail destination has recently launched “**Superstore by Nykaa**”- a tech-forward, direct-to-retail distribution business for the Indian retailer ecosystem. An intuitive and easy to use app, Superstore is available for retailers across India.

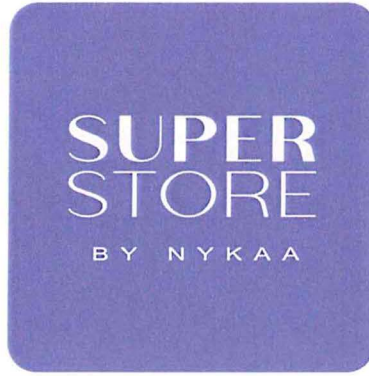
With Nykaa Superstore, retailers in Gujarat can access the entire range of beauty, personal care & wellness products on one single platform, at distributor prices. More importantly, it gives retailers the freedom to order 100% genuine products, as much and as often as they need, delivered to their doorstep. The transparency in pricing and offers, and easy returns make this a dependable channel to secure the most relevant products.

Superstore also helps retailers understand the popular products in their locality, check the latest offers and profit margin for each SKU and choose the quantity while purchasing. The app currently enables brands to run trade schemes for their SKUs as well and also offers credit facility to retailers.

Speaking about the launch, **Vikas Gupta, CEO, Nykaa B2B** said, “*Superstore By Nykaa aims to serve the rising demand for beauty, personal care & wellness products in India through a user-friendly, single platform for retailers with valuable services such as credit, transparent profit margins, and fast doorstep deliveries. Staying true to the Nykaa promise of offering the best brands, trends and pricing, Superstore empowers retailers with access to an unparalleled catalogue of most relevant brands for their own customers.*”

Leveraging the latest in technology, Superstore promises to help retailers stock the best selling categories, brands and sizes; reduce their inventory and working capital needs, and improve profitability. They can read ratings and reviews, see consumer trends, and access the latest innovations in the category, previously unavailable in physical retail.





For retailers, getting their journey started on the Superstore by Nykaa is as easy as signing up and completing their KYC by uploading a verified business document. Additionally, Nykaa will provide extensive training to wholesalers and retailers, through a trained fleet of sales people, enabling them to derive maximum benefits from Superstore. The goal is to partner the retailers over the long term, helping them grow and become more profitable.

### **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 has expanded its product categories by introducing online platforms Nykaa Fashion and Nykaa Man. Delivering a comprehensive Omnichannel ecommerce 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)

A handwritten signature in blue ink, appearing to be a stylized 'S' or similar character.

