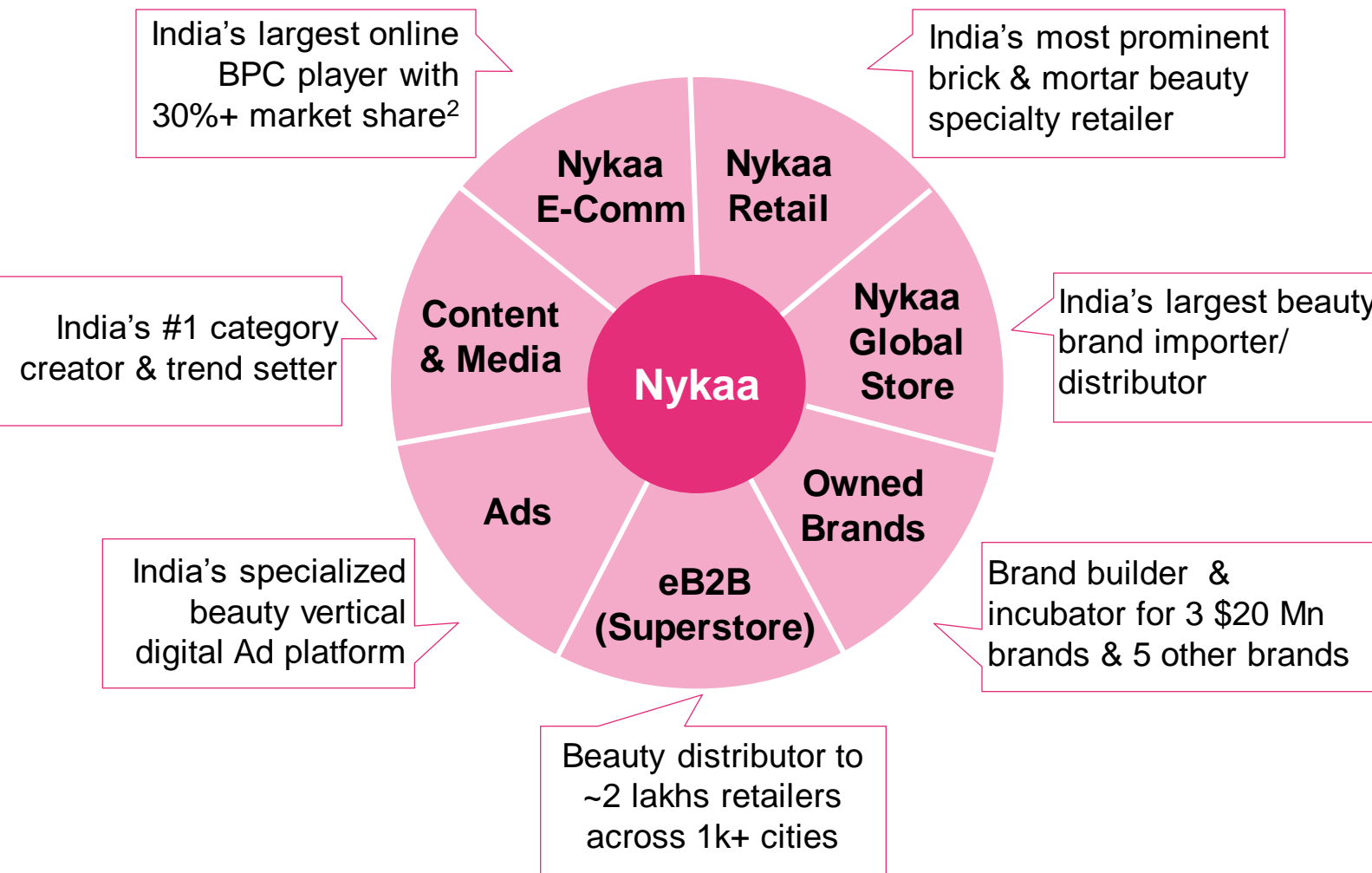


# Beauty Multi Brand Retail

# Nykaa is more than just a beauty retailer – India's beauty category creator & market builder



✓ Entire \$30 bn+<sup>1</sup> TAM addressed

✓ End to end sourcing and distribution for both global & domestic brands

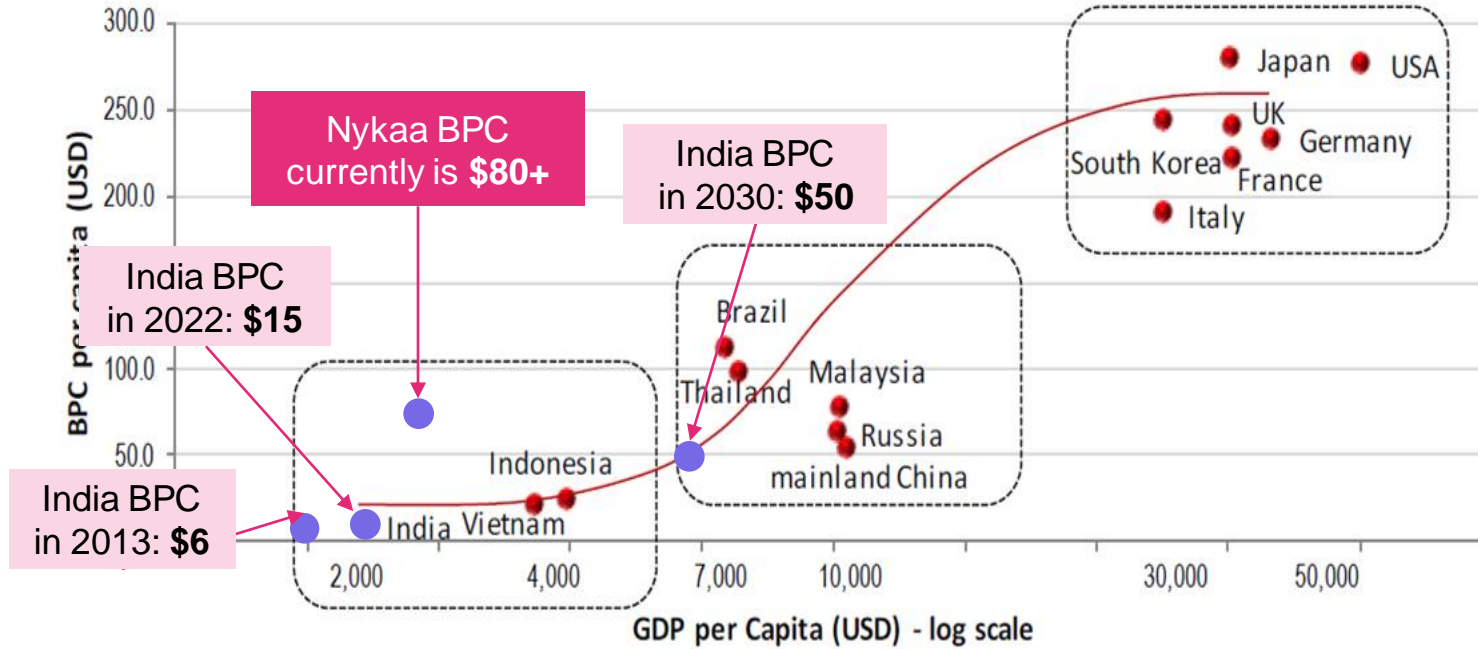
✓ Unique O+O model at scale

✓ Specialized player with deep market and customer understanding

✓ Trend setting marketing initiatives through Social Media & Influencer activations

# Nykaa to play a pivotal role in accelerating India's move up the BPC S-curve

## India BPC journey on the S curve



BPC Per Capita India:  
**\$15 → \$50**

GDP Per Capita India:  
**\$2700 → \$5500**

2023 to 2030

High income households<sup>6</sup>  
**18 Mn → 29 Mn**

Upper-mid income households<sup>7</sup>  
**115 Mn → 168 Mn**

2023 to 2030

**1 in 2 households with high purchasing power by 2030**

## Market Expansion is our Responsibility

### Interventions

### Metrics impacted

**1** Growing category width **FOP<sup>1</sup>, ABS<sup>2</sup>**

**2** Increase category depth **FOP<sup>1</sup>, ABS<sup>2</sup>**

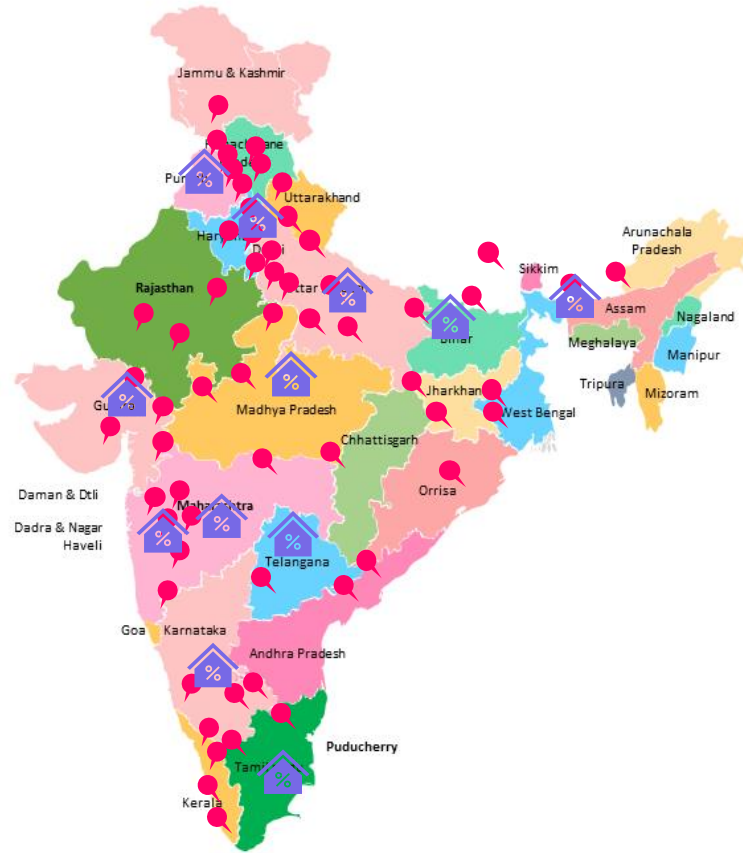
**3** Premiumize Assortment **ASP<sup>3</sup>, AOV<sup>4</sup>**

