



FSN E-Commerce Ventures Limited

(formerly 'FSN E-Commerce Ventures Private Limited')

January 25, 2022

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra – Kurla Complex,
Bandra (E), Mumbai – 400 051

BSE Limited
Corporate Relationship Department,
2nd Floor, New Trading Wing,
Rotunda Building, P.J. Towers,
Dalal Street, Mumbai – 400 001

Symbol: NYKAA

Scrip Code: 543384

ISIN: INE388Y01029

Dear Sir / Madam,

Sub: Press Release

Please find enclosed the Press Release titled as follows:

Dot & Key extends its natural and clean beauty promise to a new Haircare range
Clean. Active. Natural

The above is for your information and records.

Thanking You.

Yours faithfully,

For FSN E-Commerce Ventures Limited
(formerly 'FSN E-Commerce Ventures Private Limited')

Rajendra Punde
Head – Legal, Company Secretary & Compliance Officer
Mem. No.: A9785



Dot & Key extends its natural and clean beauty promise to a new Haircare range

Clean. Active. Natural

January 25, 2022: Homegrown brand **Dot & Key**, recently acquired by **Nykaa**, India's leading beauty & lifestyle retailer, now launches its own range of haircare products, bringing its high-performing clean beauty solutions to a whole new category. Dot & Key's nature-forward formulations will be available in shampoos, hair masks, serums & scalp scrubs, offering consumers a full range of hair solutions to address specific concerns and build a healthy hair care regime. Powered by Nykaa and Dot & Key's deep understanding of Indian hair and its concerns, this new range has been repeatedly tested and clinically validated to ensure results from the very first use.

The clean haircare range blends **high-performance actives** & luxurious **botanical ingredients** with minimal synthetic chemicals. While the focus is on the use of **scientifically proven ingredients**, the formulations are **90% nature-derived**. Addressing three major concerns- **Damage, Hair Fall & Scalp Health**, the new haircare range comprises three variants- **Quinoa Protein & Olive Range (Damage & repair)**, **Moringa & Argan Range (Hair fall control)**, and **AHA Exfoliation Apple Cider Hair & Scalp Scrub**.

This haircare range is **Free of the Dubious 8** including sulphates, silicones, alcohol, PABA, triclosan, heavy metals, synthetic dyes, formaldehyde donors & parabens; the products are dermatologically tested, and proven safe for all kinds of hair, including colored & chemically treated hair. Moreover, they are **GMO-Free and Cruelty-Free PETA-certified**. **Clinically proven to repair the damage, smoothen frizz, control hair-fall, and hydrate**, Dot & Key's new haircare launch will revamp your hair care regime delivering more than the desired results.

Quinoa Protein & Olive Range-

Active Ingredients- Hyaluronic Acid, Ceramides & Vegetal Keratin

Natural ingredients- Quinoa Protein, Babassu Oil, Olive Oil & Shea Butter

- **Quinoa Protein & Olive Damage Repair Shampoo** priced at INR 695
- **Hyaluronic Hydrating Quinoa Protein & Olive Hair Mask** priced at INR 645
- **Hyaluronic + Ceramide Hair Treatment Serum** priced at INR 745

Moringa & Argan Range-

Active Ingredients- Peptide, Hydrolysed Keratin, Linoleic Acid, Cysteine

Natural ingredients- Moringa Seed Oil, Argan oil, Murumuru Butter, Shea Butter & Gooseberry.

- **Moringa & Argan Hair fall control shampoo** priced at INR 695
- **Pea Peptide Strengthening Moringa & Argan Hair Mask** priced at INR 645
- **Pea Peptide + Cysteine Hair Volumising Serum** priced at INR 745

AHA Exfoliation Apple Cider Hair & Scalp Scrub has a perfect blend of physical scrub & chemical exfoliants, the scrub effectively fights dandruff and reduces flaking, while hydrating the dry scalp. Priced at INR 695

Active ingredients - AHA (Glycolic Acid & Lactic Acid), 2% BHA (Salicylic Acid) & Apple Cider Vinegar and *Natural ingredients:* Walnut Shell Powder & Peppermint & Marula Oils.

Commenting on the launch, **Anisha Saraf**, Co-founder, Dot & Key said "*Cognizant of consumer demand & concerns, we are thrilled to introduce them to our new haircare range which is solution-led. A result of extensive R&D and consumer engagement, the new haircare range is multifunctional and infuses*



A handwritten signature in blue ink, appearing to be "Anisha Saraf", written over the stamp.

natural ingredients with active ingredients to deliver more than the desired result. Being a part of the Nykaa family also allows us to extend the brand's reach to a larger landscape of consumers invested in beauty & self-care. Focusses on solving specific concerns, the new haircare range is here to change your hair game forever!"

Anchit Nayar, CEO E-commerce Beauty, Nykaa, said, "At Nykaa we understand the beauty needs and concerns of Indian consumers and pride ourselves in bringing them the best solutions, whether homegrown or from beyond our borders. With Dot & Key's new haircare range we are excited to offer highly effective and ingredient-led products designed specifically for Indian consumers from a brand that has already established itself as a leader in efficacious skincare."

The Dot & Key Haircare Range will be exclusively available on <https://www.nykaa.com/dotandkey.com>, and Nykaa retail stores.

About Nykaa

Nykaa was founded in 2012 by Indian entrepreneur Falguni Nayar with a vision of bringing inspiration and joy to people, everywhere, every single day. Derived from the Sanskrit word 'Nayaka', meaning one in the spotlight, Nykaa has emerged as one of India's leading lifestyle-focused consumer technologies platforms. Since its launch, Nykaa expanded its product categories by introducing online platforms Nykaa Fashion and Nykaa Man. Delivering a comprehensive Omnichannel e-commerce experience, Nykaa has had over 19.3 million monthly average unique visitors, with 3,826 brands and over 2 million product SKUs available through its website and mobile applications as of March 31, 2021. The Nykaa Guarantee ensures that products available at Nykaa are 100% authentic and sourced directly from the brand or authorized retailers. Through engaging and educational content, digital marketing, social media influence, robust CRM strategies, and the Nykaa Network community platform, Nykaa has built a loyal community of millions of beauty and fashion enthusiasts.

About Dot & Key

Dot & Key, founded by Kolkata-based Suyash Saraf and Anisha Saraf, creates Indulgent skincare products such as serums, face masks, toners, and cleansers. The products have always tried to address concerns that a consumer might have, be it skincare or now, haircare. The premium range of products has gained vast popularity across the large landscape of consumers, in just 3 years since the brand's inception. It has recently also undertaken a community-driven initiative on menstrual hygiene, under #SpreadTheLove.

