

# Kaya Limited

August 2, 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 ended June 30, 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

**Q1 FY-18**

**Kaya Limited**

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# Kaya India Region

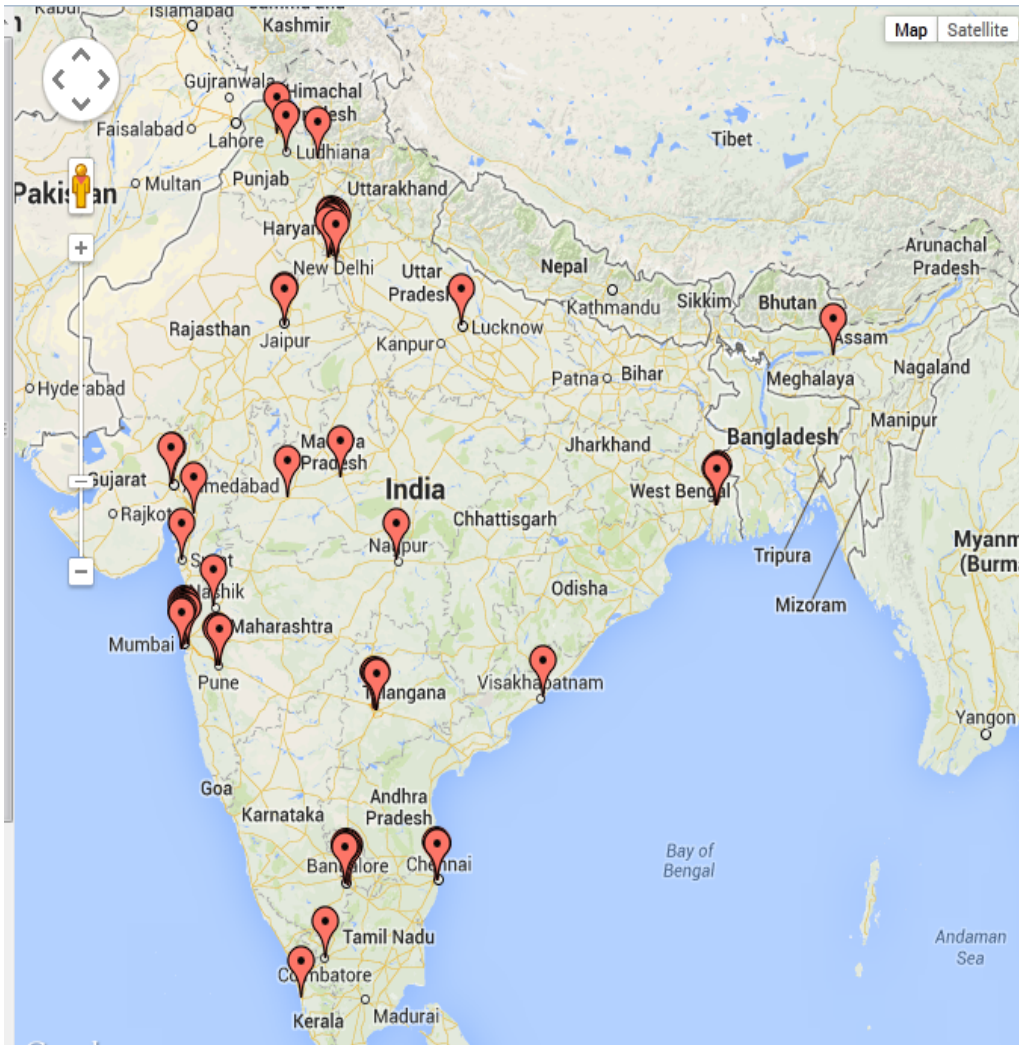


# Kaya India : Key Highlights

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- **Net Revenue** for Q1 FY 18 at INR 493 Mn grew by 5% (SSG: 9%)
  - **KSI clinics** - Net Revenue at Rs 473 Mn grew by 5% (SSG: 9%)
  - **KSB** - Net Revenue at Rs 20 Mn in Q1 FY 18
- **EBIDTA** at INR (31) Mn ( - 6% of NR) compared to EBIDTA of INR (45) Mn ( - 10% to NR) in Q1 LY
- **PAT** is INR (27) Mn ( - 6% of NR) against INR (30) Mn ( - 6% of NR) in Q1 LY
