

Kaya Limited

May 3, 2017

To,
The Secretary,
BSE Limited,
1st Floor, Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400001
Fax: 22722037/39/41

To,
The Manager
Listing Department
National Stock Exchange of India Limited
'Exchange Plaza', C-1 Block G
Bandra Kurla Complex, Bandra(E)
Mumbai 400051
Fax: 26598237/38

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 and year ended March 31, 2017.

Kindly take the above on record and acknowledge receipt.

Thank you.

For Kaya Limited


Almas Badar
Company Secretary &
Compliance Officer

Encl: A/a

Quarterly Performance Update

Q4 FY-17

Kaya Limited

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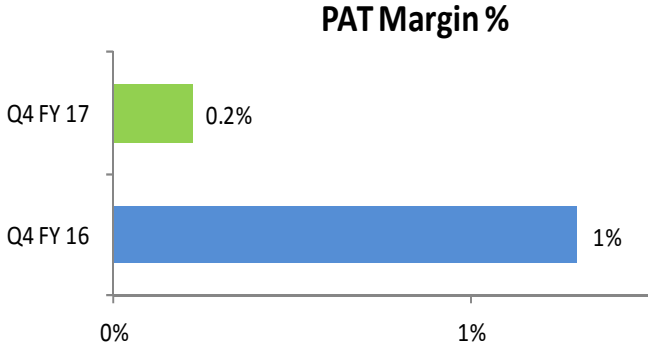
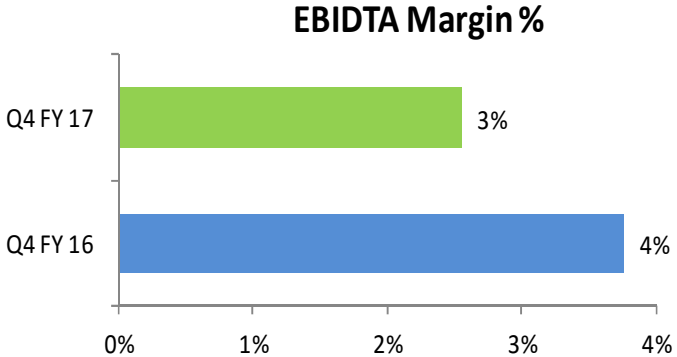
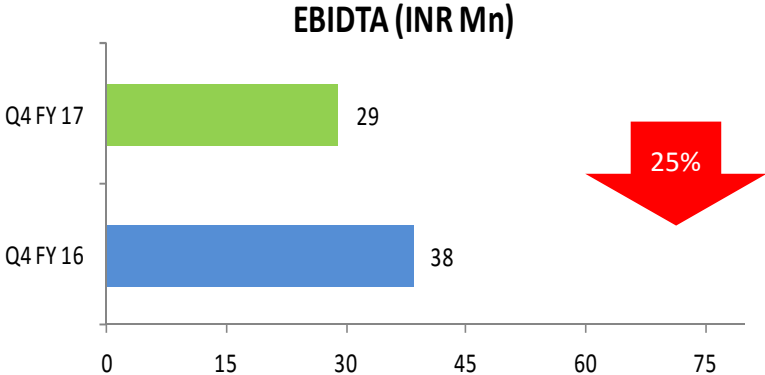
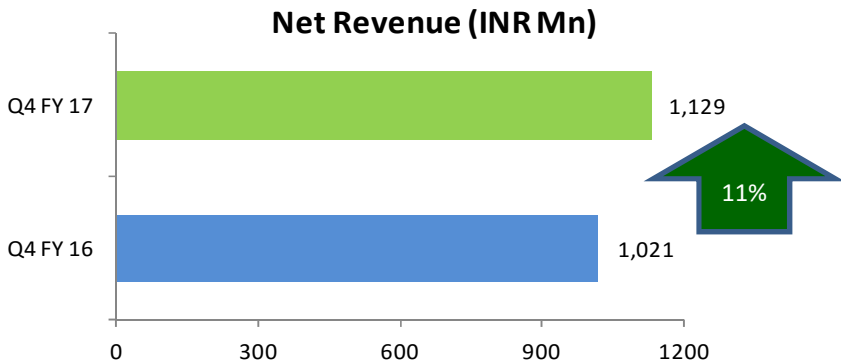
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Kaya Group : Key Highlights – Q4 FY 17

- **Net Revenue** (NR) for Q4 FY 17 at INR 1129 Mn has grown by 11%. Same store growth (SSG: 6%)
 - SSG @ constant currency is 7%
- **EBIDTA** of INR 29 Mn (*3% of NR*) compared to EBIDTA of INR 38 Mn (*4% of NR*) in Q4 FY 16
- **PAT** at INR 2 Mn (*0.2% of NR*) as compared to INR 13 Mn (*1% of NR*) in Q4 FY 16.

