

THE BIG STORY



YOUR BEST BEAUTY BET

In its first edition, the Nykaa.com Femina Beauty Awards gathered the best known faces and brands of the industry under one roof to recognise the products the Indian woman votes for with her money time and time again.

Joyoti Mahanta brings you highlights from a star-studded evening





Femina editor Tanya Chaitanya presents the Classic Beauty Award to actor Kajol



SARAH-JANE DIAS WAS THE LOVELY HOST FOR THE EVENING AND SHE WELCOMED THE GUESTS WARMLY.



Falguni Nayar gives out the Stylish and Beautiful Award to Sonam Kapoor

The Nykaa.com Femina Beauty Awards celebrated the best in the beauty business



THE BIG STORY



We kick-started the evening with an opening address from Femina editor Tanya Chaitanya and Falguni Nayar, CEO, Nykaa.com

For over 55 years, the Indian woman has turned to Femina for advice on everything from frizzy hair to open pores. And you've trusted us to steer you through the bewildering forest of options available on the beauty shelf. It was time to make things official, so we instituted our own beauty awards to recognise and reward the best in the business.

For our first edition of the beauty awards, Femina tied up with Nykaa.com, India's largest online beauty retailer, to judge products and brands across categories like makeup, hair, skin and fragrance. Since our focus is always on you, we had to get you involved too. After over two months of careful screening, nominees across 36 categories were put to the test by Femina readers, and the vast database of beauty product users at Nykaa.com were also asked to vote for their favourites. Only the very best made the cut and the top three candidates across the categories were put before an expert jury to select the final winners. We had a power-packed jury panel comprising actor Dia Mirza, makeup artist

Clint Fernandes, hairstylist Coleen Khan, model Carol Gracias, photographer Jatin Kampani, Tanya Chaitanya, editor of Femina, and Falguni Nayar, CEO of Nykaa.com.

February 11 was the night when the 36 beauty heroes and two popular beauty icons were honoured. The venue was ITC Maratha, Mumbai, a favourite with the city's connoisseurs of the good life. The red carpet was graced by Sonam Kapoor, Dia Mirza, Kajol, Huma Qureshi, Taapsee Pannu, Tanisha Mukherjee, Shriya Saran, Gauhar Khan, Surveen Chawla, Saqib Saleem, Shruti Seth, Alesia Raut and Akash and Isha Ambani. Model and actor Sarah-Jane Dias was the lovely host for the evening and she welcomed the guests warmly before the opening address by the Femina editor. Elaborating on the idea behind this initiative, Tanya said, "We all have our beauty heroes—the beauty products that save the day, be it for an all-hair-in-place formal board meeting or the go-wild-look-wilder glam evening out. Nykaa.com Femina Beauty Awards comes in to recognise and applaud the goodies that make us look

SINGER ANUSHKA MANCHANDA MESMERISED EVERYONE WITH HER SEXY RENDITION OF SOME OF THE MOST LOVED ROMANTIC RETRO NUMBERS.



and feel good. Here's our way of saying a big, loud thank you!"

Falguni, too, raised a toast to the evening: "Nykaa.com has always been incredibly focused on the consumer. The awards, where our customers and Femina's readers, voted for their favourite products, gives us an opportunity to amplify the voices of consumers. In a world where consumers are becoming increasingly interested in what his/her peers think of a particular product or service, the

stamp of approval from a consumer holds great weight. Femina was the natural partner—with their enormous footprint from a distribution perspective and their highly admired brand."

The evening was punctuated by rousing performances by stand-up comic Ash Chandler who had the audience in splits, and singer Anushka Manchanda who mesmerised everyone with her sexy rendition of some of the most loved romantic numbers from old-school Bollywood, like



Ash Chandler amuses the guests with his brilliant comic timing



Surveen Chawla and Satyaki Ghosh, director, consumer products, L'Oréal India Pvt. Ltd., had a great time at the awards

Roop Tera Mastana, Yeh Raat Yeh Chandani, Yeh Sama and Babuji Dheere Chalna. Then she changed the tempo with her cover of Michael Jackson's *The Way You Make Me Feel*, which got the audience up and grooving.