- **Key Initiatives :**
  - Customer Lifecycle Management Program has resulted in a growth in Consumption Frequency, Transaction Frequency & Retention of consumers
  - Brand Initiative towards Hair Free category has resulted in a 24% increase in brand searches till date
  - Innovations such as Insta Skin Brilliance ensured balanced growth in Pigmentation category.
  - 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



**101**  
Clinics

**137**  
Kaya Skin Bars

**27**  
Cities

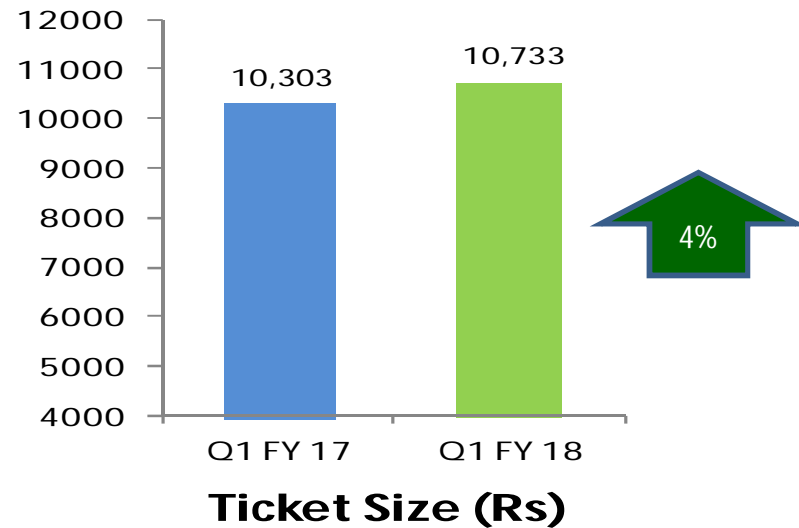
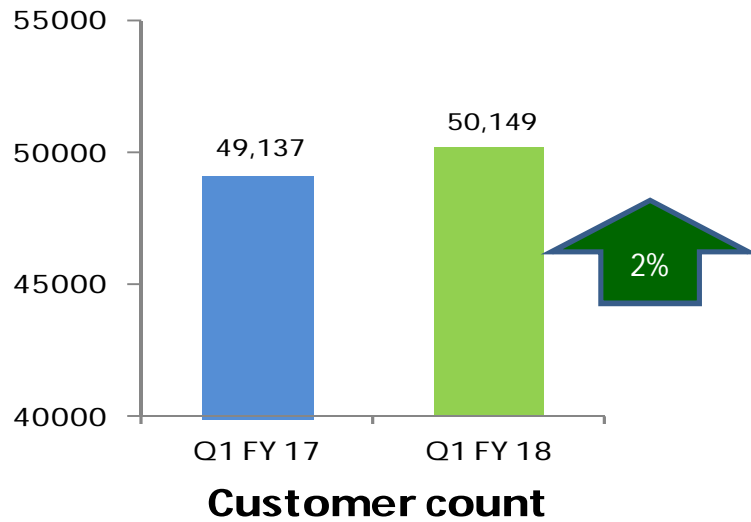
**16**  
Indian states

Opened in Q1 FY 18  
✓ 22 KSB - Modern Trade (MT)

Closed in Q1 FY 18:  
✓ 8 KSB – Shop in Shop (SIS)