Financial Summary – Q4 FY17



Awards & Recognition

Kaya India -

- *“10th Customer Loyalty Award– Summit by Kamikaze” Award for Best Use of Social Media category.*
- *“Indian Salon and Wellness Congress 2017 – Wellness India “ Award for Aesthetic Chain of the Year, Beauty & Wellness products retailer/e-retailer of the Year*
- *“Beauty Industry Awards - by Cosmetic Design Asia “ Award for Best use of an ingredient in a finished product*



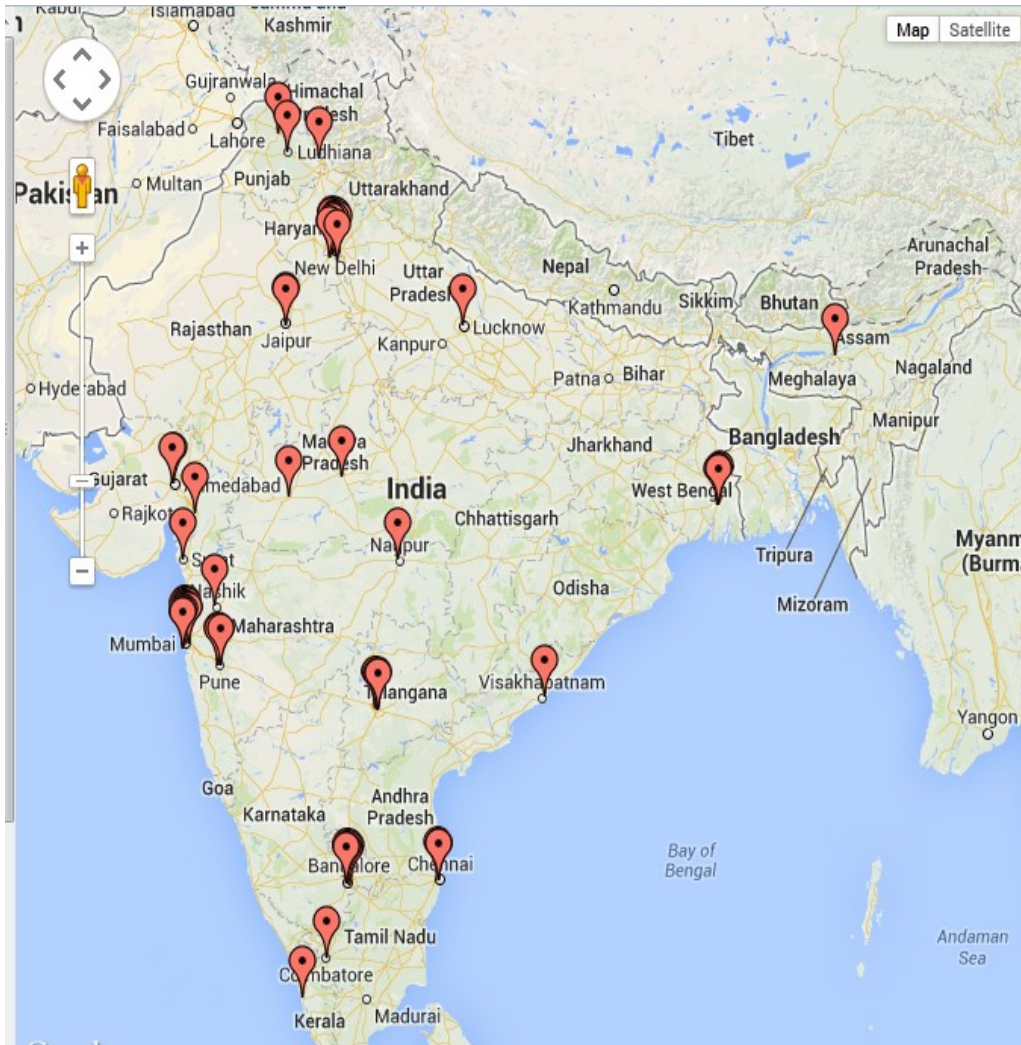
Kaya India Region



Kaya India : Key Highlights

- **Net Revenue** for Q4 FY 17 at INR 515 Mn grew by 4% (SSG: 4%)
 - KSB - Net Revenue at Rs 1.2 crs
- **EBIDTA** at INR (51) Mn (- 10% of NR) compared to EBIDTA of INR (20) Mn (- 4% to NR) in Q4 LY
