

# Kaya Limited

October 31, 2017

To,  
The Secretary,  
BSE Limited,  
1st Floor, Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400001

To,  
The Manager  
Listing Department  
National Stock Exchange of India Limited  
'Exchange Plaza', C-1 Block G  
Bandra Kurla Complex, Bandra(E)  
Mumbai 400051

**BSE Scrip Code: 539276**

**NSE Symbol: KAYA**

**Subject: Performance update**

Dear Sir/ Madam,

Please find enclosed performance update on the financial results of the Company for the quarter ended September 30, 2017.

Kindly take the above on record and acknowledge receipt.

Thank you.

For Kaya Limited

  
Naveen Duggal  
Chief Financial Officer

Encl: A/a

# Quarterly Performance Update

**Q2 FY-18**

**Kaya Limited**

# Disclaimer

---

This investor presentation has been prepared by Kaya Limited (“Kaya”) and does not constitute a prospectus or placement memorandum or an offer to acquire any securities. This presentation or any other documentation or information (or any part thereof) delivered or supplied should not be deemed to constitute an offer.

No representation or warranty, express or implied is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of such information or opinions contained herein. The information contained in this presentation is only current as of its date. Certain statements made in this presentation may not be based on historical information or facts and may be “forward looking statements”, including those relating to the general business plans and strategy of Kaya, its future financial condition and growth prospects, future developments in its industry. These forward-looking statements involve a number of risks, uncertainties and other factors that could cause actual results, opportunities and growth potential to differ materially from those suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to risks with respect to its skin care business.

Kaya may alter, modify or otherwise change in any manner the content of this presentation, without obligation to notify any person of such revision or changes. This presentation cannot be copied and disseminated in any manner.

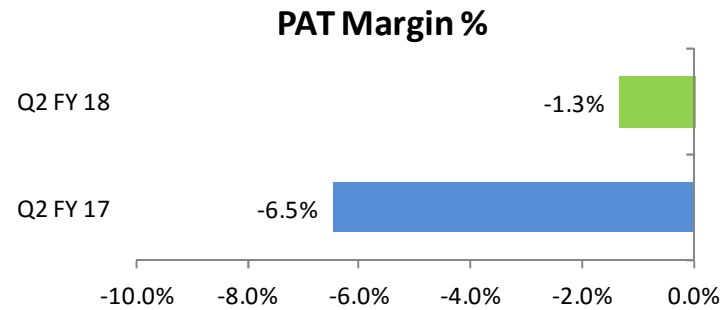
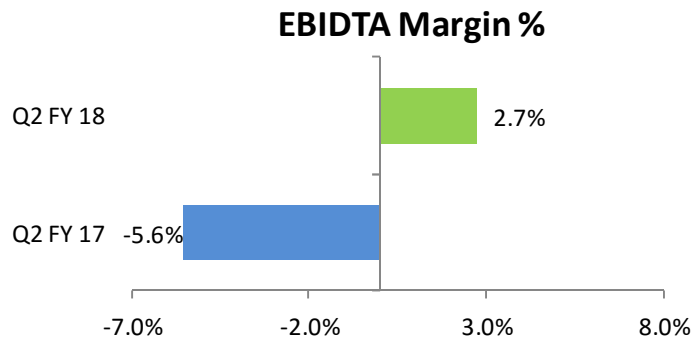
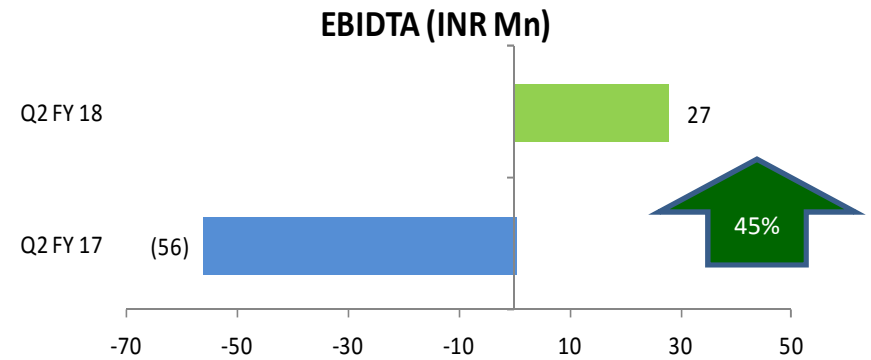
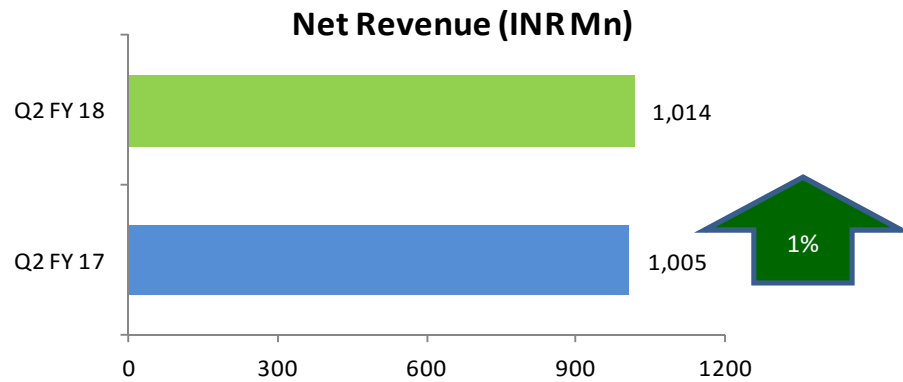
No person is authorized to give any information or to make any representation not contained in and not consistent with this presentation and, if given or made, such information or representation must not be relied upon as having been authorized by or on behalf of Kaya.

