



Nykaa E-Retail Private Limited

CSR Projects approved by the Board of Directors of Nykaa E-Retail Private Limited for the Financial Year 2022-23

(A) BACKGROUND:

At Nykaa, our vision is to bring inspiration and joy to people everywhere, everyday. This along with our Mission and Values are the DNA of our CSR agenda. From our founding days, giving back has been part of our journey. Over the years we have made strong strides with consistent efforts and a focus on underprivileged women and children. We aim to be an ally that inspires positive change in people and their communities as we believe this will go a long way in building a more inclusive India.

The Company through its CSR programme aims to be a champion of authentic self-expression and one that inspires positive change. The philosophy centres around driving Empowerment and Inclusion for all. This includes the communities our business operates in, and the marginalised – socially and economically, as well as society at large. The Company's ambition is to lay a CSR foundation that seamlessly aligns with its social voice and business behaviour. Our intention and efforts will be to ensure programmes that are meaningful, scalable, sustainable and timeless.

The objective of CSR policy of the Company is to lay down the guidelines and mechanism to carry out CSR projects/programmes by the Company and to report its CSR efforts in the format provided by the rules under the Act.

While the Ministry of Corporate Affairs has spelt out the CSR activities under Schedule VII to the Companies Act, 2013, in order to build focus and have a more impactful execution – with a view to make a difference – Company's focus areas for CSR are as follows:

- Upliftment and mentoring of vulnerable age groups
- Education, skilling & entrepreneurship
- Access to healthcare
- Sustainability and environmental responsibility

Over and above these, from time to time, on need and criticality basis the Company will review additional CSR activities which are prescribed under Schedule VII of the Companies Act 2013, such as:

- Contribution to Government's various Relief funds
- Support Armed forces welfare
- Support to Research & technology
- Protection of National heritage
- Promote Sports

The CSR initiatives will be implemented by the Company either directly or through Nykaa Foundation, a Section 8 Company incorporated to converge the CSR efforts of Nykaa group companies.

(B) GUIDING PRINCIPLES FOR FY 22-23:

- **Co-create or fund programs** aligned with our CSR focus areas, our business and our social voice
- **Partner the trusted** - Identify authentic implementation partners and allies that are small or niche, yet committed vs. those flushed with funds.
- **Focus on Impact over scale** - Create programs that make a long-term impact rather than widespread



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(C) FUND UTILIZATION STRATEGY – LIST OF PROJECTS APPROVED FOR FY 22-23:

The following annual plan as approved by the Board gives details of the CSR projects proposed to be undertaken in FY 2022-23:

#	Name of the Project	Description	Applicable Activities under Schedule VII of the Companies Act, 2013
1	IIM-Ahmedabaad*	Nykaa, through its Foundation has joined hands with IIM-A Endowment Fund to set up the Nykaa Chair in Consumer Technology. The three-year program will focus on research and education that will promote the scientific practice of marketing, and present insights on the impact of digital, social, and mobile technologies on business models, customer behavior, and social changes at large facilitate incorporation of AI and machine learning insights in a disrupted marketplace. The chair will also look at deploying economic and statistical models to measure the role of the Internet and new media on consumer and firm behavior besides understanding the privacy-preserving future of digital advertising.	Promoting education
2	Sambhav Foundation (Labour Net project)	In line with one of Nykaa's CSR priorities, ie, skilling, we partnered with Labournet in an effort to bring more young women into the mainstream workforce by making them skilled beauty professionals. These young women, hailing from low-income communities have the ambition to become independent and contributing members of society but at times lack the right opportunities to do so. With two centers in Bangalore and Guwahati each fully equipped with beauty stations for practical sessions, we are providing months-long beginners training and internship to women who will then go on to work at beauty salons in local neighborhoods, unlocking a new career for more than 200 women to explore and grow into.	Employment enhancing vocation skills especially among women

*Ongoing project which was approved in FY 21-22 and will be continued to be undertaken in FY 22-23.

Notes:

- (1) This Annual Plan may be revised depending on various factors such as ground assessment, capacity of local partner agencies, natural disasters and calamities, events beyond the control of the stakeholders etc., ad-hoc requests, that may necessitate course correction.
- (2) The CSR & ESG Committee / Board may modify/additionally approve the CSR Projects during the financial year to meet the CSR obligations.