- **PAT** is INR (56) Mn (- 11% of NR) against INR (25) Mn (- 5% of NR) in Q4 LY
- **Key Initiatives :**
 - The newly launched Hair Transplant Services contributed **17%** of Hair Care category business in 3 centres – Mumbai, Bangalore & Delhi
 - Hair Care mix to total business grew to Q4 (6%) vs Q1 (2%)
 - Digitization of Therapy records scaled up to 85% of all new records collected
 - Products grew by 13% SSG & Anti Ageing by 17% SSG

Our Presence in India



102
Clinics

123
Kaya Skin Bars

27
Cities

16
Indian states

Opened in Q4 FY 17

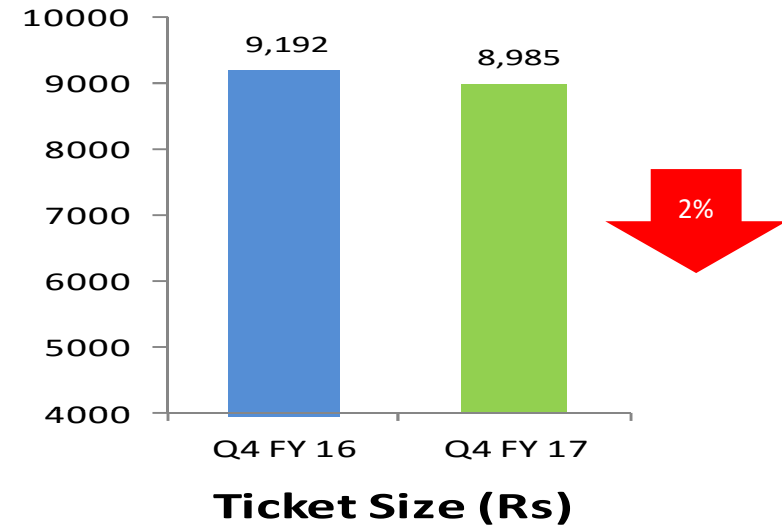
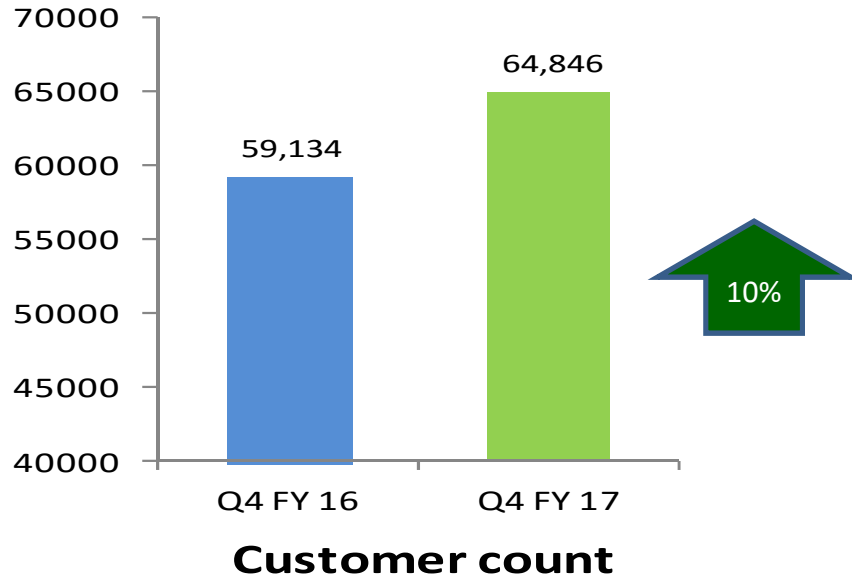
- ✓ 2 SIS - KSB
- ✓ 1 MT - KSB

Closed in Q4 FY 17:

- ✓ 5 COCO - KSB
- ✓ 1 MT and 1 SIS - KSB

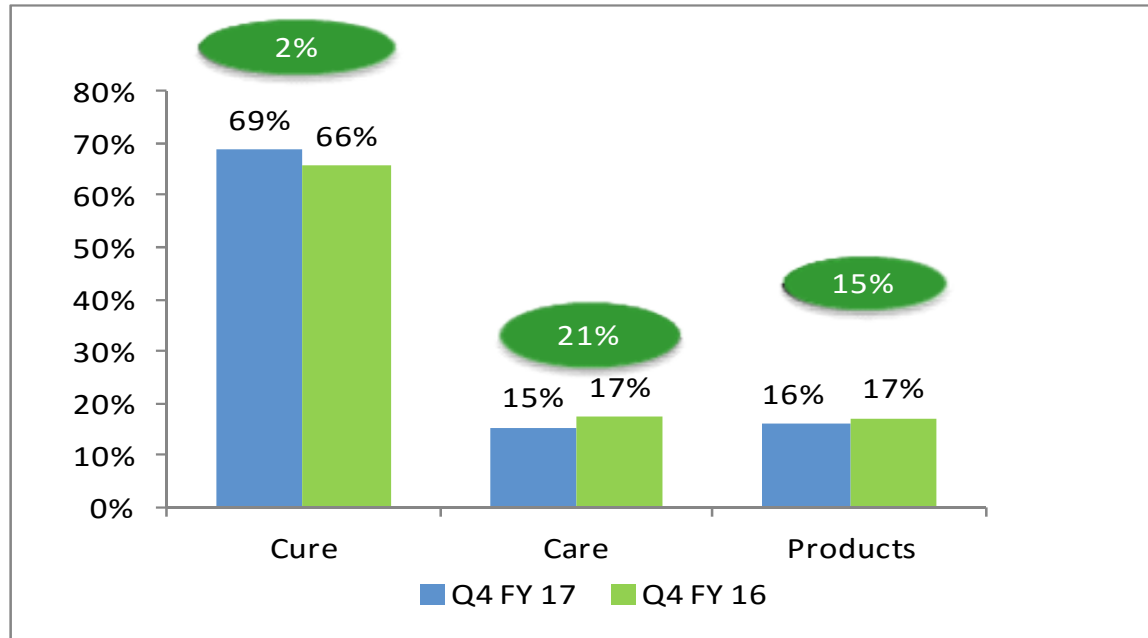
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Operational Indicators – India (Clinics + E Com)



- Customer Count grew by 10% (SSG: 10%)
- Ticket Size de-grew by 2% over LY. (SSG: -4%)

Category Mix % - India (Clinics + E Com)



- Cure category grew by 2% (SSG: flat) in Q4 FY 17
 - Anti – Ageing and Hair care category majorly contributed to growth
- Care vertical grew by 21% (SSG: 18%) in Q4 FY 17
 - Beauty Facials category grew by 27% (SSG: 24%)
- Product category (*including E commerce*) grew by 15% (SSG: 13%) in Q4 FY 17.
 - Revenue from Overall Products category (*including KSB formats*) grew by 4%

Kaya Middle East Region



Kaya Middle East : Key Highlights

- **Net Revenue** at INR 614 Mn for Q4 FY 17 has grown by 17%. Same store growth (SSG : 7%).
 - *SSG @ constant currency for Q4 FY 17 is 10%*
- On SSG basis **Ticket size** grew by 13% & **Customer count** has de-grown by 5%; over Q4 FY 16
- **EBIDTA** of INR 80 Mn (*13% of NR*) compared to EBIDTA of INR 58 Mn (*11% of NR*) in Q4 FY 16
- **PAT** at INR 59 Mn (*10% of NR*) is same as INR 39 Mn (*7% of NR*) in Q4 FY 16
- **New initiative**
 - The acquisition for convergence stake in Minal clinics (Dubai & Sharjah clinics) has been completed
 - Medical Trials for Body contouring are under progress and will be proto-typed in Mirdiff Clinic in Dubai in May 2017. Machines purchased and reconstruction to accommodate machine has started
 - Miradry a new service will be rolled out by June 2017

SSG: Same store growth

Our Presence in GCC...