**4** Events & Experiences, Retail **Customer Acquisition, ACV<sup>5</sup>**

1. Frequency of Purchase; 2. Average Basket Size; 3. Average Selling Price; 4. Average Order Value; 5. Annual Consumption Value; 6. >\$40k per annum per household; 7. \$8.5-40k per annum per household

# Nykaa: India's Largest Omnichannel Beauty Company

## India's largest beauty retailer



**\$1 Bn+**

Omnichannel revenue,  
39% CAGR (5-years)

**187**

Physical stores across  
68 cities

**44**

Warehouses across  
the country

**150 Mn+**

Omnichannel orders  
serviced till date

## Superlative online experience led by technology



**1 Bn+**

Visits on the App  
annually

**25 Mn**

Customers shopped  
till date

**3 Bn**

Impressions served  
per month on the app

**50X**

Visits per visitor  
annually

**3K+**

Brands across mass  
to prestige segments

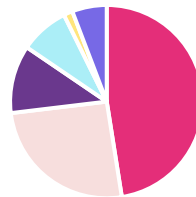


# Nykaa Omnichannel Retail: Quality growth is the priority for the years to come

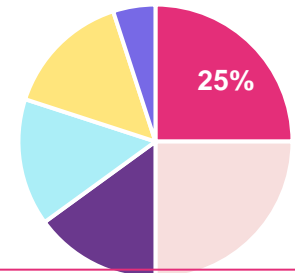
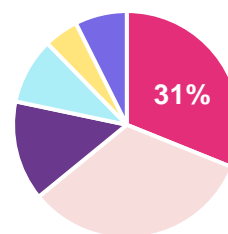
	Where we were FY21	Where we are FY24	Our ambition FY28
<b>BPC GMV</b>	<b>Rs. 33.5 bn</b>	<b>Rs. 83.4 bn</b>	<b>We aim to grow at mid-late 20s%</b>
<b>Growth %</b>	<b>60%</b> [CAGR FY 18 – 21]	<b>34%</b> [CAGR FY 21 – 24]	[CAGR FY24 – 28E]
<b>Retail GMV<sup>1</sup></b>	<b>Rs. 1.9 bn</b>	<b>Rs. 6.9 bn</b>	<b>8 – 10% contribution to O+O GMV</b>
<b>Growth %</b>	<b>150%+</b> [CAGR FY 18 – 21]	<b>50%+</b> [CAGR FY 21 – 24]	<b>40%+</b> [CAGR FY 24 – 28]
<b>Stores</b>	<b>77 Stores   60k+ sq ft</b>	<b>187 stores   170k+ sq ft</b>	<b>400+ stores   400k+ sq ft</b>
<b>Contribution Margin%</b>	<b>22.7%</b>	<b>25.5%</b>	<b>Aim to keep margin in line with in FY24, reinvesting potential improvements in growth</b>
<b>Customer Metrics</b>	<ul style="list-style-type: none"> <li>▪ <b>CCB<sup>1</sup></b>: ~10 mn</li> <li>▪ <b>AUTC<sup>2</sup></b>: 5.2 mn</li> <li>▪ <b>Cumulative Orders</b>: 50 mn +</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>CCB</b>: 25 mn</li> <li>▪ <b>AUTC</b>: 11 mn</li> <li>▪ <b>Cumulative Orders</b>: 150 mn+</li> </ul>	<b>Continue to invest in new customer acquisition &amp; improving retention</b>

## Category Mix

- Colour Cosmetics
- Skincare
- Haircare
- Bath & Body
- Fragrances
- Others



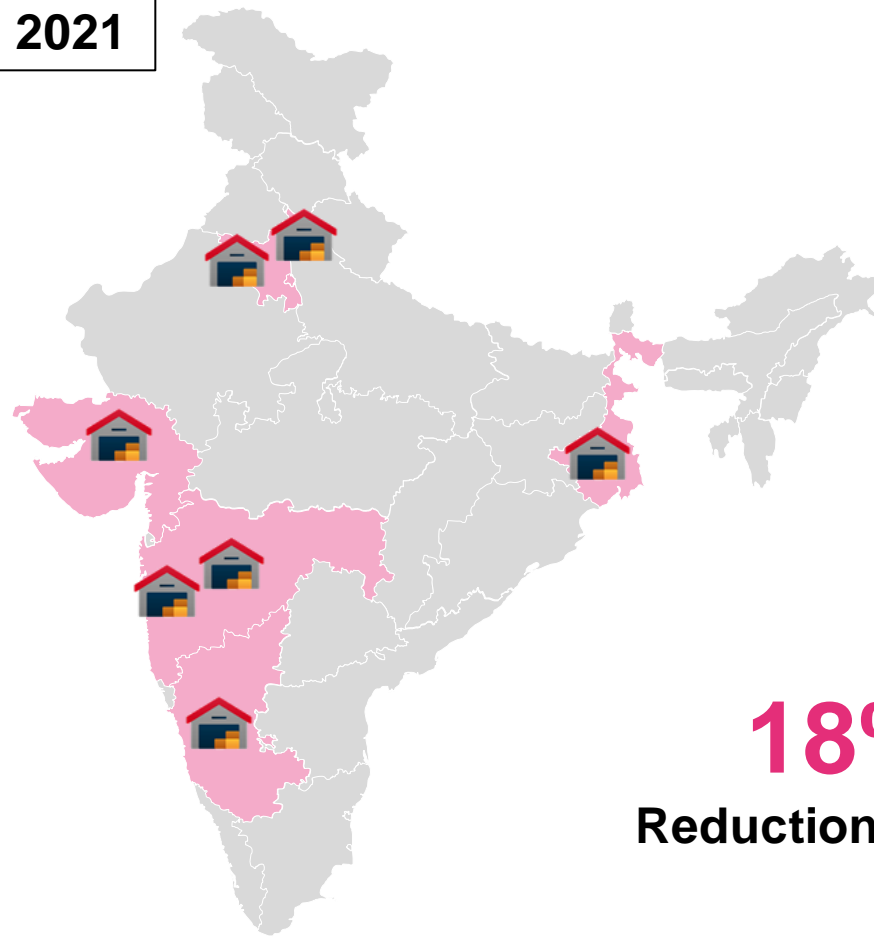
[2018]



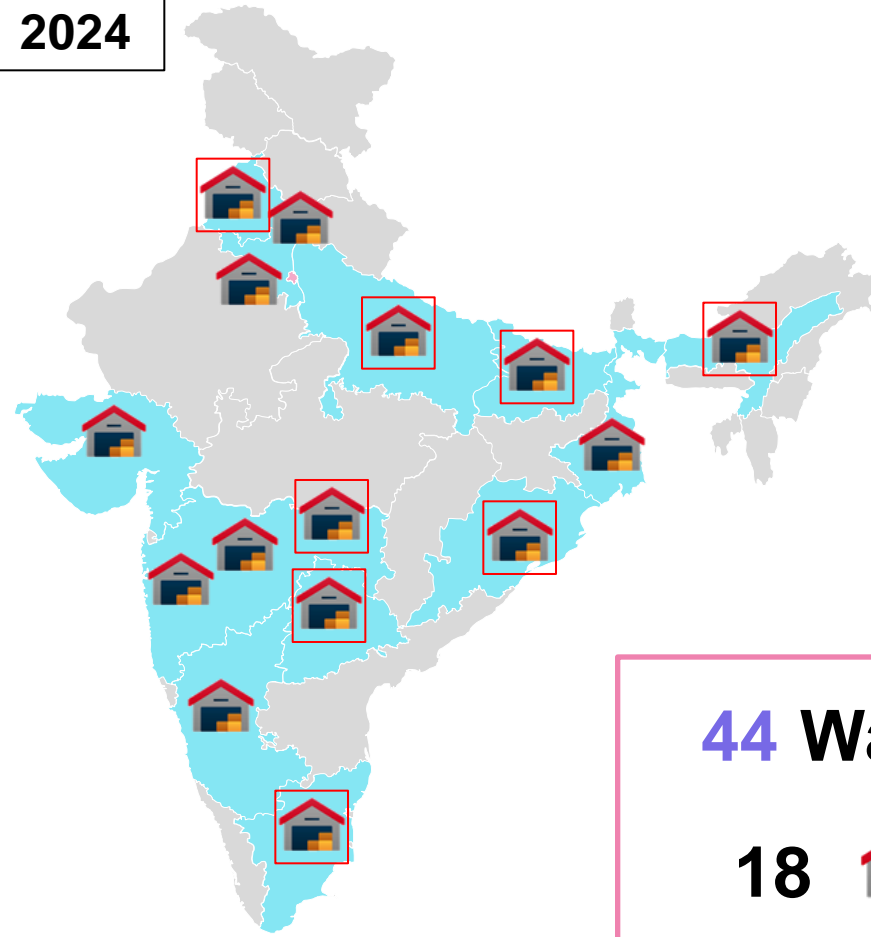
1. incl. Hyperlocal; 2. Cumulative Customer Base; 3. Annual Unique Transacting Customers