The packed auditorium celebrated the win of their favourite beauty products with a thunderous applause each time, but the most resounding applause was reserved for actor Kajol, who won the award for Classic Beauty, and Sonam Kapoor who bagged the trophy for Stylish and Beautiful. In her acceptance speech, Kajol said, "Time is something we all look at differently. In today's day and age, it is the fountain-of-youth kind of people who are rocking it and thank you for acknowledging that women who aren't bubbly teenagers anymore are still as beautiful, if not more."

The brands with winners in the 36 categories promised to launch even better beauty products in 2015. On our part, *Femina* promised to bring back the beauty awards next year and once again train the spotlight on the products that help you stay gorgeous.

1. EYES



BEST EYESHADOW



BEST EYELINER



BEST KAJAL



BEST MASCARA

"NYKAA.COM FEMINA BEAUTY AWARDS IS OUR WAY OF RECOGNISING AND APPLAUDING THE GOODIES THAT MAKE US LOOK AND FEEL GOOD. HERE'S OUR WAY OF SAYING A BIG, LOUD THANK YOU!"

Tanya Chaitanya, editor, Femina

1. Parul Verma, L'Oréal India Pvt. Ltd., receives the award from Gauhar Khan and Nitin Bawankule, director, e-commerce, online classifieds & technology, Google
2. Smriti Khullar, senior brand manager, Lakmé, happily receives her award
3. Keertida Phadke, product manager, Maybelline New York poses with her award
4. Gauhar presents another award to Keertida

2. SKIN-CARE



BEST FACE MASK



BEST MOISTURISER



BEST TONER

1. Actor Shriya and hairstylist Coleen Khan present the award to Jyoti Samajpati, marketing manager, Lakmé Innovations **2.** Chandan Pansari, assistant brand manager, P&G, receives his award from Shriya and Coleen **3.** Seher Contractor and Ishita Singh from Neutrogena, collect the award

"THE AWARDS, WHERE OUR CUSTOMERS AND FEMINA'S READERS VOTED FOR THEIR FAVOURITE PRODUCTS, GIVES US AN OPPORTUNITY TO AMPLIFY THE VOICES OF CONSUMERS."

Falguni Nayar, CEO, Nykaa.com



BEST SUNSCREEN



BEST ACNE TREATMENT



BEST CLEANSER



BEST DERMA BRAND

4. Mekhla Mutto from Lakmé accepts the award from Shriya Saran **5.** Ashutosh Bhardwaj, CEO, personal care business, VLCC Personal Care, receives the award from Isha Ambani and Facebook India head Kirthiga Reddy **6.** Sandeep Gupta, senior brand manager, Pond's, thanks his team **7.** Yashesh Bharwada, business director, Dermalogica India, and Amruta Ramasubramanian, communication manager, Dermalogica India, receive the award from actor Huma Qureshi

3. HAIRSTYLING



1. Darayus Mehta, marketing manager, Matrix, accepts the award from Indu Shahani, ex-sheriff of Mumbai **2.** Riddhi Shah, assistant product manager, L'Oréal Professionnel India, receives the award from actor Saqib Saleem **3.** Saqib presents the award to Nidhi Saraf, assistant general manager, hair-care, L'Oréal Paris

4. HAIR-CARE



***FEBRUARY 11 WAS
THE NIGHT WHEN
THE 36 BEAUTY
HEROES AND TWO
POPULAR BEAUTY
ICONS WERE
HONOURED.***

1. Tanishaa Mukherji, Surveen Chawla and Malini Agarwal present the award to Samir Singh, executive director, personal care, Hindustan Unilever **2.** Supriya Rao, marketing manager, hair-care, L'Oréal Paris, receives her award from Surveen and Malini **3.** Kruti Desai and Silvia, P&G, collect their award **4.** Srirup Mitra, category head-hair, HUL, accepts his award from Tanishaa **5.** Praveen Jaipuria, head of marketing, personal care, Dabur India, is happy with the win **6.** Saumya Kowtha, product manager, Kérastase, receives her award from Saqib, Indu Shahani and Adwaita Nayar >