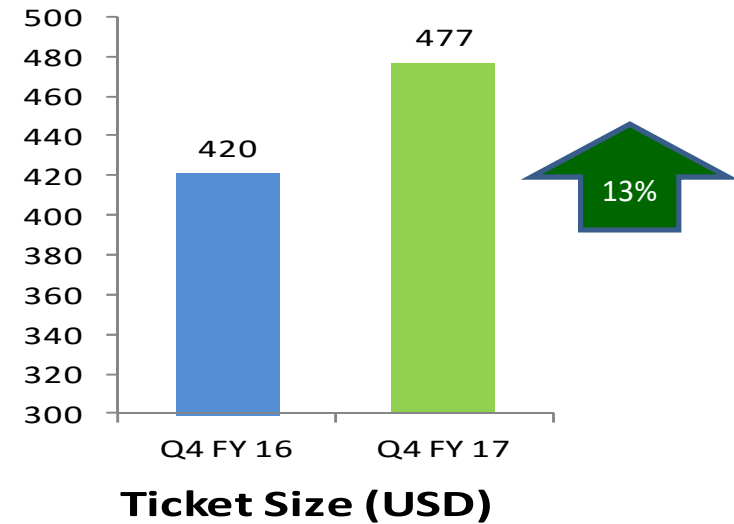
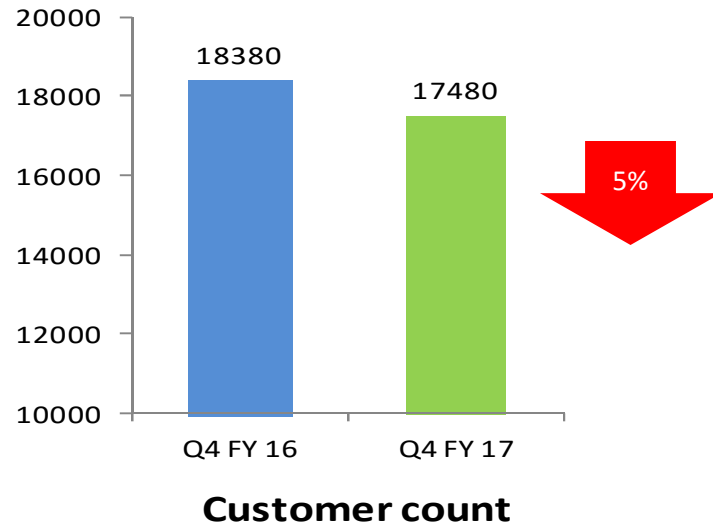
23
Clinics