# Meaningful investments in supply chain to deliver best-in-class service across India

2021



2024



**18%**

Reduction in O2D

**19%**

Reduction in  
Fulfilment Costs\*

**24%**

Reduction in  
Split Shipments

**44 Warehouses**

**18**  in FY'21

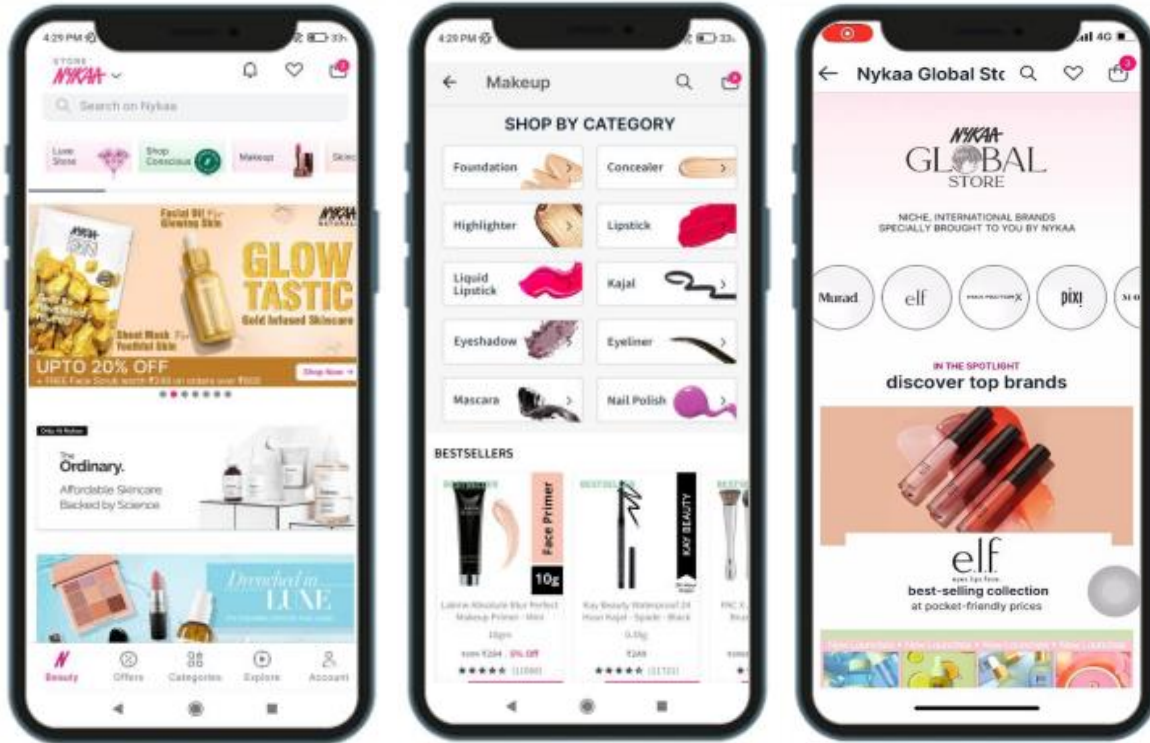
+

**26**  by FY'24

\*per order

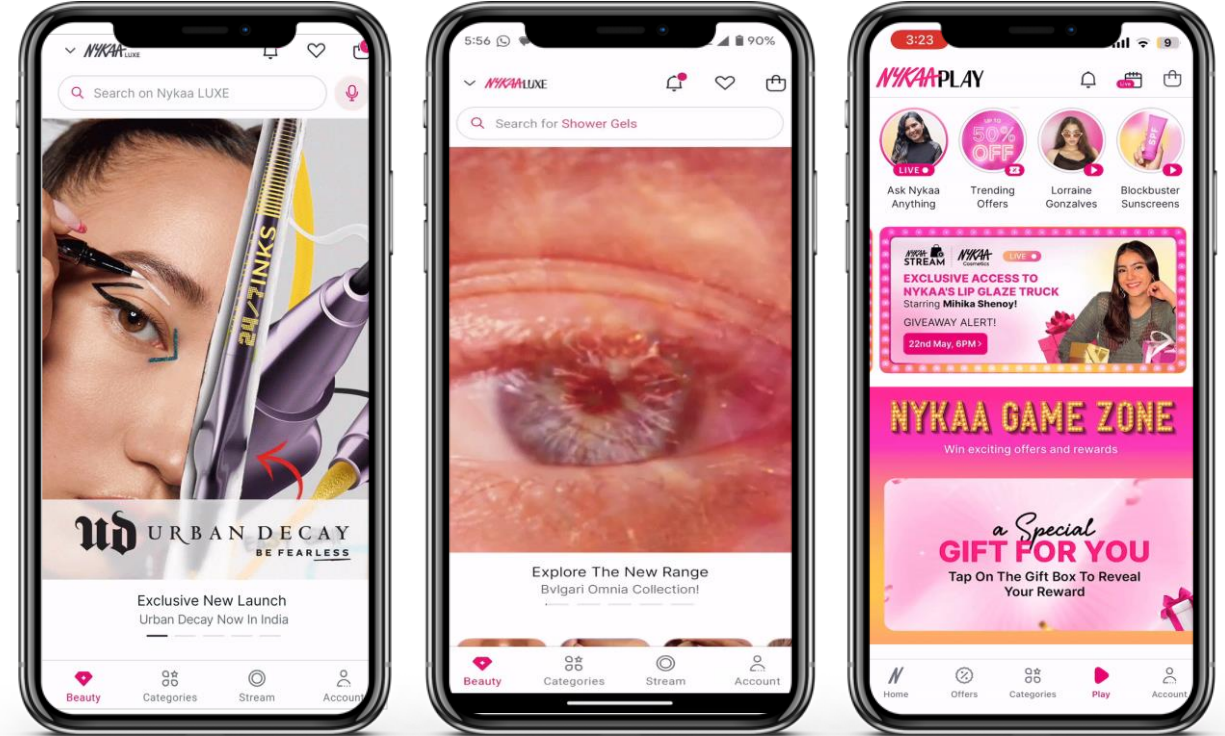
# Constantly evolving the look and feel of the customer purchasing journey

## Where we were FY21



- Lower extent of sophistication with regard to imagery; limited avenues for brand story-telling
- No video capabilities on brand pages

## Where we are FY24

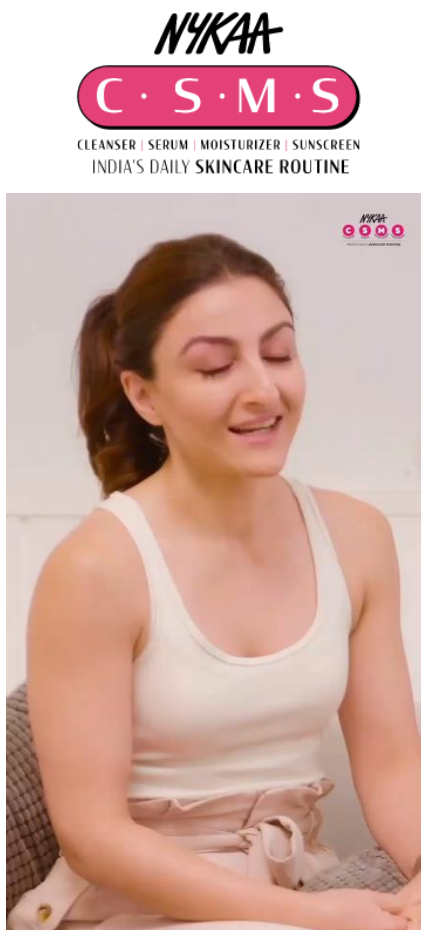


- Larger asset allocation for brand imagery and videos for immersive story-telling
- Unique on-site property 'Nykaa Play' - monetizable by brand partners

## Our Ambition: Hyper-personalization

Unique Nykaa experience for every individual user suited to their interactions

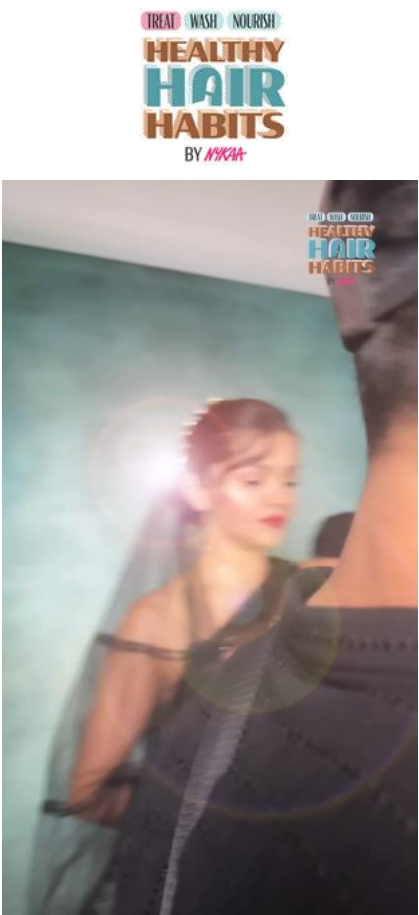
# Stepification of Beauty: Leveraging content & education to expand market through demand generation



Launched in Jun '23 ~270 mn Reach

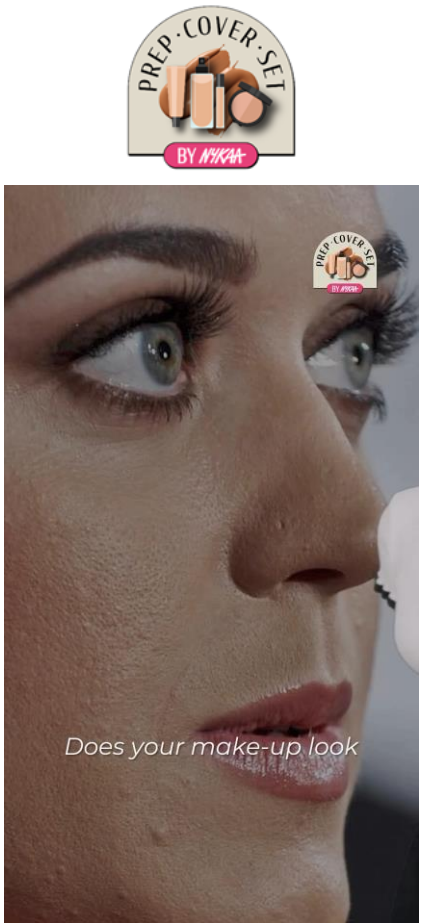
**3.5\***  
Category Width  
[vs India avg. of 1.5]