BEST HAIR OIL

BEST HAIR MASK

5. ANTI-AGEING



BEST ANTI-AGEING MOISTURISER



BEST FACE SERUM



BEST EYECREAM



1. Chandan Pansari (centre), assistant brand manager, P&G, collects the award with his team from Clint Fernandes and Alesia Raut **2.** Garima Sinha, product manager, L'Oréal Paris, thanks her team and voters **3.** Mallika Sinha Kundu, brand and communication co-ordinator, Oriflame, accepts the award from Clint and Alesia

THE BRANDS
WITH WINNERS
IN THE
36 CATEGORIES
PROMISED
TO LAUNCH
EVEN BETTER
BEAUTY
PRODUCTS
IN 2015.



7. BODY



BEST SHOWER GEL



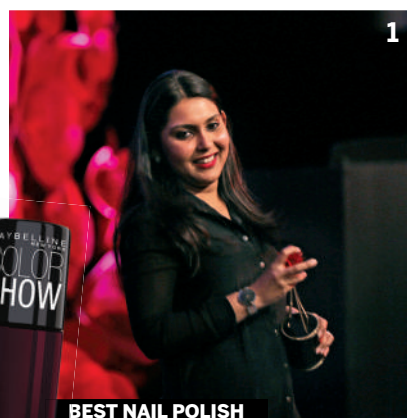
BEST BODY LOTION



1. Subash Balar, divisional manager, personal wash, ITC, collects the award from designer Pria Kataria Puri and renowned skin expert Dr Jaishree Sharad **2.** Deepika Bhan, head, hand & body, Hindustan Unilever, receives the award from Pria and Dr Sharad

6. NAILS

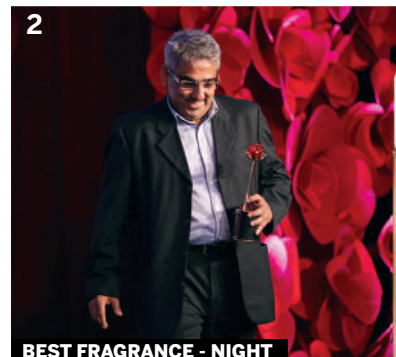
1. Vaidehi Viamdallal Tulaskar, assistant general manager, Maybelline India, happily accepts the award



BEST NAIL POLISH



BEST FRAGRANCE - DAY



BEST FRAGRANCE - NIGHT



1. Poorna Doshi, marketing executive, Davidoff, accepts the award **2.** Shashi Kapoor, general manager, Baccarose, is elated to receive the award

9. MAKEUP



THE PACKED AUDITORIUM CELEBRATED THE WIN OF THEIR FAVOURITE BEAUTY PRODUCTS WITH THUNDEROUS APPLAUSE EACH TIME.



1. Rajiv Kumar (*extreme right*), marketing head & sales, Revlon, and Shikha Duggal, senior marketing manager, Revlon Colors, were presented the award by Deepak Lamba, CEO, Worldwide Media, and actor Taapsee Pannu **2.** Manashi Guha, general manager, L'Oréal Paris India, thanks her team **3.** Jasmine Shahbadi receives her award from Deepak Lamba, Taapsee and actor Dia Mirza **4.** Taapsee gives out the award to Shashwat Sharma, head, Lakmé **5.** Saumya Tyagi, assistant general manager, Garnier, accepts the award for his team

10. LIPS



1. Purnima Lamba, head, Lakmé Innovations, Shashwat Sharma and Smriti Khullar, senior brand manager, Lakmé, are happy to win **2.** Rajiv Kumar, marketing head, Revlon, gives a quick thank you speech **3.** Pooja Sahgal, general manager, Maybelline New York, is presented the award by ace photographer Jatin Kampani and actor Shruti Seth >