# Kaya Group : Key Highlights – Q2 FY 18

---

- **Net Revenue** (NR) for Q2 FY 18 at INR 1014 Mn has 1% over LY.
- **EBIDTA** of INR 27 Mn (*3% of NR*) compared to EBIDTA of INR (56) Mn (*-ve 6% of NR*) in Q2 FY 17
- **PAT** at INR (13) Mn (*-ve 1.3% of NR*) as compared to INR (65) Mn (*-ve 6.5% of NR*) in Q2 FY 17.

# Financial Summary – Q2 FY18



# Awards & Recognition

*Kaya India -*

*•“Best Digital Integrated Campaign” Digital Awards 2017 organised by Ink spell Media.*



# Kaya India Region



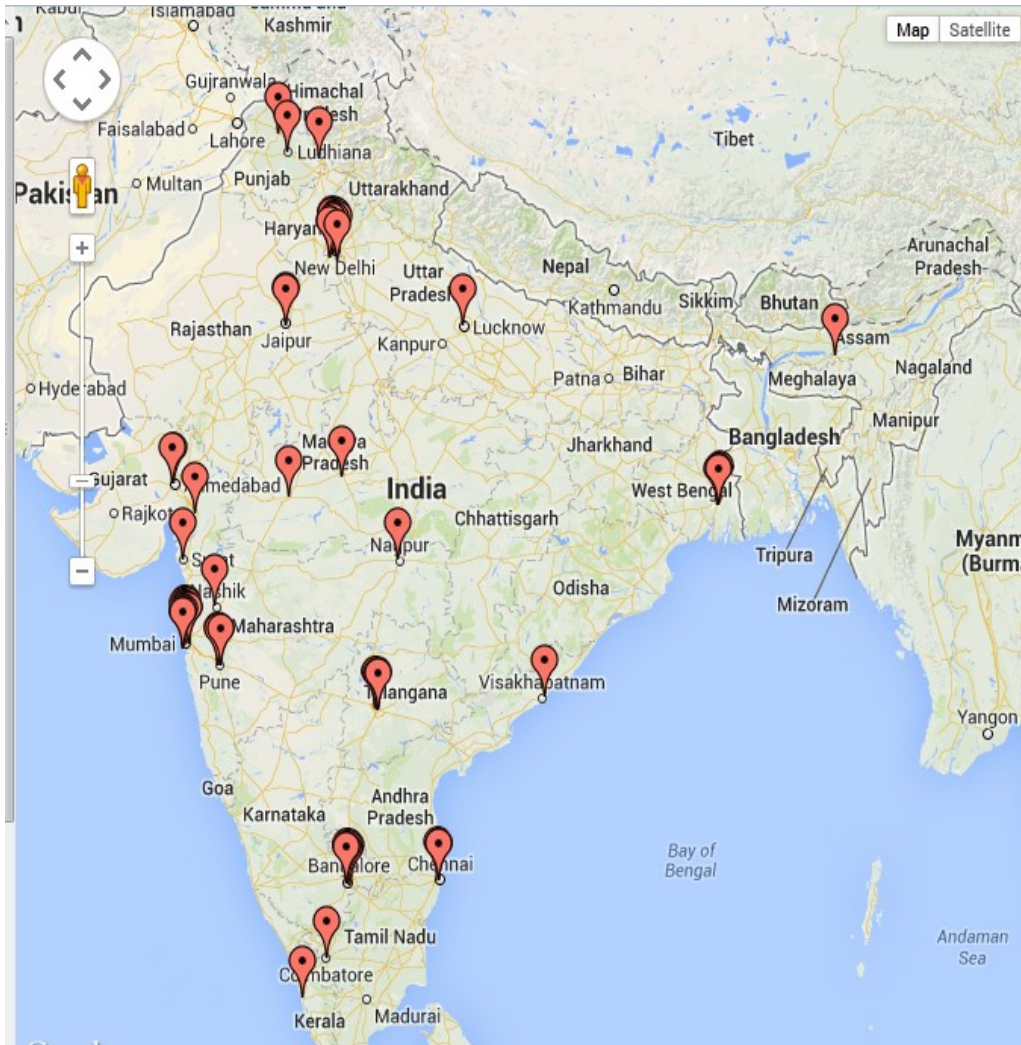
# Kaya India : Key Highlights

---

- **Net Revenue** for Q2 FY 18 at INR 517 Mn grew by 8%
  - **KSI clinics** - Net Revenue at Rs 50.2 crs grew by 8%
  - **KSB** - Net Revenue at Rs 1.5 crs in Q2 FY 18
- **EBIDTA** at INR (2) Mn (*0% of NR*) compared to EBIDTA of INR (46) Mn (*- 10% to NR*) in Q2 LY
