



FSN E-Commerce Ventures Limited

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

February 14, 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:

Global Store on the Nykaa App exclusively launches Prakti, a unique Hybrid Beauty Brand
~ #FindYourFearless with Prakti's Ameri-Vedic Convention Defying Products~

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



Global Store on the Nykaa App exclusively launches Prakti, a unique Hybrid Beauty Brand

~ #FindYourFearless with Prakti's Ameri-Vedic Convention Defying Products~

February 2022: Nykaa, India's leading beauty & fashion destination, launches **Prakti** exclusively on the **Global Store**. Prakti is a new skincare brand that fuses the cultural richness and spirituality of India with the contemporary energy and technologies of the West to create a first-of-its-kind hybrid beauty brand. Founded by Pritika Swarup, International Fashion Model, and Philanthropist, the brand reimagines traditional ingredients from *Indian remedies and the Ayurvedic pharmacopeia*, modernizing them through technological innovation to enhance the sensory experience and efficacy of every product.

As Prakti's founder, Pritika believes Indian beauty deserves to be center stage and has approached the creation of this brand through a different lens. Prakti is a true representation of her own self and her roots – hybrids of mixed cultures, heritage, experiences, goals, and dreams. The products have been created based on today's cultural and social reality. Pritika is on a mission to inspire women to fearlessly pursue multidimensional, fulfilling lives and Prakti encourages its users not just to embrace and celebrate their unique identity & unique beauty, but also to go beyond & achieve their dreams and goals. Shop their bestsellers – **PritiPolish and MahaMask**.

Commenting on the launch, Pritika Swarup, founder of Prakti said *"I am so happy to be launching Prakti in India with Nykaa on the Global Store. From the very beginning, my intent was to mirror our hybrid platform celebrating my dual heritage through every touchpoint of the brand, including its distribution. Nykaa was the natural choice to launch our brand in the country as it is innovative on every level providing customers access to experience beauty both personally and digitally. They are making it possible for consumers across the continent to be introduced to diverse brands from abroad."*

A one-of-a-kind, cross-border e-commerce platform, the **Global Store** is currently offered only on Nykaa's mobile application and makes, otherwise hard-to-reach, international brands, easily accessible to Indian beauty buffs.

About The Global Store

Nykaa, India's leading beauty and fashion destination has launched the Global Store with an aim to bring international beauty brands to Indian consumers, for the first time through a cross-border e-commerce platform. The Global Store can be accessed through the Nykaa mobile application. Through the Global Store, Nykaa brings a strong network of authorized retailers of international brands to India and to deliver its promise of authenticity, Nykaa accredits a single vendor to each brand. Nykaa continues to empower its customers by democratizing the access to international brands by giving choice, authenticity and convenience. This platform is a first of its kind which will aim to effectively bridge the gap between global brands trying to tap the Indian market and customers who desire to shop for the best of the brands. The Global Store has a wide offering of labels from the US, South Korea, Finland, Australia, Dubai and many other countries. These brands have been carefully selected and chosen based on global trends with a focus on specific skincare concerns, artisanal beauty, mineral based makeup, plant powered haircare and science based clean beauty. The Global Store products comply with all Indian regulations on imports and customs, duties and taxes. Customers are required to provide KYC details as per local laws. Orders will be sent directly to customers at their doorstep and shipping times may vary depending on the product and the port of origin.



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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.