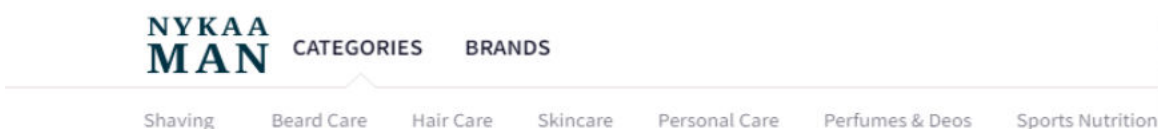


Nykaa Launches Exclusive Men's Portal NykaaMan.com

The market for male grooming in India is estimated to be worth more than Rs 5000 crores with male customers spending more time and money on personal grooming.

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by BW Online Bureau

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Nykaa, India's leading beauty retailer sets another milestone with the launch of NykaaMan.com, India's first multi-brand e-commerce store dedicated to men's grooming. With the growing interest among male consumers towards grooming and personal hygiene, NykaaMan.com will offer products across categories like shaving, hair care, grooming kits, bath & body, beard care, sexual wellness and sports nutrition with brands such as The Shave Doctor that is exclusively available in India only with Nykaa Man as well as brands like Kiehl's, Clinique for Men and Beardo.

The market for male grooming in India is estimated to be worth more than Rs 5000 crores with male customers spending more time and money on personal grooming. This has led to the launch of several brands and product ranges specially targeted to men.

NykaaMan.com will bring together the best of brands and products for men, along with expert advice and opinions on choosing the best regime. Male customers currently account for 20% of the Nykaa database and 15% of the social media following. A significant focus of the product selection will be on men's fragrances, luxury skincare, and premium natural products as well.

"In the last few years at Nykaa, we have noticed an increasing focus on grooming and personal hygiene amongst our male customers. They have shown a growing awareness of the latest trends in grooming products and their benefits. This coupled with rising disposable incomes across the country make the Indian landscape ready for the launch of Nykaaman.com", says Nihir Parikh, Chief Business Officer, Nykaa.com.

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The focus of Nykaa.com has always been customer preferences resting on curation, content, and convenience. Nykaa will continue to build on the same learning and expertise for Nykaa Man. The Nykaa Man curation will also extend to Nykaa's offline offering, available at Nykaa On Trend and Nykaa Luxe stores across the county.

Founded in 2012 by Indian entrepreneur Ms. Falguni Nayar, Nykaa today offers over 1000 + brands and 1,00,000 + products on its website, app and stores. It clocked Rs 570 crore in net revenue (unaudited result) in FY18 from Rs 214 crore a year earlier. The company says, its new section contributes about 2% to the company's overall revenues.

Nykaa last raised Rs 75 crore (above \$11 million) in April 2018 that valued the six-year-old company at Rs 3,000 crore.

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