**65%+ YoY\*\***      **35%+ YoY\*\***  
Growth in Sunscreen      Growth in Serum



Launched in Jan '24 ~165 mn Reach

**1.2x**      **1.3x**  
Customer Acquisition      GMV DRR  
Vs BAU      vs BAU



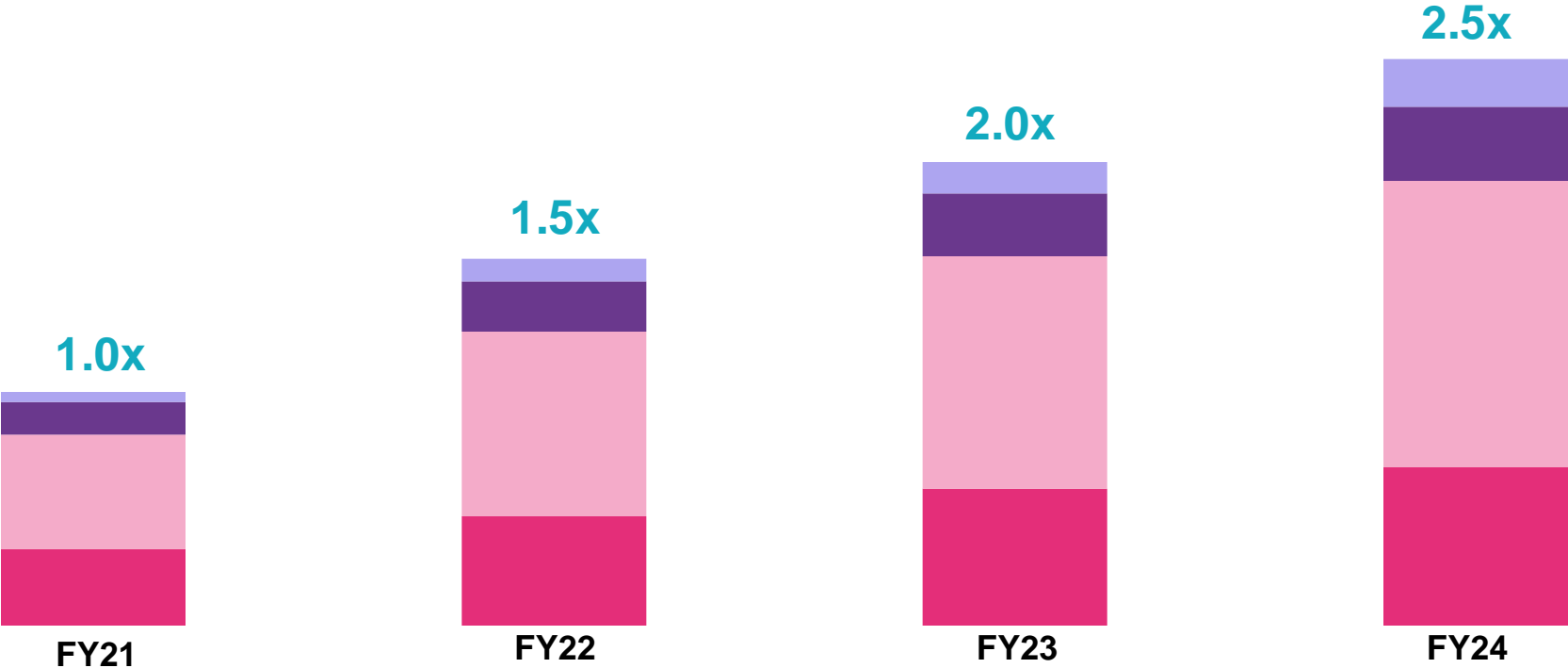
Launched in Apr '24 ~160 mn Reach

**1.3x**  
Concealer GMV DRR

**1.3x**      **1.4x**  
Foundation GMV DRR      Setting Spray GMV DRR

# Nykaa has played a pivotal role in bolstering the growth of Indian BPC across brand cohorts

GMV



**FMCG**

LAKMÉ MAYBELLINE NEW YORK  
NIVEA L'ORÉAL Dove  
POND'S LOTUS HERBALS  
Cetaphil Neutrogena

**D2C**

NYKAA Minimalist Bath & Body Works  
Cosmetics Hide Nothing.  
plum DOT & KEY SWISS BEAUTY  
SKINCARE  
HONASA COSRX SUGAR

**Luxury**

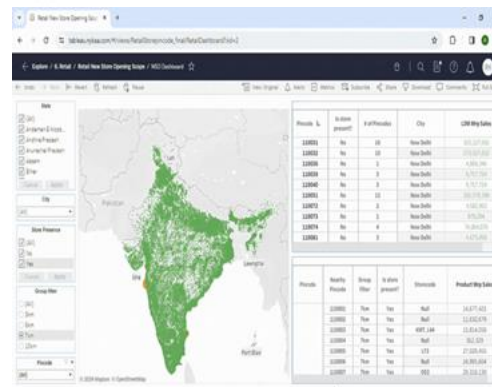
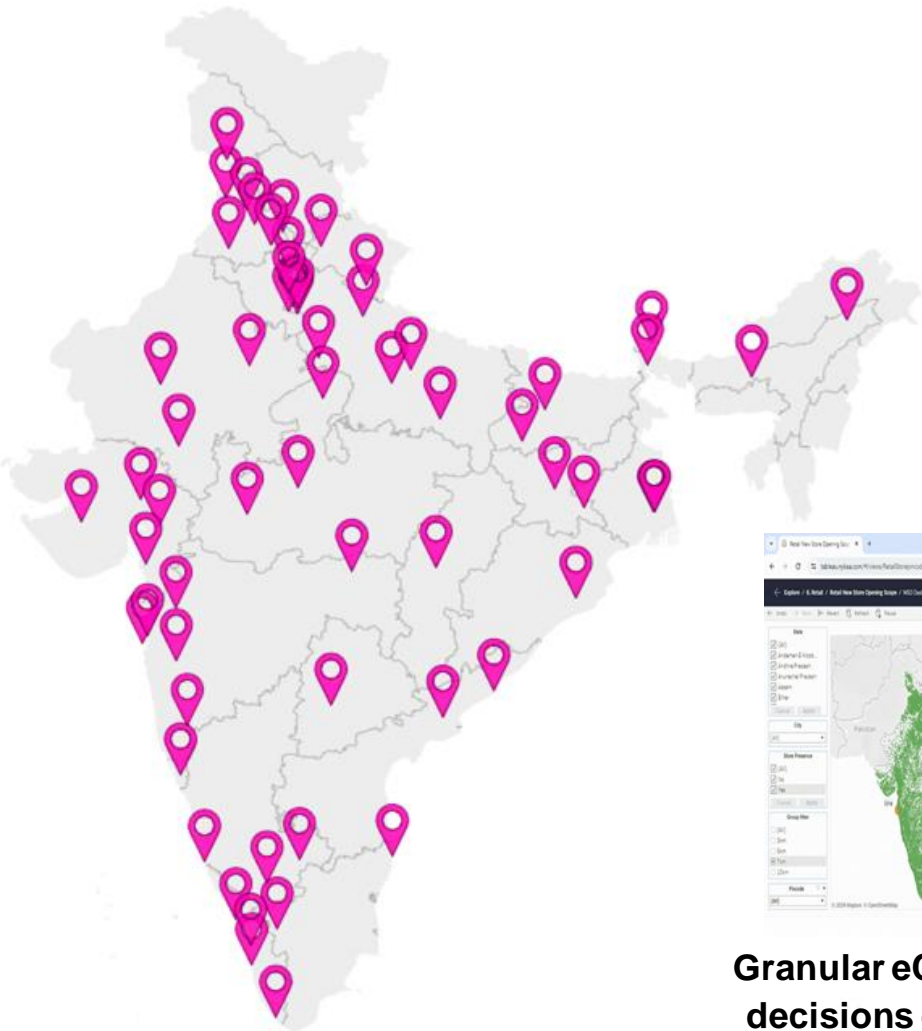
ESTÉE LAUDER Dior YVES SAINT LAURENT Kiehl's SINCE 1851  
KAMA AYURVEDA FOREST ESSENTIALS LUXURIOUS AYURVEDA  
VERSACE AVEDA

**Global Store**

HUDA BEAUTY Charlotte Tilbury  
SOL DE JANEIRO  
COLOURPOP Murad  
FABLE & MANE NUDESTIX  
PAT McGRATH LABS

# Our store network and format flexibility basis catchment is unparalleled

Largest network of beauty specialist stores across the country – 187 stores across 68 cities



Granular eCom data guiding our decisions of NSO location and optimal brand mix for a store

## Formats

### Luxe



### Flagship



### On Trend

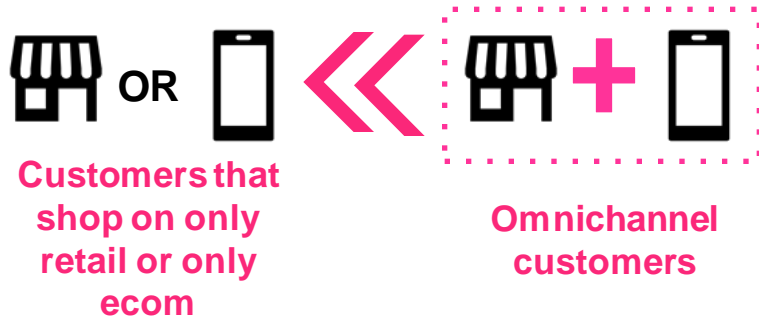


### Kiosk



# Retail plays a critical role in holistically tying up the omnichannel customer experience

## Accretive impact on ACV<sup>1</sup> through omnichannel play



- ACV of omnichannel customers is 4-5x of customers that shop on only 1 channel
- Frequency of purchase for these customers is 3-5x higher

