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INDIAN BEAUTY RETAILER NYKAA.COM LAUNCHES FIRST TELEVISION CAMPAIGN ([HTTP://WWW.PITCHONNET.COM/BLOG/2018/02/05/INDIAN-BEAUTY-RETAILER-NYKAA-COM-LAUNCHES-FIRST-TELEVISION-CAMPAIN/](http://WWW.PITCHONNET.COM/BLOG/2018/02/05/INDIAN-BEAUTY-RETAILER-NYKAA-COM-LAUNCHES-FIRST-TELEVISION-CAMPAIN/))

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India's leading beauty retailer, Nykaa.com, introduced their first ever television campaign, which is a reflection of today's Indian woman and the changing landscape she thrives in. The film 'Haseen Tu, Haseen Din', is a celebration of the beauty in confidence and success achieved by Indian women in different walks of life – from being at the centre of high stake tables to multitasking motherhood and a high-profile career, from leading science and innovation to manoeuvring the skies, and winning on the field.

Conceptualized by Mullen Lintas, the film is helmed by Konkana Sen Sharma and features model/actor/TV anchor Tara Sharma amongst the other lead female cast and is set to a specially composed hummable track. The inspiration for the campaign is the times we live in and how beautifully women are challenging stereotypes and dismissing the status quo. The ad film taps into her confidence and unapologetic assertiveness as she embraces power and success.

"At Nykaa we believe things are improving for women in terms of greater opportunities to participate and achieve in diverse field of work. Traditional stereotypes of what roles were suitable for women are being broken – we have a woman as a defence minister, earlier as commerce minister, we have women as pilots, we have actresses being able to embrace motherhood and women are achieving greater heights in sports. We believe these are good times for women, time to celebrate how women have embraced multiple and diverse roles – they believe in themselves and dream for themselves. Women want to be the primary actor of their life", says Falguni Nayar, Founder & CEO, Nykaa.com

Speaking about the campaign, Virat Tandon, CEO – Mullen Lintas said, "Falguni has a clear vision for Nykaa, which made our work both easy and challenging at the same time. It was the first time that the brand was going on mass media and the brief was to create a campaign for Nykaa that is distinct from the clutter of beauty brands... in a way that resonates with women all over India... women who are the Nayakas of their own lives. It truly is a great time to be a woman and that's what we set out to celebrate through our campaign... it applauds the strides taken by women on this journey."

Founded in 2012, Nykaa started as a multi-brand online beauty retailer selling cosmetic and wellness products, and today has an extended presence through its mobile app and twelve brick-and-mortar stores across six cities. A high growth company, Nykaa's biggest strength lies in making available to its customers a wide range of curated beauty products and brands – Indian and international, across the price spectrum from mass to luxury. In addition, product reviews and online makeup tutorials make Nykaa a popular destination for consumers between the ages of 22-35 who are interested in beauty and daily grooming.



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