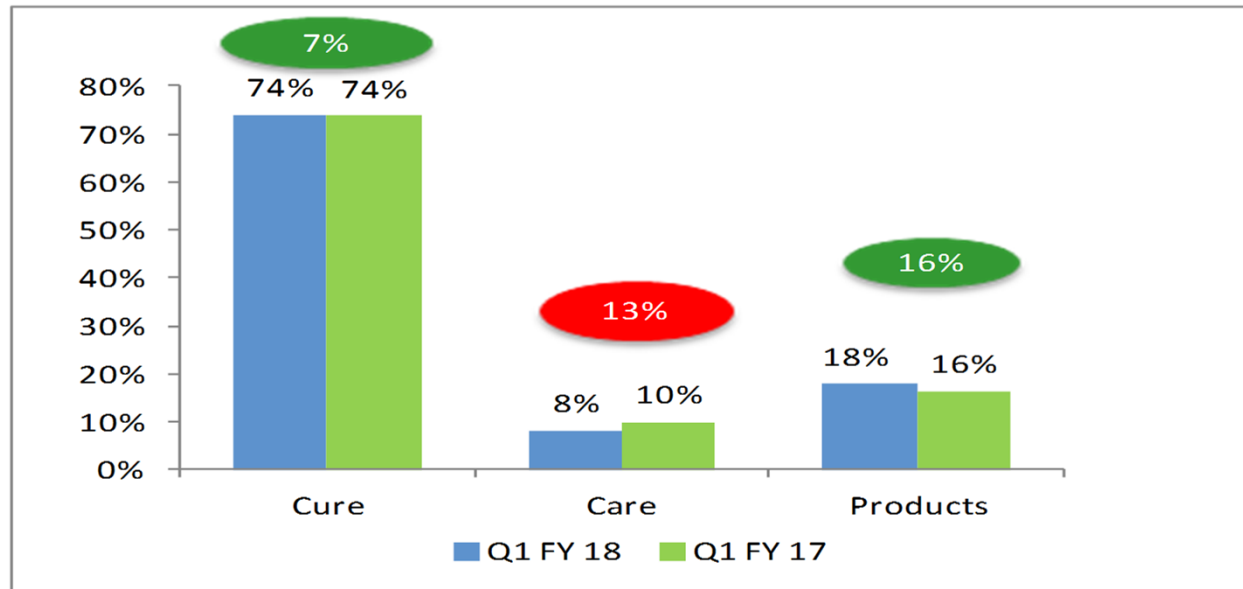
The picture above just gives an idea of location and don't represent exact scale

# Operational Indicators – India (Clinics + E Com)



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

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



- Cure category grew by 7% (SSG: 10%) in Q1 FY 18
  - Hair Free and Hair care category majorly contributed to growth
- Care vertical de - grew by 13% (SSG: -11%) in Q1 FY 18
  - Beauty Facials category de-grew by 19% (SSG: -ve 17%)
- Product category (*including E commerce*) grew by 16% (SSG: 18%) in Q1 FY 18.



# Awards & Recognition

*Kaya India -*

*"Indian Salon and Wellness Congress 2017 – Wellness India " Award for*

- *Aesthetic Chain of the Year*
- *Beauty & Wellness products retailer/e-retailer of the Year*



# Financials – Q1 FY 18



# Financial Highlights : India

Particulars (INR Mn)	Q1 FY 17	Q1 FY 18
<b>Collection</b>	535	561
<b>Net Revenue</b>	467	493
<b>EBIDTA</b>	-45	-31
<b>Operating Margin</b>	-69	-59
<b>Other Income</b>	25	19
<b>PAT</b>	-30	-27

↑ 5%

↑ 5%

Collection SSG 9%

Net Revenue SSG 9%

EBIDTA margin at -6% against  
- 10% in Q1 LY

Operating margin at - 12%  
against - 15 % in Q1 LY.

PAT at - 6% against - 6% in  
Q1 LY

SSG: Same store growth

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

**Thank you**