EYES

EYESHADOW
L'Oréal Paris Color Riche
Eye Shadow Palette

EYELINER

Lakmé 9 to 5 Impact Liner

KAJAL

Maybelline The Colossal Kajal

MASCARA

Maybelline The Colossal Volum' Express Mascara

SKIN-CARE

FACE MASK

Lakmé Clean-Up Nourishing
Glow Face Mask

MOISTURISER DAY & NIGHT

Olay Total Effects Cream

TONER

Neutrogena Deep Clean
Blackhead Eliminating
Cooling Toner

SUNSCREEN

Lakmé 9 to 5 Mattifying
Super Sunscreen

ACNE TREATMENT

VLCC Acne Care 3 Day On
Spot Corrector

CLEANSER

Pond's Active Cleansing
System Daily Face Wash

DERMA BRAND

Dermologica

HAIR STYLING

ANTI-FRIZZ GELS/ SERUMS

Matrix Biolage Deep
Smoothing Serum

TEXTURISER

L'Oréal Professionnel
Tecni.Art Wild Stylers
Scruff Me Disheveling Gelée
Tousled Effect

HAIR COLOUR

L'Oréal Paris Casting
Crème Gloss

HAIR CARE

SHAMPOO

TRESemmé Keratin Smooth
Shampoo

CONDITIONER

L'Oréal Paris Total Repair
5 Repairing Conditioner

SHAMPOO:

ANTI-DANDRUFF

Head & Shoulders Lemon
Fresh Anti-dandruff Shampoo

CONDITIONER:

ANTI-DANDRUFF

Dove Damage Therapy Dandruff
Care Conditioner

HAIR OIL

Dabur Amla Hair Oil

HAIR MASK

Kérastase Nutritive
Maquintense

CLASSIC BEAUTY

Kajol

STYLISH & BEAUTIFUL

Sonam Kapoor



ANTI-AGEING

MOISTURISER DAY & NIGHT

Olay Regenerist Micro-Sculpting
Cream Moisturiser

SERUM

L'Oréal Paris Dermo-Expertise
Youth Code Luminize Super Serum

EYE CREAM

Oriflame Time Reversing
SkinGenist Eye Cream

BODY

SHOWER GEL/BODY WASH

FiaMa Di Wills Enlivening Beads
Blackcurrant & Bearberry
Shower Gel

BODY LOTION

Vaseline Total Moisture Cocoa
Glow Lotion

FRAGRANCES

DAY

Davidoff Cool Water Sea Rose

NIGHT

Burberry Body

NAILS

NAIL POLISH

Maybelline Color Show
Nail Enamels

MAKEUP

FOUNDATION

Revlon Photoready Airbrush
Mousse Makeup

BB/CC CREAM

Garnier Skin Naturals Miracle
Skin Perfector BB Cream

SETTING POWDER OR COMPACT

Lakmé Radiance Complexion
Compact

CONCEALER

Lakmé Absolute Face
Stylist Concealer

BLUSH

L'Oréal Paris Lucent
Magique Blush

LIPS

LIP COLOUR

Lakmé Absolute Creme Lipcolor

LIP GLOSS

Revlon Colorburst Lipgloss

LIP BALM

Maybelline New York Baby Lips >



1. Indu Shahani, ex-sheriff of Mumbai
2. (From left) Satyaki Ghosh, director, consumer products L'Oréal India Pvt. Ltd. and Deepak Lamba, CEO, Worldwide Media
3. Anju and Bijoy Methil from Skin & Shape Clinic



4. Falguni Nayar, CEO, Nykaa.com, with Samaresh Parida, founder and CEO, SP Growth Consulting, and Alpina Parida, president, DY Works
5. Huma Qureshi
6. Sonam Kapoor



LIGHTING UP THE NIGHT

The Nykaa.com Femina Beauty Awards debuted in a burst of starlight. Here's a look at the faces that set the red carpet on fire



11.

