



FSN E-Commerce Ventures Limited

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

March 31, 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 Sirs,

Sub: Press Release

Please find enclosed the Press Release titled as follows:

'Nykaa Fashion launches LIKHA – A new Indian ethnic offering for everyday style'

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



Nykaa Fashion launches LIKHA – A new Indian ethnic offering for everyday style

March 2022: The classic *kurta* is a trusted staple in every Indian woman's wardrobe, having seen decades of styling and trend upgrades in myriad ways. The sheer possibilities of design, cuts, and fits this one garment offers, make it the go-to, ethnic-wear of choice for anyone with a mature and elegant sense of style. **Nykaa Fashion, the multi-brand e-commerce platform now** launches a contemporary ethnic-wear brand, **Likha** that will offer this very aesthetic through curation of well-designed and trendy kurtas and co-ord sets. Quintessentially Indian, the brand's slogan of '**Ab Likho apni Kahani**' is an invitation to write your story in the comfort of your fashion.

Understated, confident, and timeless, Likha's charming ethnic vocabulary is heavily inspired by Indian heritage and age-old craft techniques such as **block & screen printing, Indian dyes, block print styles, gotta patti, and Lucknowi Chikankari**. Dominated by the humble everyday Kurta, the range features structured work styles of **ethnic co-ord sets, A-line cuts, and free-flowing Anarkalis**. An all-encompassing label catering to all shapes, sizes, and ages, Likha focuses on **comfortable silhouettes and styles** that can be donned with ease.

Speaking on the launch of Likha, **Adwaita Nayar, Co-Founder, Nykaa, and CEO of Nykaa Fashion** said, "*At Nykaa Fashion, we continuously work towards curating offerings that are relevant to the life of our consumers. Great fitting everyday Indian wear is a style staple that transcends seasons, and our consumers love to refresh this element of their wardrobe with the latest designs. Through Likha, we want to offer them thoughtful and elevated options for everyday Indian-wear that are comfortable, without compromising on designs or fit.*"

If your mantra is to dress in line with how you feel every day, make Likha your new source of style inspiration with an Indian soul. NykaaFashion.com

About Nykaa Fashion

Nykaa Fashion is the multi-brand e-commerce fashion offering from Nykaa, built on the pillars of premium curation and content, inspiring Indian customers to make the best choices for themselves. Nykaa Fashion is one of the fastest-growing fashion platforms in India and as of March 31, 2021, it houses 1,350 brands and over 1.8 million SKUs across Women, Men, Kids, Luxe, and Home categories to appeal to every consumer. The Nykaa Fashion website/ app is focused on being 'discovery-led' and 'high on style' giving a chance to browse through the latest trends and collections, along with engaging content. It offers a large assortment of brands that include Indian and western wear, footwear, bags, jewelry, accessories, lingerie, athleisure, sleepwear, home décor, bath, bed, kitchen, and more. Nykaa Fashion has built a strong portfolio of seven consumer brands - Gajra Gang, Nykd by Nykaa, Pipa Bella, Twenty Dresses, Likha, Mondano, and RSVP.