## Events and Experiences

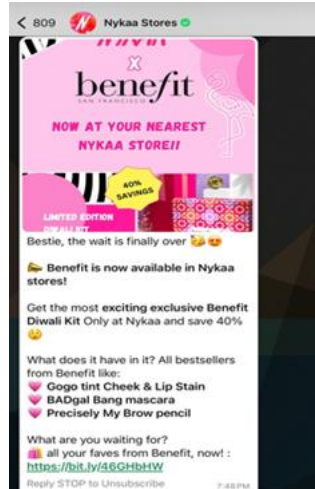


**Masterclasses and Beauty Bars:** 50+ master classes & 14 beauty bars with ~65mn digital impressions

**Consumer Tech:** Skin Analyzer tool launched in FY24 across few luxe doors

**Services:** ~1mn makeovers and skincare consultations

## Seamless O2O experience



- **Personalized store locator** in app
- **Hyperlocal delivery** for quick fulfilment of ecom orders
- Recommendations basis customer's **online abandoned cart history at retail store POS**
- In-store assistance to shop online via **endless aisle**
- **Retarget customers** across online and offline basis intent and purchase history
- **Omni Sampling journeys**

# Nykaa Global Store has grown to become India's Largest Beauty Brand Importer/ Distributor

	Where we were? FY21	Where we are? FY24	Our Ambition FY28
GMV	1x	5x	15x
50% Growth CAGR fueled by existing brand growth, distribution expansion & brand launches			
Brands	19	39	80-100
Key Launches in FY24: Fenty Beauty, Urban Decay, ColourPop, AHC, Dr Barbara Sturm			
Brand Partners	<ul style="list-style-type: none"><li>▪ Independents Only</li><li>▪ Huda, Pixi, elf, Tony Moly</li></ul>	<ul style="list-style-type: none"><li>▪ Global Beauty Conglomerates</li><li>▪ L'Oreal Luxe, Puig, AmorePacific, Unilever</li></ul>	<ul style="list-style-type: none"><li>▪ Global Beauty Conglomerates L'Oreal Luxe, Puig, AmorePacific, Unilever... and more</li><li>▪ Independents &amp; D2C</li></ul>
Distribution Model	<ul style="list-style-type: none"><li>▪ Nykaa.com &amp; Nykaa Retail only</li></ul>	<ul style="list-style-type: none"><li>▪ Nykaa.com &amp; Nykaa Retail</li><li>▪ 3P Ecom Distribution in Beauty Horizontals</li></ul>	<ul style="list-style-type: none"><li>▪ Nykaa.com &amp; Nykaa Retail</li><li>▪ 3P Ecom Distribution</li><li>▪ Department Stores, Brand Boutiques, In-Clinic, Brand Websites</li></ul>

Forward looking statements are subject to inherent risk and the Company, therefore, cannot guarantee that they shall be realised.

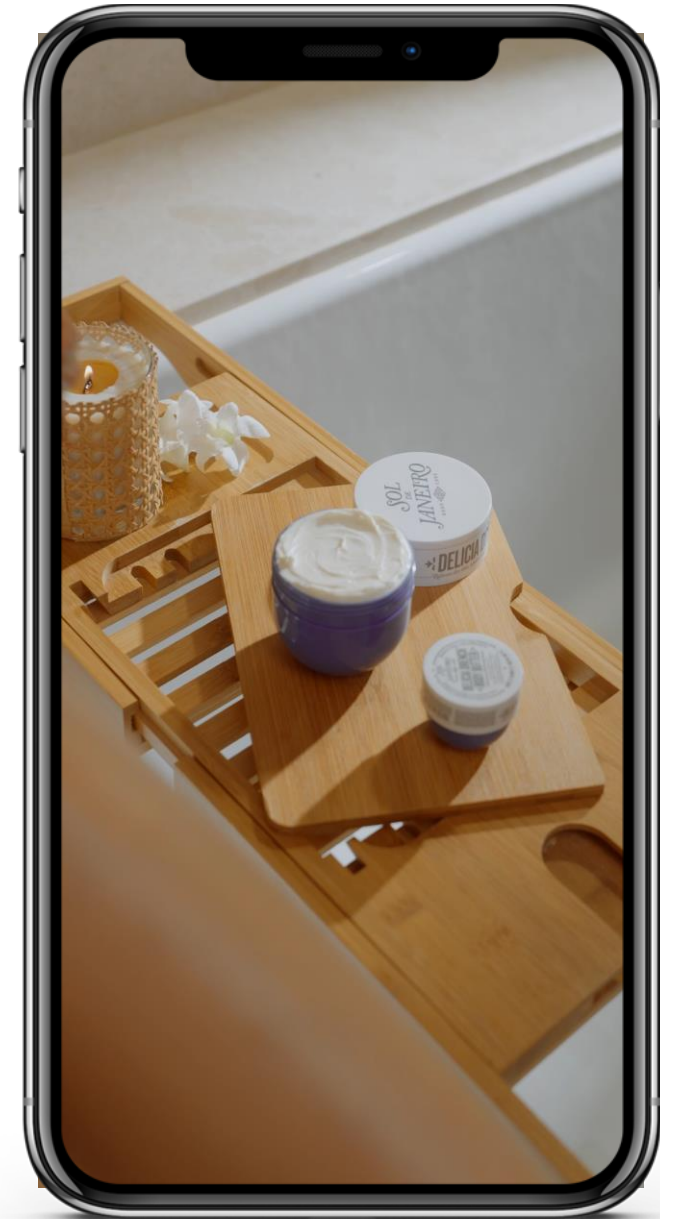
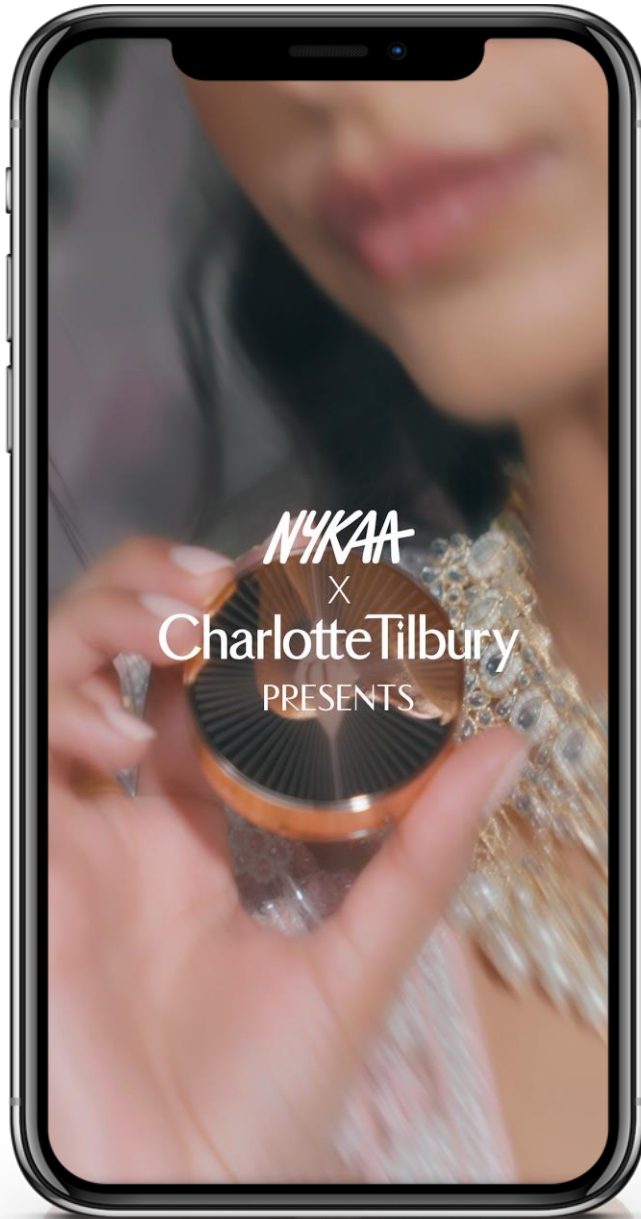
# Nykaa Global Store uniquely positioned to be the port of call for international brands in India



Nykaa is a brand custodian providing 360° services to its brand partners



## Nykaa Global Store has proven its performance as Brand Incubator & Brand Builder





TC

# Market Trends & Outlook

## Colour Cosmetics

### 01 Rise of D2C brands

Insurgence of home grown D2C brands in a category otherwise dominated by international brands



### Simultaneous massification & premiumization

Growth being witnessed on both ends of the spectrum



### 03 Green shoots in unique sub-categories

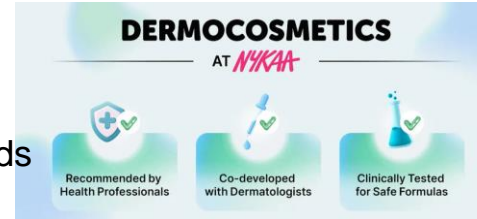
Innovative sub-categories in face and lips category have shown rapid growth YoY

<b>Lip Gloss</b>	<b>Compact</b>	<b>Foundation</b>
<b>81%</b>	<b>35%</b>	<b>27%</b>
(3-yr CAGR)	(3-yr CAGR)	(3-yr CAGR)

## Skincare

### 01 Dermacosmetic brands

Increasing conversations about derma-cosmetic brands



### Active Ingredients led search



Ingredients & concern led searches growing at 3x of category led searches

### 03 Rapid growth of sunscreen & serums

	<b>77%</b> 3-Yr CAGR on Nykaa		<b>37%</b> 3-Yr CAGR on Nykaa
Sunscreen		Serums & Essences	

