



FSN E-Commerce Ventures Limited

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

February 16, 2023

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:

***INTRODUCING NYVEDA A NEW PATH TO WELLNESS FROM THE HOUSE OF
NYKAA***

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')

Falguni Nayar
Executive Chairperson, Managing Director & CEO

Encl: a/a

INTRODUCING NYVEDA A NEW PATH TO WELLNESS FROM THE HOUSE OF NYKAA

An exquisite range of hair and body oils rooted in Ayurvedic wisdom, crafted for modern day living

February 2023: Nykaa, India's most preferred destination for the latest and best in beauty, today launched **Nyveda - a new Ayurvedic beauty and wellness brand**, marking the company's foray into this trusted Indian science of holistic wellbeing. Authentic in formulation, honest in its promise, and modern in its sensory experience, Nyveda debuts exclusively on [Nykaa.com](https://www.nykaa.com) with a range of hair and skin oils that are infused with potent roots and ingredients with proven benefits of nourishment and care.

Crafted for a modern lifestyle, **Nyveda** seeks to deliver efficient solutions in uncomplicated formats that make it possible for wellness to be an everyday choice. By elevating rituals of oiling your hair or moisturising your skin, Nyveda nudges you to focus inwards and recognize these small acts of self-care as big steps towards self-preservation against external stresses. The inspiration for Nyveda's recipes come from *ancient ayurvedic texts* such as **the Bhav Prakash Nigantu** to deliver products that strike a harmonious balance between age-old wisdom and beauty rituals.

The range includes two hair oils - **Nyveda Revive My Roots & Nyveda Restore My Shine** and a body oil- **Nyveda Nourish My Skin Body Oil**. Each oil features some of nature's best ingredients that give nourishment and earthy fragrances that calm the senses, allowing you to centre yourself amidst a perennially chaotic world.

The distinct packaging of Nyveda oils is a worthy representation of its power-packed formulas that are light-weight and sensorially elevating. The hair oils are packed with potent ayurvedic ingredients including a few visible ones such as Vetiver Root, Karanja Seeds, Jaswandh(Hibiscus) flower, Curry Leaves and Harad Seeds. The body oil is a luscious hue of gold quintessential to the Lakadong Turmeric it contains. The 100% recyclable packaging of Nyeveda is not just convenient to use, but also holds sustainability at its heart, with each ingredient being responsibly sourced and a commitment by the brand to recycle 3x the plastic it uses.

Commenting on the launch of Nyveda, Falguni Nayar, Founder & CEO- Nykaa said, "Nykaa's owned labels strategy is centred around improving lifestyles through thoughtful and well-timed offerings that are customised to the unique needs of Indian consumers. Nyveda is a natural extension of our portfolio, given the relevance of Ayurveda in the Indian notion of beauty and wellness. In their effort to choose a holistic approach to beauty, consumers are leaning towards products and rituals that are both efficient and convenient. With this in mind, we have created the new range of oils from Nyveda, that delivers the age-old, trusted knowledge of Ayurveda in a powerful formulation, for a modern lifestyle."

It's time to live cleaner, calmer and better! Nyveda will be exclusively available on the Nykaa app/website along with the Nyveda website [www.Nyveda.com](https://www.nyveda.com) from 16 February 2023 onwards.

About Nyveda:

Nyveda is a brand born from time-tested Ayurvedic wisdom and potent herbs from across the country, crafted for rituals that help counter the effects of a modern lifestyle. Infused with responsibly sourced ingredients that lend their distinct potency to each recipe, the range of oils by Nyveda helps elevate rituals of self-care, while its fragrances uplift your senses, bringing calm to the chaos of everyday life. With 100% recyclable packaging, Nyveda is committed to offering solutions and inspiration that make it possible to choose a cleaner, calmer and better life. Discover more at @Nyvedalife on Instagram and www.Nyveda.com .

In-depth product information:

Restore my Shine Hair Oil: A potent and rejuvenating oil that transforms damaged hair into healthy lustrous locks. Created using ancient Ayurvedic recipes, this oil is powered with a blend of Ayurvedic herbs that nourishes hair from root to tip, reduces split ends and frizz, making hair strong & shiny.

Mineral Oil Free, Sulphate Free, Paraben Free, Cruelty Free, Vegan, 100% Recyclable

Crafted With 20 Potent Herbs and inspired by centuries old Ayurvedic recipes from Bhav Prakash Nigantu & Indian Ayurvedic texts, this potent oil contains a curated collection of proven active ingredients - Brahmi, Hibiscus, Amla, Moringa among others.

Revive my Roots Hair Oil: A luxurious and non-sticky oil created using authentic recipes from ancient Ayurveda. It contains a potent blend of clinically proven Ayurvedic herbs that prevents hair fall, revitalizes your scalp and promotes new hair growth. The Lavender & Herbal fragrance helps relieve stress and anxiety. Mineral Oil Free, Sulphate Free, Paraben Free, Cruelty Free, Vegan, 100% Recyclable.

Crafted With 20 Potent Ayurvedic Herbs and inspired by centuries old Ayurvedic recipes from Bhav Prakash Nigantu & Indian Ayurvedic texts, this potent oil contains a curated collection of proven active ingredients- Bringhraj, Curry Leaves, Vetiver Roots and Karanja seeds among others.

Nourish my Skin Body Oil: Give your skin the love it deserves with this luxurious, multi-purpose, dry touch oil that is made from an authentic ayurvedic recipe. Powered with a nourishing blend of potent herbs, it penetrates deep within to replenish lost moisture, nourish the skin and make it more supple and radiant. Mineral Oil Free, Sulphate Free, Paraben Free, Cruelty Free, Vegan, 100% Recyclable .

Crafted With 13 Potent Herbs, this potent oil contains a curated collection of clinically proven active ingredients- Lakadong Turmeric, Almond, Aloe Vera among others.