- **PAT** is INR (11) Mn (*- 2% of NR*) against INR (36) Mn (*- 8% of NR*) in Q2 LY
- **Key Initiatives :**
  - Customer Lifecycle Management Program introduced in Q4 2016-17 has resulted in a growth in Consumption Frequency, Transaction Frequency & Retention of both members & overall customers
  - Innovations such as Insta Skin Brilliance ensured balanced growth in Pigmentation category.
  - Repricing of Hair free full body SKU has led to growth in Q2 FY 18
  - Products has seen a 16% growth over last year with Moment-of-Truth tools such as prescription pad leading the growth



# Our Presence in India



**102**  
Clinics

**151**  
Kaya Skin Bars

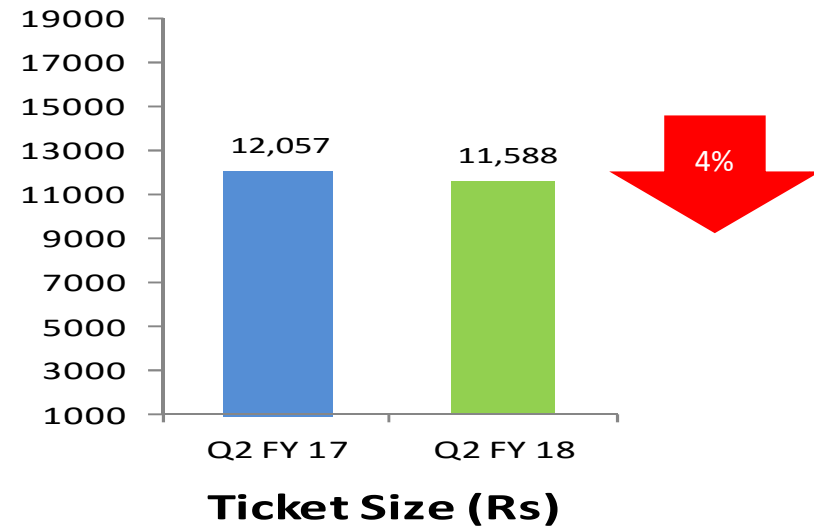
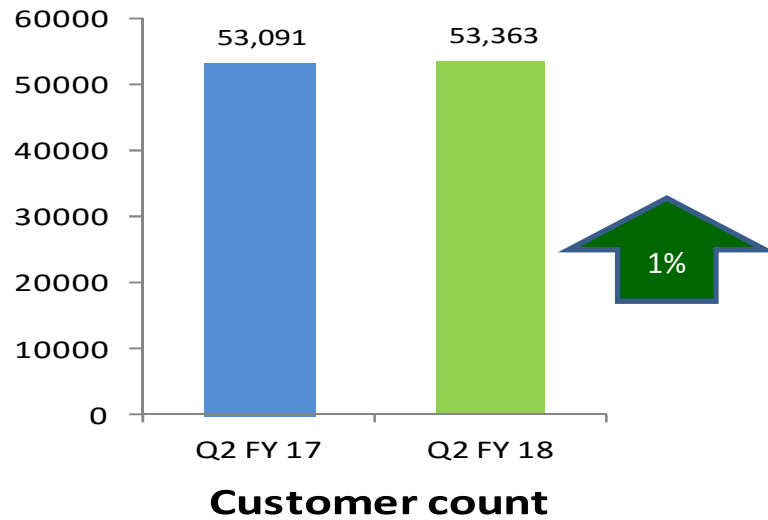
**27**  
Cities