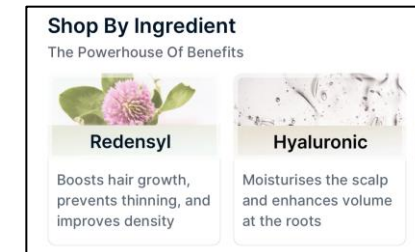
## Haircare

### 01 Widening of category

Baskets expanding to treatment categories



### Skinification of Hair



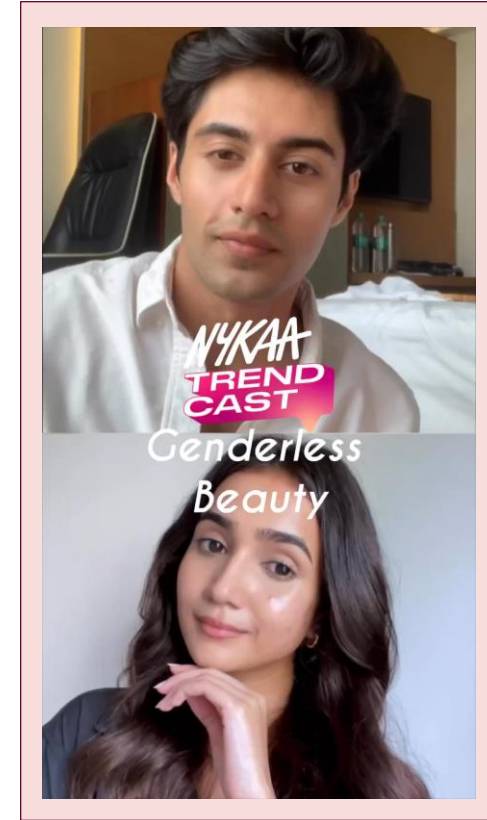
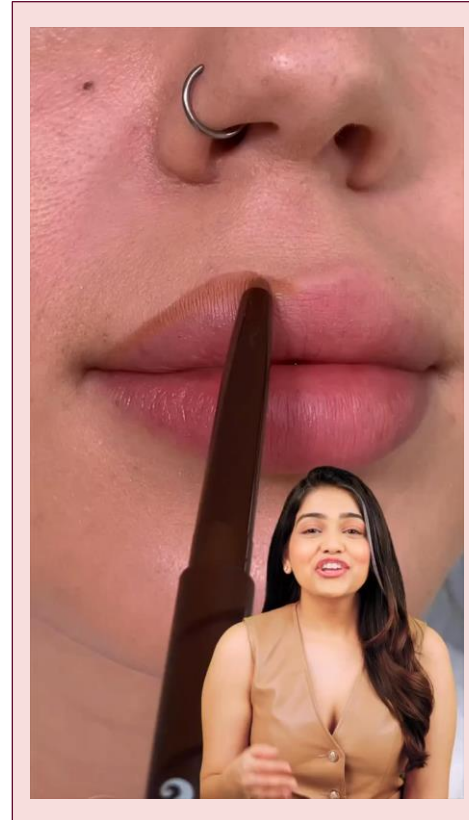
Science/Ingredients based searches trending similar to skincare

### 03 New Age Brands pique in interest

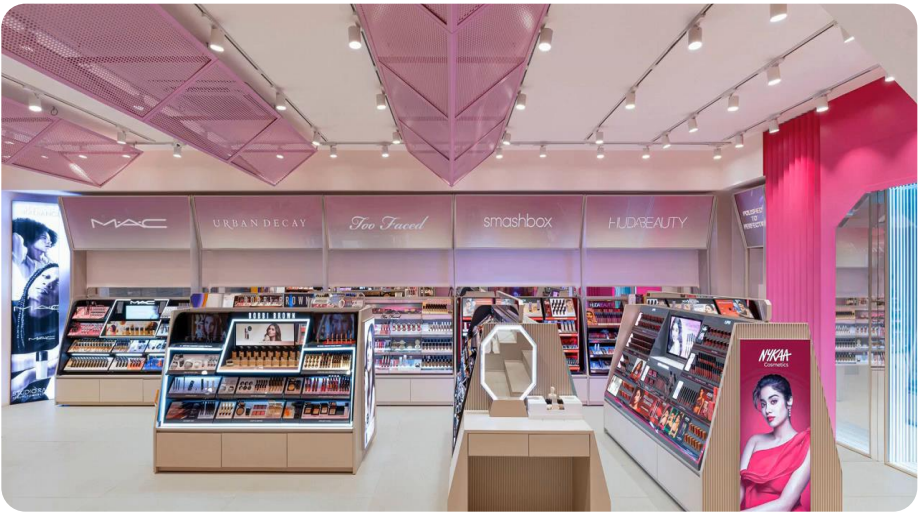
New Age & D2C brands growing far ahead of category; even creating demand for newer sub-categories



# Nykaa Trendcast captures and showcases the latest beauty trends to millions of customers



Nykaa Luxe: Delivering a truly luxury omnichannel retail experience for our brand partners & customers



# Thank you to all our brands for years of true partnership

Unilever CEO – Hein Schumacher visit – Jan 2024



ELC CEO – Fabrizio Freda visit – Oct 2023



Amorepacific Chairman & CEO visit – Feb 2024



Beiersdorf CEO visit – Nov 2023



ULI Prestige CEO – Vasiliki Petrou visit – Jan 2024



L'Oreal President Alexei Perakis, CCO Fred Roze visit



Thank you to all our customers for their constant support and encouragement





TWENTY  
DRESSES



DOT & KEY



Nykd  
BY NYKAA



NYKAA  
Cosmetics



Kay  
Beauty



gajra  
gang



KICA

NYKAA

House of Brands



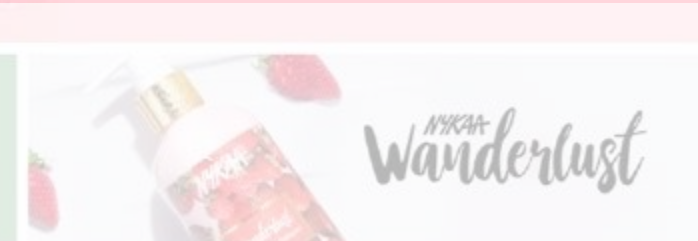
MIXT



likha



NYKAA  
NATURALS



NYKAA  
Wanderlust



NYKAA  
SKINRX



NYVEDA  
POTENT AYURVEDA



earth  
rhythm



## Our Vision

To build a Nykaa House of Brands that is founded on quality and trust, and focused on enriching the customer experience through the trendiest and high quality products



## Our Guiding Principles

### Consumer-Centric Propositions

*We will solve customer needs and wants, build brands on consumer love*

### Build for long-term endurance

*Our actions will be strategic and sustainable for the long-term*

### High Quality, Always

*We will only launch products of the highest quality*

## What We Are Doing

## How We Will Do It



**Supercharging our scaled-up brands**



- *Consistently achieve top 5 category share for each scaled up brand*



**Investing in high potential segments through our up-and-coming brands**



- *Investing in athleisure via 3 brands*
- *Focusing both on large sub-categories like derma skincare and niches like Ayurveda*



**Expanding omnichannel – aggressively but sustainably – on Nykaa and beyond**



- *Continue to be present in all new Nykaa Beauty Stores (187 as on March 31, 2024)*
- *Grow profitably in GT outlets across beauty and fashion (8k+ doors today)*