4
Countries

11
Cities

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

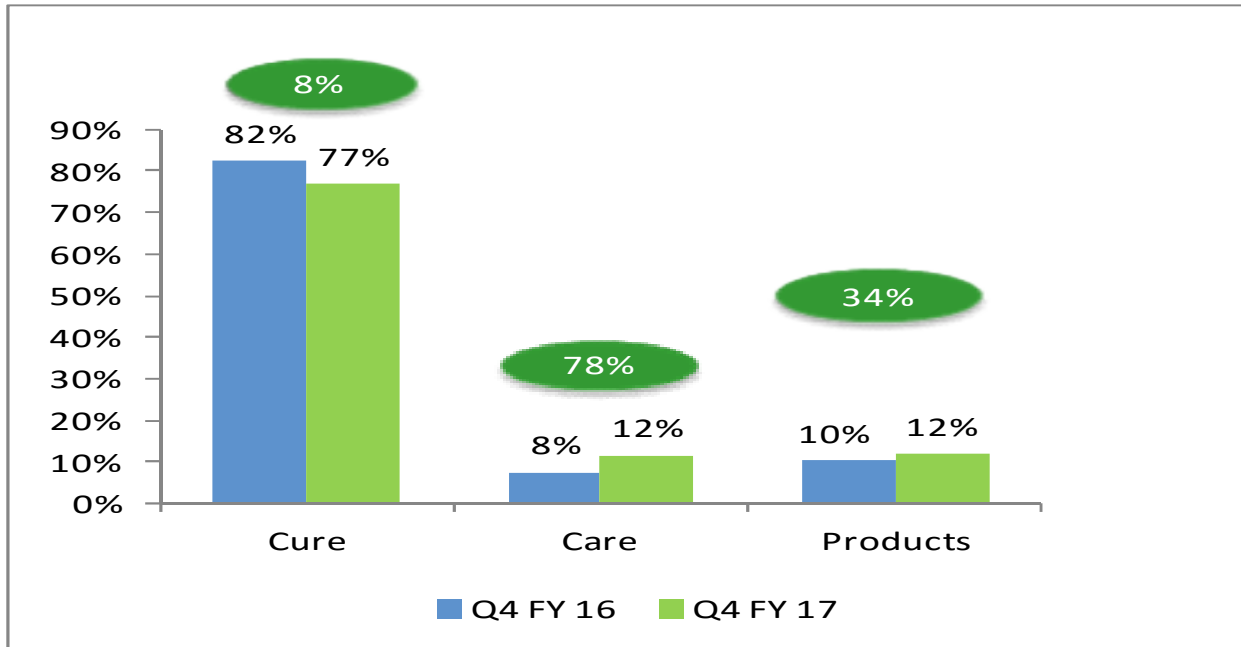
Operational Indicators – Middle East



- Customer count de-grew by 5% (SSG: -5%) over Q4 LY.
- Ticket size growth is 13% (SSG: 9%) over Q4 LY

On constant currency basis

Category Mix % - KME Region



- Cure category grew by 8% (SSG: -ve 1%) in Q4 FY 17.
 - Anti Ageing majorly contributed to the growth
- Care vertical grew by 78% (SSG: 47%) in Q4 FY 17
- Product category grew by 34% (SSG: 12%) in Q4 FY 17

On constant currency basis

Financials – Q4 FY 17



Financial Highlights : Kaya Group

Particulars (INR Mn)	Q4 FY 16	Q4 FY 17
Collection	1103	1158
Net Revenue	1021	1129
EBIDTA	38	29
Operating Margin	-10	-23
Other Income	24	25
PAT	13	2

7%

12%

Collection SSG 4%
6% @ constant currency

Net Revenue SSG 6%
7% @ constant currency

EBIDTA is 3% , against 4% LY

Operating margin at -2%,
against -1% of Q4 LY

PAT at 0.2% against 1% in
Q4 LY

SSG: Same store growth

Financial Highlights : India

Particulars (INR Mn)	Q4 FY 16	Q4 FY 17
Collection	584	616
Net Revenue	496	515
EBIDTA	-20	-51
Operating Margin	-49	-80
Other Income	24	24
PAT	-25	-56

↑ 6%

↑ 4%

Collection SSG (Clinics) 6%

Net Revenue SSG (Clinics) 4%

EBIDTA margin at - 10 %
against - 4% of Q4 LY

Operating margin at - 16%
against - 10 % Q4 LY.

PAT at - 11% against - 5% in
Q4 LY

SSG: Same store growth

Financial Highlights : Middle East

Particulars (INR Mn)	Q4 FY 16	Q4 FY 17
Collection	519	542
Net Revenue	525	614
EBIDTA	58	80
Operating Margin	39	58
PAT	39	59

4%

17%

Collection SSG flat
4% @ constant currency

Net Revenue SSG 7%
10% @ constant currency

EBIDTA margin at 13%
against 11% Q4 LY

Operating margin at 9%
against 7% Q4 LY. Depreciation
for Q4 FY 17 at 22 Mn, grew
by 14% as compared to Q4 LY

PAT at 10% against 7% Q4 LY

SSG: Same store growth

Financial Highlights : Kaya Group – FY 17

Particulars (INR Mn)	Kaya India		Kaya Middle East		Kaya Group	
	FY 17	FY 16	FY 17	FY 16	FY 17	FY 16
Collection	2337	2179	2015	1728	4353	3907
Net Revenue	1932	1844	2170	1855	4102	3699
EBIDTA	-166	-102	261	243	94	141
<i>% to NR</i>	-9%	-6%	12%	13%	2%	4%
Operating Margin	-273	-199	170	180	-105	-23
<i>% to NR</i>	-14%	-11%	8%	10%	-3%	-1%
PAT before Exception	-178	-86	167	163	-11	77
<i>% to NR</i>	-9%	-5%	8%	9%	0%	2%
Exceptional Items/Consol adj	0	0	2	13	2	13
PAT post Exception	-178	-86	169	176	-8	89
<i>% to NR</i>	-9%	-5%	8%	9%	0%	2%



SSG: Same store growth

In case of any clarifications please
contact on
investorrelations@kayaindia.net

Thank you