**16**  
Indian states

Opened in Q2 FY 18  
✓ 6 KSB - Modern Trade (MT)  
✓ 7 KSB – Shop in Shop (SIS)

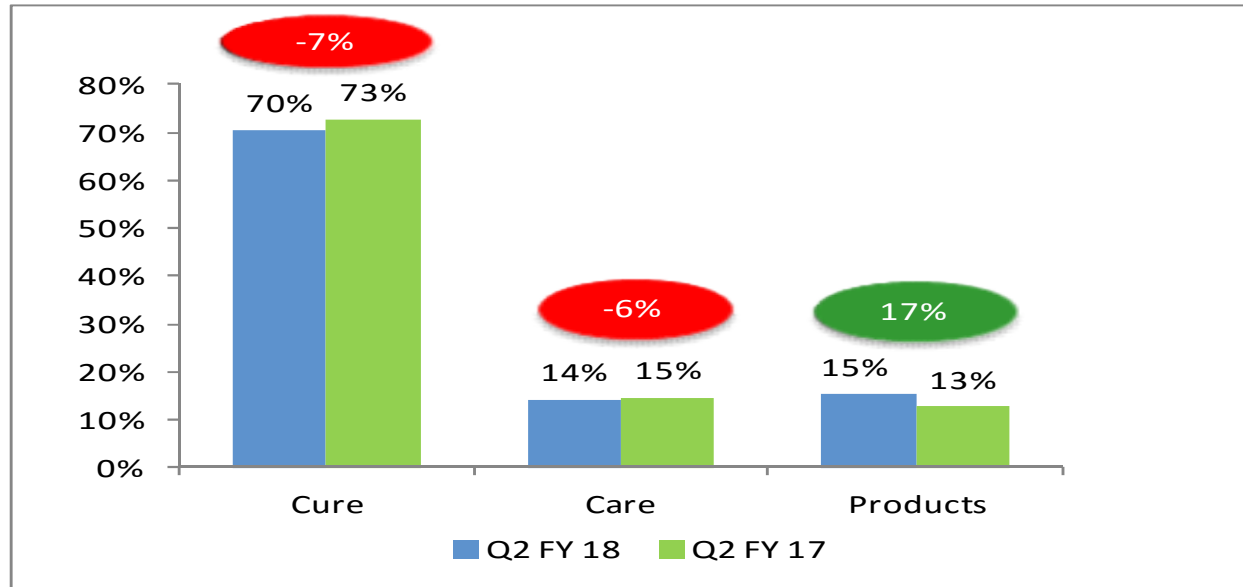
The picture above just gives an idea of location and don't represent exact scale

# Operational Indicators – India (Clinics + E Com)



- Customer Count grew by 1% (SSG: 2%)
- Ticket Size de-grew by 4% over LY. (SSG: -4%)

# Category Mix % - India (Clinics + E Com)



- Cure category de-grew by 7% (SSG: -ve 5%) in Q2 FY 18
  - Hair Free, Anti-aging and FP category majorly contributed to growth
- Care vertical de - grew by 6% (SSG: -ve 5%) in Q2 FY 18
  - Beauty Facials category de-grew by 6% (SSG: -ve 5%)
- Product category (*including E commerce*) grew by 17% (SSG: 19%) in Q2 FY 18.