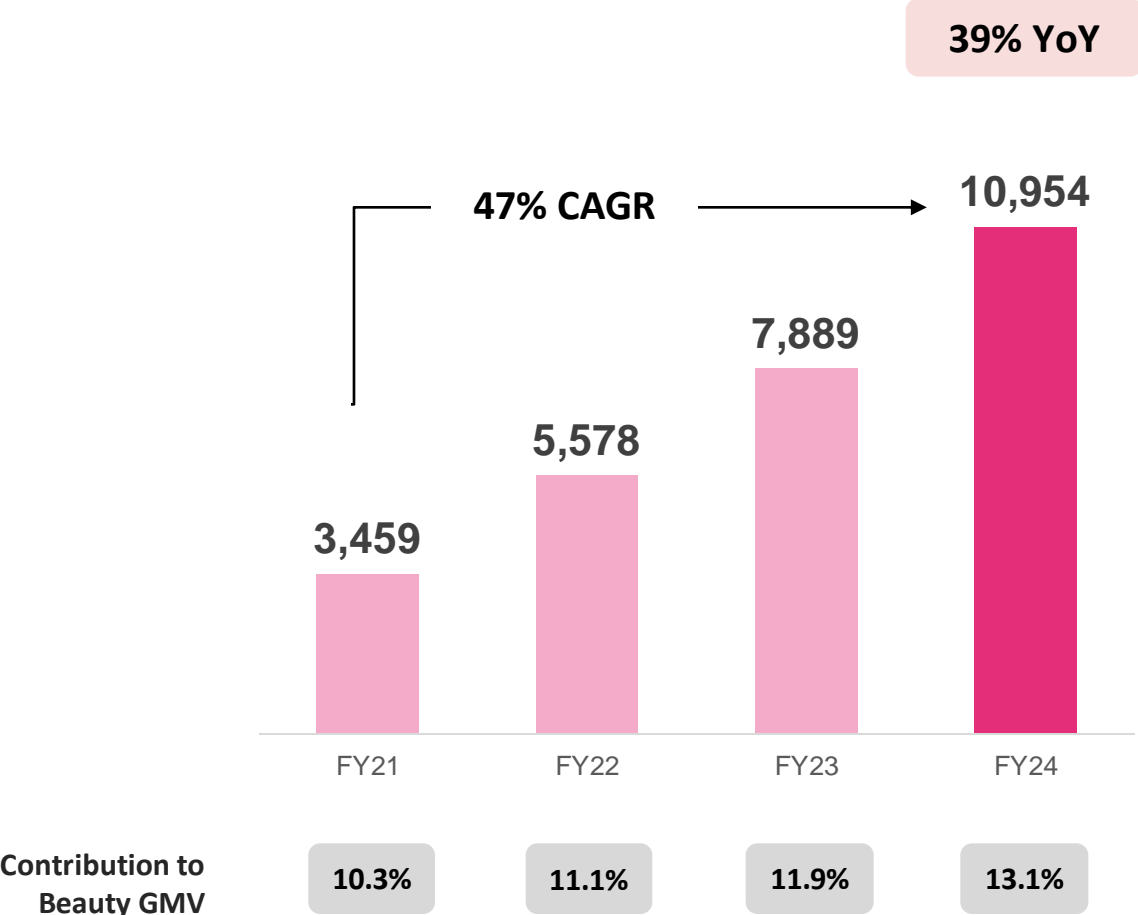


**Acquiring the right customers and driving loyalty through brand love**



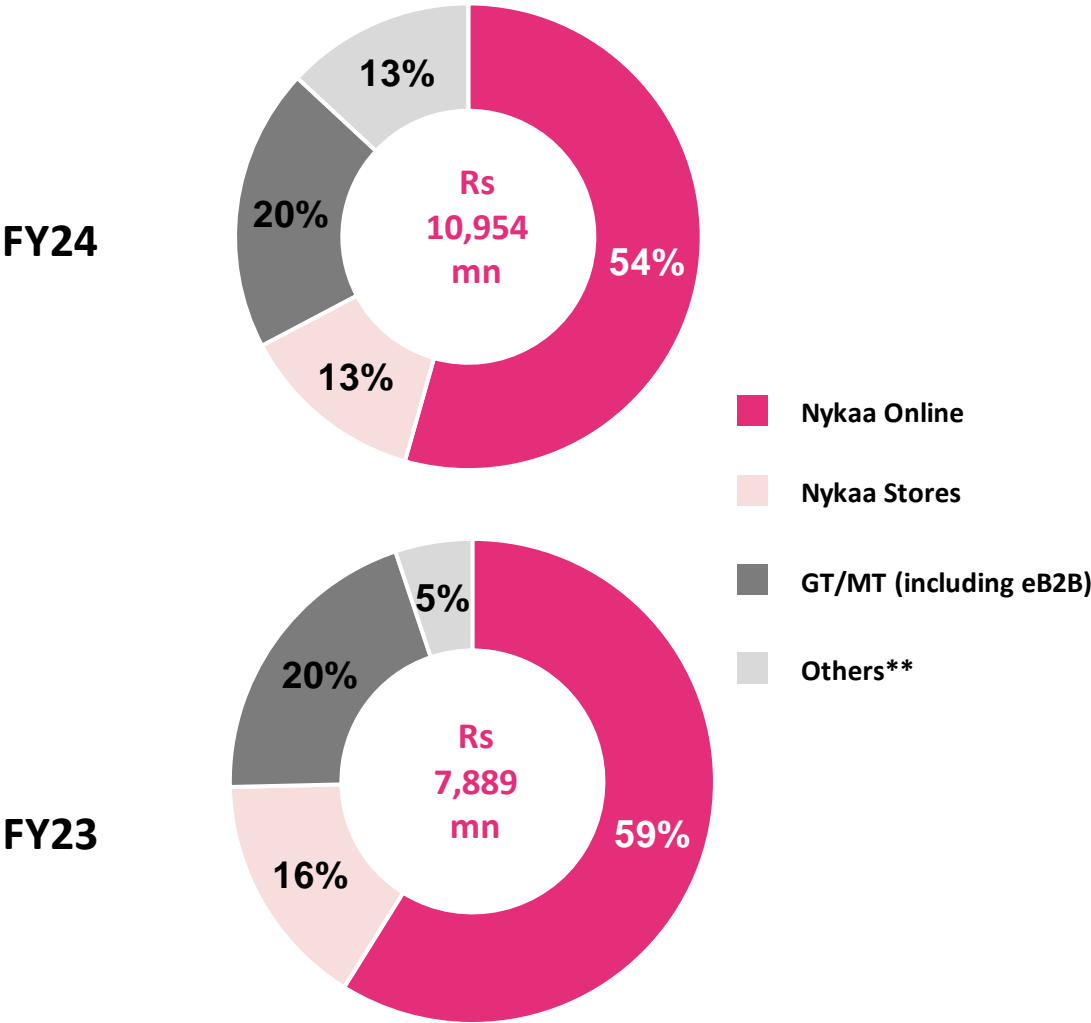
- *Investing more in brand building*
- *Targeting carefully curated customer cohorts to aim for higher retention*

GMV\* of Beauty owned brands (Rs mn)



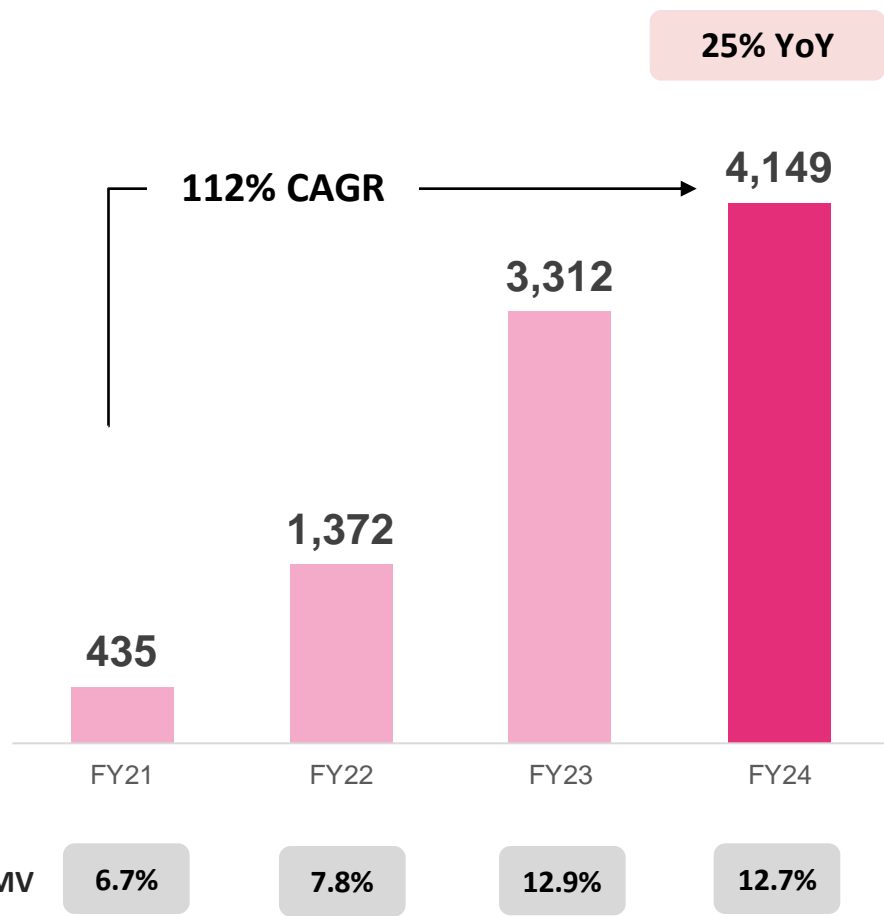
\* doesn't include GMV/NSV of Earth Rhythm, as company holds a minority stake in the brand  
\* \*Others primarily includes other online marketplaces

GMV Channel Mix

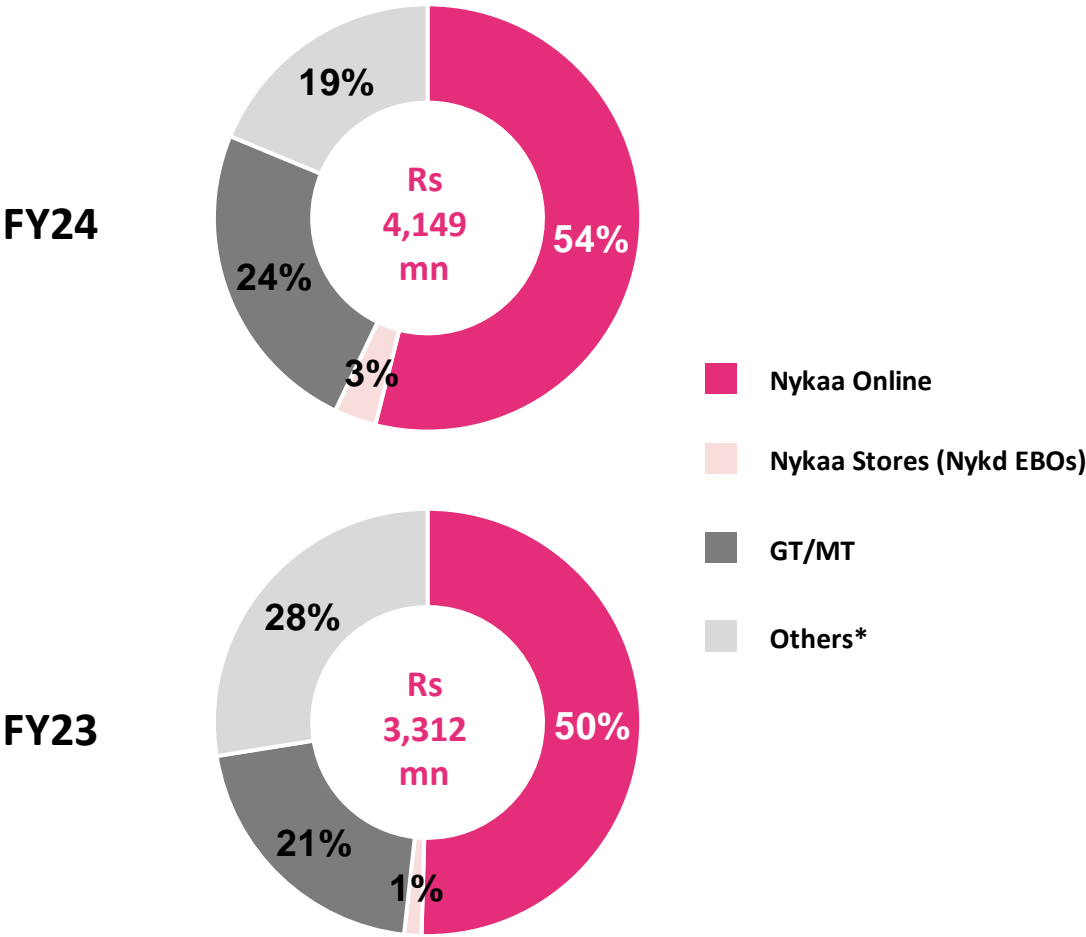


Wide penetration across multiple channels

GMV of Fashion owned brands (Rs mn)



