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Nykaa.com Brings The Best of Beauty to Chennai with the Signature ‘The Beauty Bar’ Event

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Nykaa.com Brings The Best of Beauty to Chennai with the Signature ‘The Beauty Bar’ Event

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Chennai, January, 2019: India's leading beauty retailer Nykaa.com visited Chennai with the first signature 'Nykaa Beauty Bar' event of 2019, allowing customers a

personalized, one-on-one experience with Indian and International beauty brands on 24th January 2019 at the popular Palladium Mall.

While offering a quintessential Nykaa experience, the event focused on Seasonal Beauty with consultations from well-known beauty brands. Homegrown brand Nykaa Cosmetics with International beauty from The Balm, Palmer and Daffni offered personalized makeup, skincare and hairstyling sessions

Nykaa Cosmetics offered makeovers with their wide range of essential make-up for every skin tone. They also presented their new offering of Nykaa Skin Secrets Sheet Masks while the international brands The Balm, Palmer and Daffni offered tips on hair & make up. The event also focused on how to create signature makeup, with consultations from experts.

Nykaa Skin Secrets Sheet Masks are created with a blend of hand-picked, powerful ingredients such as magical Turmeric, Moringa, Tea Tree, Coconut and many more. These masks are a beautiful amalgamation of ancient Indian beauty secrets and Korean technology to create powerful potions in convenient, easy to use sheet masks that make the skin healthy and radiant from within.

India's leading beauty blogger Anam Chashmawala was also present to give customers an insight into the latest beauty and make up trends and launches. This is the 13th city the event format has been hosted in following Indore, Chandigarh, Hyderabad, Kolkata, Ahmedabad, Bangalore Jaipur, Amritsar, Kochi and Pune.

"Chennai is an important market for Nykaa, where our sales show a thoroughly evolved beauty customer and what better way to start off the Beauty Bar series in 2019 than in the city of temples where we present the latest beauty and makeup trends, while helping our customers discover their own beauty solutions ", said Falguni Nayar, Founder & CEO, Nykaa.com.

Also present were Anchit Nayar, who has recently joined the company as CEO Retail and Reena Chhabra, CEO, Nykaa Beauty.

Along with being an online powerhouse, Nykaa.com has an omni-channel presence across the country with 32 retail stores in two store formats – Nykaa On Trend and Nykaa Luxe. The Nykaa On Trend format houses a wide selection of bestselling beauty products, with the Luxe stores focusing on prestigious beauty brands. This past year, Nykaa has also launched new verticals like Nykaa Fashion – a fashion destination with the best of Indian designers, Nykaaman.com – a specially dedicated site for all male grooming, Nykaa Network – an online community for beauty enthusiasts and Nykaa Pro – for all professional beauty needs.

About Nykaa.com

Founded in 2012 by Indian entrepreneur Ms. Falguni Nayar, Nykaa was created with a vision of providing a carefully curated range of products for every beauty solution. Derived from the Sanskrit word 'Nayaka' meaning one in the spotlight, it rests on three ideals – curation, content and convenience. Nykaa currently has a portfolio of 1000+ brands across makeup, skincare, haircare & wellness offering a one-stop, personalized product availability and solutions to consumers across India. The Nykaa website and app welcome over 30 million visitors per month, of which 60% are loyal repeat customers. Nykaa has created an engaged community of beauty enthusiasts across India, emerging as a leading beauty influencer through conversations on social media, emails, videos and beauty blog. The use of cutting edge artificial intelligence and machine learning tools allows Nykaa to create a personalized beauty regime for each customer. The retailer has also been operating on an omni channel model and currently has 32 stores across the country in two formats – Nykaa Luxe and Nykaa On Trend. In 2015, it launched its private label, Nykaa Beauty offering cosmetics, naturals, bath and body and fragrances under this brand.

About Falguni Nayar, Founder & CEO, Nykaa.com

Falguni Nayar started Nykaa.com in 2012 with the vision of making the best of beauty products easily available across India. Derived from the Sanskrit word Nayaka meaning 'one in the spotlight' Nykaa endeavours to empower women to make the best choices for

themselves through curation and education. Today Nykaa is India's leading beauty retailer with over 700 brands and 80,000 products along with robust content through videos, blog and dynamic social media engagement.

The former Managing Director Of Kotak Mahindra Capital Company, India's leading investment bank, Falguni has received many accolades throughout her career. Recognising her contribution to the Indian beauty industry, Falguni was listed in Fortune India's 50 Most Powerful Women in Businesses in 2018 and was awarded the 'Women Ahead' award at the ET Start Up Awards 2017. She was also named the 'Beauty Game Changer' at the Vogue India Beauty Awards 2017. Other accolades include the FICCI Ladies Organization (FLO) award for the top woman achiever in the field of banking and the Business Today award recognizing her as one of the top 25 women in business. She was a Founding Member of the Asia Society in India and is on several boards, including the Aviva Insurance Board, Dabur India and serves as an Independent Director on the Tata Motors Board.

About Anchit Nayar, CEO Nykaa retail

Anchit Nayar, son of Falguni Nayar, founder & CEO Nykaa.com, joined Nykaa after working over 6 years with Morgan Stanley in New York. At Morgan Stanley, Anchit worked as an Investment Banker in the telecom and media M&A group and spent time in the High Yield Bond Department and most recently as a Vice President in Equities Sales & Trading.

Anchit has joined the team as the CEO of Nykaa Retail to lead the Firm's offline strategy with a focus on expanding the physical store footprint to 100+ stores. With 32 stores already operational across India, Nykaa has the ambitious goal of being one the country's largest offline beauty retailers to complement its dominant position online and serve as a one stop shop for the increasingly sophisticated Indian beauty buyer.

About Reena Chhabra, CEO, FSN Brands

Reena Chhabra joined Nykaa.com in May 2016 as CEO, FSN Brands, the private label arm of e-commerce platform Nykaa.com. In her 20+ year career in the retail

industry, Reena has developed a reputation for being a strategist and an astute business planner. Her passion has always been to work with startups and she has been influential in scaling up profitable business.

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