# Kaya Middle East Region



# Kaya Middle East : Key Highlights

---

- **Net Revenue** at INR 497 Mn for Q2 FY 18 has de-grew by 5%. Same store growth (SSG : -ve 16%).
- **Ticket size** grew by 7% & **Customer count** has de-grew by 10%; over Q2 FY 17
- **EBIDTA** of INR 29 Mn (*6% of NR*) compared to EBIDTA of INR (10) Mn (*-ve 2% of NR*) in Q2 FY 17
- **PAT** at INR (2) Mn (*0% of NR*) is same as INR (29) Mn (*-ve 5% of NR*) in Q2 FY 17
- **New initiative**
  - Body Contouring Completed – Launched in Mirdiff City Centre –June 2017
  - Kaya Sweat-Free launched in all UAE Clinics – 15th June 2017 and in all KSA Clinics – 16<sup>th</sup> September 2017 a new business model based on profit sharing with vendor has been developed, where vendor invest 100% of machine cost.
  - Rolled out in Oct'17 in UAE & Oman, other market to be completed by Nov'17
  - Muscat City Center clinic to be opened in Dec'17
  - Intimate Fillers – Training & Launch in November 2017
  - 672 Google reviews with more than 81% five star reviews.

SSG: Same store growth

# Our Presence in GCC...



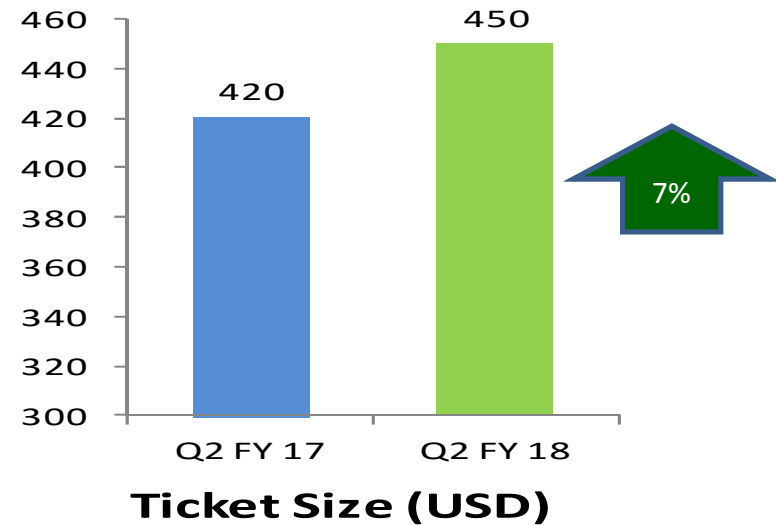
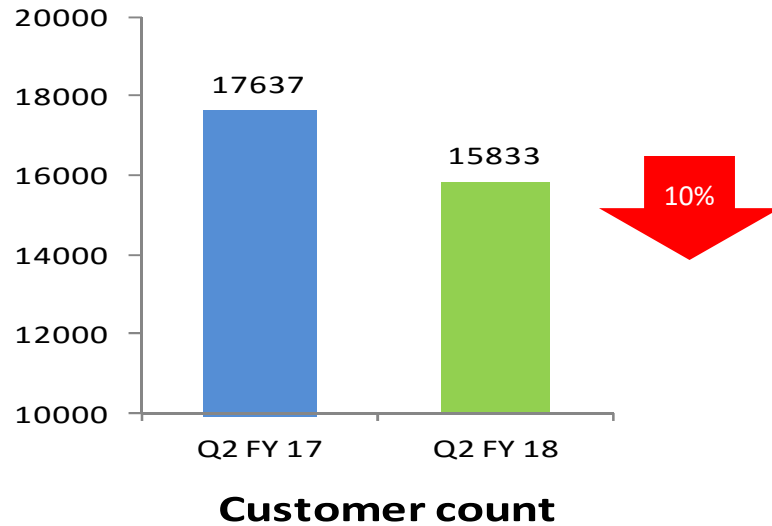
**24**  
Clinics

