

January 03, 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

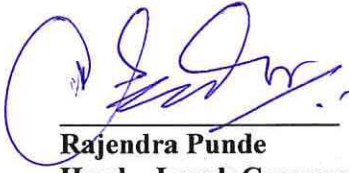
Please find enclosed the Press Release titled as follows:

Trivandrum gets ready to up its beauty game: Nykaa Luxe opens its first store in the city
~ Nykaa Luxe is now open at Lulu Mall, Trivandrum~

The above is for your information and records.

Thanking You.

Yours faithfully,
For FSN E-Commerce Ventures Limited



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





Trivandrum gets ready to up its beauty game: Nykaa Luxe opens its first store in the city

~ Nykaa Luxe is now open at Lulu Mall, Trivandrum ~

January 2022: Nykaa, India's leading beauty, and fashion destination, recently launched its first **Luxe Store** at Lulu Mall, Trivandrum, the evergreen city of India. The plush **1000 sq. ft** Nykaa Luxe Store offers a wide selection of makeup, skincare essentials, and fragrances from leading Indian and international brands such as **Huda Beauty, Charlotte Tilbury, Murad, Pixi, Too faced, Estee Lauder Versace, Carolina Herrera**, and many more. This is the first Luxe store in Trivandrum and second in the city.

Translating the seamless online retail experience to offline in Trivandrum, the Nykaa Luxe store is here with its finest curation beauty and skincare brands all at one destination. Customers can indulge in the quintessential Nykaa experience and shop the choicest of international and Indian brands at the store. Head to the store and let Nykaa's Beauty Assistants guide you through a seamless shopping experience and wait, there is more - get a flat 10% off on purchases above INR 3,000.

In line with its promise of '**Your Safety, Our Passion**', Nykaa has implemented a series of safety measures to make every customer's shopping experience as contactless and safe as possible. This includes regular fumigation and deep cleaning, frequent hand sanitization, and temperature checks for all persons before entering the store. Additionally, social distancing is being practiced within stores with a limited number of employees and customers permitted at any given time.

Nykaa Spokesperson, says, *"This is our first luxe store in the evergreen city of India, Trivandrum and we are thrilled to bring the offline experience to our customers here. Encouraged by all the love from our customers, we are here to serve you with the best in beauty. Keeping shopping satisfaction & safety paramount, we have implemented all essential hygiene protocols to safeguard the health of our customers, employees and are ready to welcome shoppers to the new store."*

The Nykaa Luxe store is located at Lulu Mall, Ground Floor, C12 &13, Lulu Mall, Kazhakootam - Kovalam Bypass Rd, Kochuveli, Trivandrum, Kerala 695021 and is open from 10am to 9pm

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 ecommerce 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.

