



## FSN E-Commerce Ventures Limited

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

May 10, 2023

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

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

**Symbol: NYKAA**

**Scrip Code: 543384**

ISIN: INE388Y01029

Dear Sirs,

**Sub: Press Release**

Please find enclosed the Press Release titled as follows:

***FALGUNI NAYAR AWARDED THE ISIDORO ALVAREZ LIFETIME ACHIEVEMENT  
MEDAL AT THE WORLD RETAIL CONGRESS 2023***

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')*

---

**Sujeet Jain**  
Chief Legal and Regulatory Officer,  
Company Secretary and Compliance Officer  
Mem. No.: F6144

Encl: a/a



**FALGUNI NAYAR AWARDED THE ISIDORO ALVAREZ LIFETIME ACHIEVEMENT MEDAL AT THE WORLD RETAIL CONGRESS 2023**



**Mumbai, 10 May 2022:** FSN E-Commerce Ventures Ltd (NYKAA) today announced that Falguni Nayar, Founder and CEO of Nykaa has received the prestigious Isidoro Alvarez Lifetime Achievement Medal at the [World Retail Congress 2023](#) in Barcelona, Spain. Since 2018, the World Retail Congress has presented this award to one incredible global retail disruptor for their outstanding contribution to the retail industry, amidst global retail stalwarts.

The award was launched in 2018 by his daughters Marta Alvarez Guil and Cristina Alvarez Guil in honor of their father, Isidoro Alvarez- one of Spain's most iconic and respected retailers and the founder of El Corte Ingles. For more than 60 years, Isidoro dedicated his life to the business and ensured that it became Spain's biggest retailer and one of the world's largest and most important department store groups. The World Retail Congress conducts in-depth consultations with Marta and Cristina to identify the esteemed recipient of the award. This year, they chose

Falguni Nayar for this honor, in recognition of her astute vision and exemplary leadership that made Nykaa tremendously successful and synonymous with beauty in India. The award also applauds her role in shaping India's promising and rapidly advancing beauty market.

Falguni was presented with this award in the midst of global retail leaders that are trailblazers, innovators and disruptors of the industry. Previous recipients of this honor are **Paul Kelly**, CEO of Selfridges and **Suzanne Santos**, co-founder of Aesop.

**Commenting on the future of retail in India, Falguni Nayar, Founder and CEO Nykaa, said,** "We are at the cusp of what I believe will be India's decade for retail. Powered by a young population that is coming of age and being integrated into the global ecosystem, some of the most robust tech platforms and higher consumption spend coming out of India, we're witnessing a pivotal shift in global dynamics. As we continue to embrace digital transformation, invest in infrastructure, and unleash the entrepreneurial spirit of our people, the country is well poised to redefine the retail sector globally and set new benchmarks for innovation, customer-centricity, and inclusive growth."

Since 2007, World Retail Congress has been a leading platform for in-depth research, content and events; driving retail growth and inspiring valuable global connections. The Congress unites leaders from across the global industry for innovative, groundbreaking strategy and insights to drive success. It's the unrivaled high-level forum for senior retailers to learn, share insights, form powerful connections and play a key part in shaping the future of global retail.

For more information, please write to [pr@nykaa.com](mailto:pr@nykaa.com)

#### **About Nykaa:**

Nykaa (FSN E-Commerce) 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, Nykaa Man, and Superstore. Delivering a comprehensive Omnichannel e-commerce experience, Nykaa offers over 4,500 brands through its website and mobile applications. 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. Over the years, Nykaa has received many accolades for disrupting the beauty market. At the 17th India Business Leader Award in 2022, Nykaa was awarded as the *Disruptor of the Year* and Kantar's Brandz List features Nykaa as one of most valuable brands in India. [www.nykaa.com](http://www.nykaa.com)