**4**  
Countries

**11**  
Cities

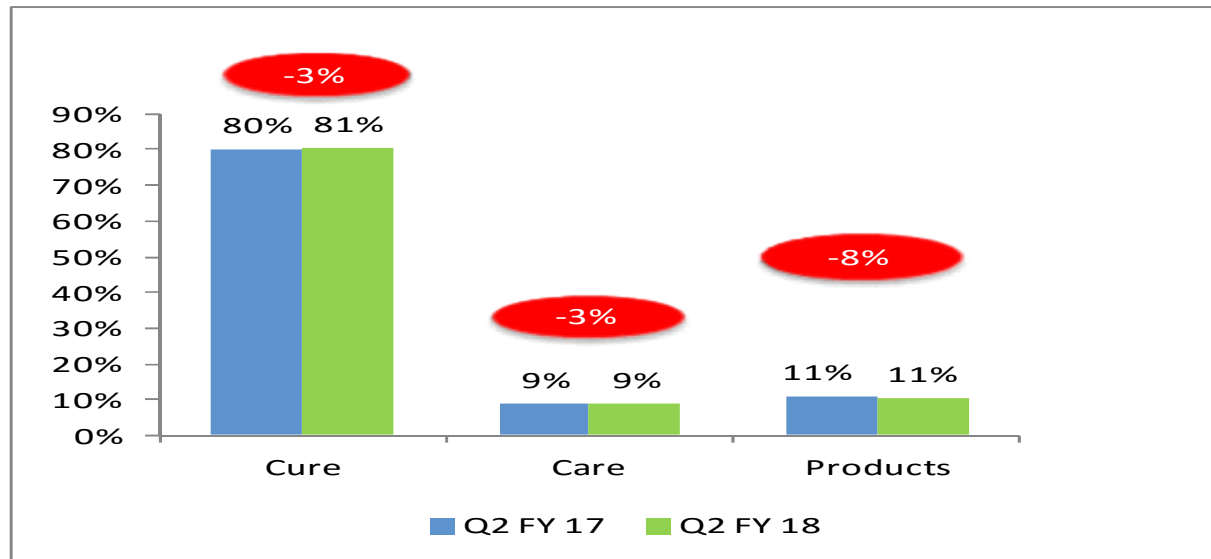
*The picture above just gives an idea of location and don't represent exact scale*

# Operational Indicators – Middle East



- Customer count de-grew by 10% over Q2 LY.
- Ticket size growth is 7% over Q2 LY

# Category Mix % - KME Region



- Cure category de-grew by 3% in Q2 FY 18.
  - While Anti Ageing grew by 4%; Hair Free marked de – growth of 16%.
- Care Vertical comprising of Skin Beauty de-grew by 3% ; De- growth across all clinics
- Product category de-grew by 8% over Q2 LY



# Financials – Q2 FY 18



# Financial Highlights : Kaya Group

Particulars (INR Mn)	Q2 FY 18	Q2 FY 17
<b>Collection</b>	1169	1161
<b>Net Revenue</b>	1014	1005
<b>EBIDTA</b>	27	-56
<b>Operating Margin</b>	-29	-102
<b>Other Income</b>	15	32
<b>PAT</b>	-13	-65



Collection SSG -ve 5%  
-ve 4% @ constant currency



Net Revenue SSG -ve 4%  
-ve 3% @ constant currency

EBIDTA is 3% , against  
-ve 6% LY

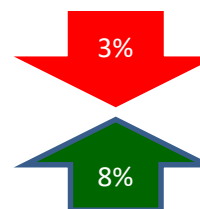
Operating margin at -ve 3%,  
against -ve 10% in Q2 LY

PAT at -ve 1.3% against  
-ve 6.5% in Q2 LY

SSG: Same store growth

# Financial Highlights : India

Particulars (INR Mn)	Q2 FY 18	Q2 FY 17
Collection	646	665
Net Revenue	517	479
EBIDTA	-2	-46
Operating Margin	-30	-73
Other Income	18	31
PAT	-11	-36



Collection SSG -ve 2%

Net Revenue SSG 10%

EBIDTA margin at flat against -ve 10% in Q2 LY

Operating margin at -ve 6% against -ve 15 % in Q2 LY.

PAT at -ve 2% against -ve 8% in Q2 LY

SSG: Same store growth

# Financial Highlights : Middle East

Particulars (INR Mn)	Q2 FY 18	Q2 FY 17
Collection	523	496
Net Revenue	497	526
EBIDTA	29	-10
Operating Margin	1	-30
PAT	-2	-29

↑ 5%

↓ 5%

Collection SSG -ve 9%  
-ve 7% @ constant currency

Net Revenue SSG -ve 16%  
-ve 15% @ constant currency

EBIDTA margin at 6%  
against -ve 2% Q2 LY

Operating margin flat against  
-ve 6% in Q2 LY

PAT at flat against -ve 5% in  
Q2 LY

SSG: Same store growth

In case of any clarifications please  
contact on  
[investorrelations@kayaindia.net](mailto:investorrelations@kayaindia.net)

**Thank you**