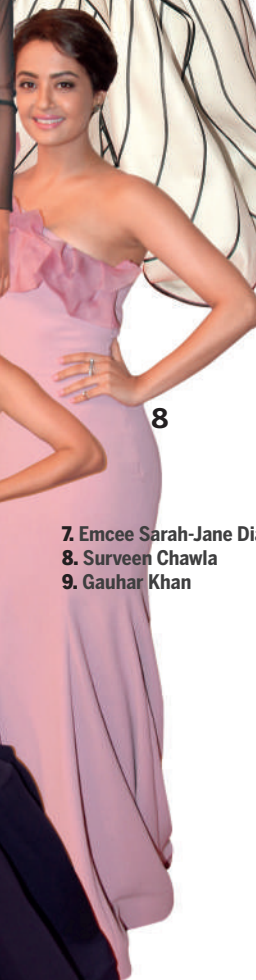


ACTORS, MODELS, RENOWNED MAKEUP ARTISTS, HAIR AND SKIN EXPERTS, HEAD HONCHOS AT BEAUTY BRANDS AND SOCIALITES WERE AMONG THE WHO'S WHO PRESENT AT THE EVENT.

10. (From left) Akash and Isha Ambani, photographer Jatin Kampani and Adwaita Nayar, COO, Nykaa.com
11. Kajol >



7. Emcee Sarah-Jane Dias
8. Surveen Chawla
9. Gauhar Khan



THE BIG STORY



1. Jury member Coleen Khan with a friend 2. Anushka Sani from Thought Over Design and Suveer Bajaj from FoxyMoron 3. Socialite Nisha Jamwal with actor Saqib Saleem 4. Jury member Clint Fernandes



5. (From left) PR manager Joanna Huang, Rohan Vaziralli, country manager, Estée Lauder Companies India, Jyoti Verma, director, ad sales & business development, WWM, and Tanya Chaitanya, editor, Femina

6. (From left) Keertida Phadke, product manager, Maybelline New York, Satyaki Ghosh, director, consumer products, L'Oréal India Pvt. Ltd., Pooja Sahgal, general manager, Maybelline New York, Vaidehi Vimadalal Tulaskar, assistant general manager, Maybelline India, and Jayesh Sali, merchandising manager, Maybelline India

ALL GUESTS HAPPILY POSED ON THE RED CARPET FOR THE PRESS.



7. (From left) Roshni Tavadia from Tarz, Preeti Barot from Dior, Poorna Doshi from Coty and Sonali Wadhwa from Dior 8. Model Alesia Raut 9. Lauren Gottlieb 10. Fashion designer Junelia Aguiar 11. Tanishaa Mukherji





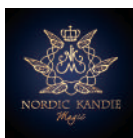
GUESTS CHEERED FOR THEIR FAVOURITE BEAUTY PRODUCTS IN EACH CATEGORY BEFORE THE WINNERS WERE ANNOUNCED.

1. (From left) Mitali Sagar, MISU Consulting, Anissa Malhotra, Aneeta Malhotra, Gauri Tandon of Isharya with her husband and Sanjeev Malhotra, ALIA group 2. Team L'Oréal India pose for the shutterbugs 3. Skin expert Dr Jaishree Sharad 4. Taapsee Pannu 5. Dia Mirza 6. Shriya Saran 7. Actor Aditya Hitkari with wife Divya Palat



8. Malini Agrawal, founder, MissMalini, with guest blogger Heena Jain 9. The P&G team 10. Lajjoo Kapur, Shashi Kapur from Intercraft, Nigel Smith, Jayabala and Falguni Nayar 11. Tanya Chaitanya and actor Shruti Seth >

THANK YOU



Nordic Kandie



Tea Trails



Love And Cheesecake



Pause Wine



Miss Malini



Mirabilis