GMV Channel Mix



Reaching customers across different touchpoints

\* Others primarily includes other online marketplaces

Many of Our Brands Have Already Achieved Scale

	BPC	FASHION
~Rs 6 bn*	DOT & KEY	
Rs 3 bn+*	NYKAA Cosmetics	
Rs 1.5 bn+*	Kay Beauty	XX TWENTY DRESSES Nykd BY NYKAA
Up & coming Brands	NYKAA NATURALS Wanderlust NYVEDA™ NYKAA SKINRX NYKAA PERFUMERY earth rhythm	KICA gajra gang MIXT likha

\* Q4FY24 Annualized GMV run rate

## ★★★ Strong Brands with Consumer Love

- 9 brands across 5 key categories
- 5 of our brands have top 10 category shares<sup>1</sup>



## Market Leading Distribution



- Immediate reach to **c.25mn customers** on Nykaa.com
- Strong and growing Nykaa Retail presence at **187 locations across 68 cities**
- **40+ EBOs** across cities
- Access to **1.95lac retailers across 1k+ cities** through eB2B



## An Innovation Powerhouse

- **50+** dedicated innovation team members
- **100+ products** launched in FY24

# Beauty: We Have Developed Strong Brands in All Major Categories

Over time, we have built brands in all key market segments and our ecosystem will enable us to scale focus brands rapidly

Category	Category Share of Platform	2015	2016	2017	2018	2019	2020	2021	2022	2023
Makeup	1/3 <sup>rd</sup>	<b>NYKAA</b> Cosmetics				<b>Kay</b> Beauty				
Skincare	1/3 <sup>rd</sup>							<b>NYKAA</b> SKINRX DOT & KEY	<b>earth</b> rhythm	
Hair				<b>NYKAA</b> NATURALS						<b>NYVEDA</b> <sup>TM</sup>
Bath & Body	1/3 <sup>rd</sup>									
Fragrances					<b>NYKAA</b> PERFUMERY					

Scale brands built early in Nykaa's original core segment

Significant scale up of presence in fast growing skincare market

Investing in scaling brands in high potential segments

**NYKAA**  
Cosmetics

## pH Lip Gloss



**Kay**  
Beauty

## Lip Oil



**NYKAA**  
NATURALS

## Rosemary Hair Range



### Launch Month Impact

- ✓ **#1 product** in lip gloss<sup>1</sup> & **#3 in lips** category overall
- ✓ **20m+** organic online reach
- ✓ **1.2x surge** in overall brand search volume

- ✓ **Sold out on day 1<sup>1</sup>**
- ✓ **5m+ organic reach** from **Katrina Kaif** post
- ✓ **20m+** online reach

- ✓ **Top 5 rosemary shampoo<sup>1</sup>**
- ✓ **10m+** online reach

## ★★★ Strong Brands in Scale Markets

- Nykd is the **#1 lingerie brand**<sup>1</sup>
- Strong presence in **western wear** at **~10% category share**
- **5 brands** consistently in **top 30 brands** on platform



## Growing & Diverse Distribution

- Immediate reach to **6mn+ transaction customers** on NF.com
- Significant sales volume from off-platform offline and online channels
- **6 D2C websites**
- **15+ EBOs** across cities
- Presence in **1,500+ GT doors**



## Differentiated Assortment Mix

- Top brands considered a **design differentiator** for the platform
- Leveraging **key platform insights** to curate winning assortments

# Fashion: We Have Expanded Into Both Large and Trending Categories

We have expanded into categories keeping in mind our key demographic and their evolving shopping habits

Categories	Women's Western Wear	Indian Wear	Lingerie	Athleisure	Jewellery, Accessories	Bags, Footwear
FY20						
FY21	RSVP					RSVP
FY22						
FY23						

**20 Dresses is a Top 3 Western Wear brand on Nykaa Fashion**

**Nykd is the #1 lingerie brand on Nykaa Fashion**

**We are investing in the athleisure trend organically and through acquisitions**

# Fashion: Driving Excitement Through Brand Collaborations



RSVP X LISA MISHRA



GG X Rishi & Vibhuti



RSVP X Nikita Mhaisalkar



GG X Mahima Mahajan

# DOT & KEY

## Summer Moisturizer Pick

			
<b>VITAMIN C MOISTURIZER</b>	<b>BARRIER REPAIR GEL</b>	<b>CICA DAY MOISTURIZER</b>	<b>BARRIER REPAIR CREAM</b>
<ul style="list-style-type: none"><li>Boosts Skin Glow</li><li>Normal, Oily &amp; Combination Skin</li></ul>	<ul style="list-style-type: none"><li>72HR Non-Stop Hydration</li><li>Oily &amp; Combination Skin</li></ul>	<ul style="list-style-type: none"><li>Targets Acne Breakouts</li><li>Oily, Acne-Prone Skin</li></ul>	<ul style="list-style-type: none"><li>Boosts Skin Barrier</li><li>Dry, Normal, Sensitive &amp; Combination Skin</li></ul>



**NYKAA**  
Cosmetics



Kay  
Beauty







Nykaa  
BY NYKAA



TWENTY  
DRESSES



**gahan**

**iykyk**  
IF YOU KNOW YOU KNOW

  
**KICA**

**MIXT.** 

# DOT & KEY

## SKINCARE



# Brand Overview



## Fruit Powered, Effective Skincare Brand

Dot & Key *offers differentiated skincare solutions that are effective, safe, and fun to use specially designed for late millennials and Gen Z.*

We aspire to make everyone feel the *best version of themselves by strong display of innovation, creativity & honesty.*

**ARR (GMV)\***  
**Rs. 600 Cr+**

**Estd. in**  
**2018 June**

**100+**  
**Member Family**

\*Q4FY24 Annualised



# Wide Product Portfolio



**SUNSCREEN**

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**MOISTURIZER**

---



**LIP BALM**

---



**FACE WASH**

---



**SERUMS**

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**100+ SKUs spread across 8+ categories**

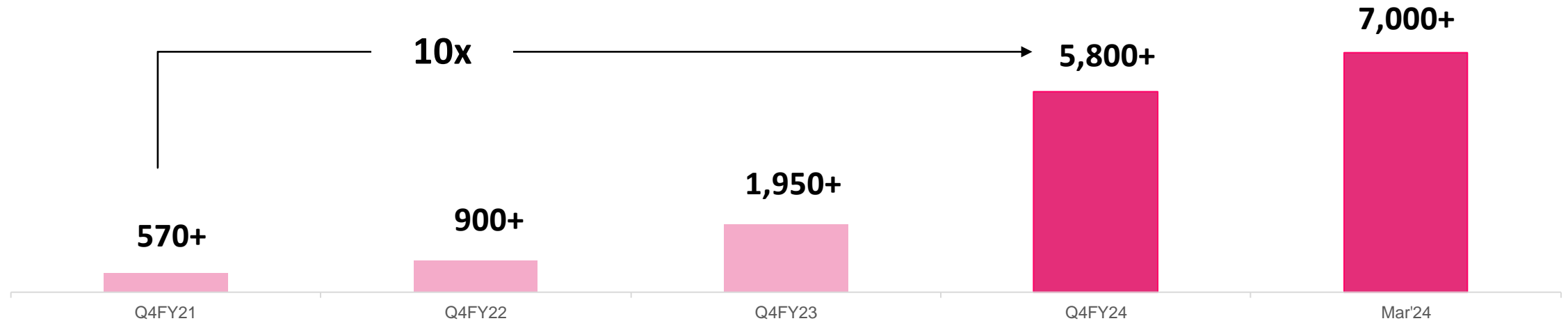
**Top ranked in most marketplaces**

**70% female shoppers across Tier I, Tier II, Tier III cities**



# Brand Growth

Annualized GMV run rate (Rs mn)



Achieved milestone of ~Rs. 600 cr ARR in Q4FY24

Profitable since Jan 2023



# Award & Recognition

## Product Awards



## Brand Recognition



**Dot & Key's new face serum will make your skin brighter, smoother and blemish-free**



**GRAZIA**.co.in

**Dot & Key: The Skincare Brand On Our Radar Right Now**

**VOGUE**  
INDIA

BEAUTY

**8 new Indian skincare and haircare brands that you need to add to cart**

The freshest names on the block

BY ANJAN SACHAR

Dot & Key



*Recognized by prestigious names like **Vogue**, **Grazia**, and **Elle**, alongside our triumph at the esteemed Nykaa Femina Beauty Awards 2022, Dot & Key stands as the epitome of excellence and innovation.*



**How we did it?**

# Differentiated quality products



## Water light Vit C Sunscreen

*Sunscreens typically are oil based and are heavy on the skin. Consumers needed a product that protected them but was super light on their skin.*



## SPF Based Lip Balm

*First to launch SPF Lip Balm. Lip has the thinnest layer of skin on your face and needed sun protection too.*

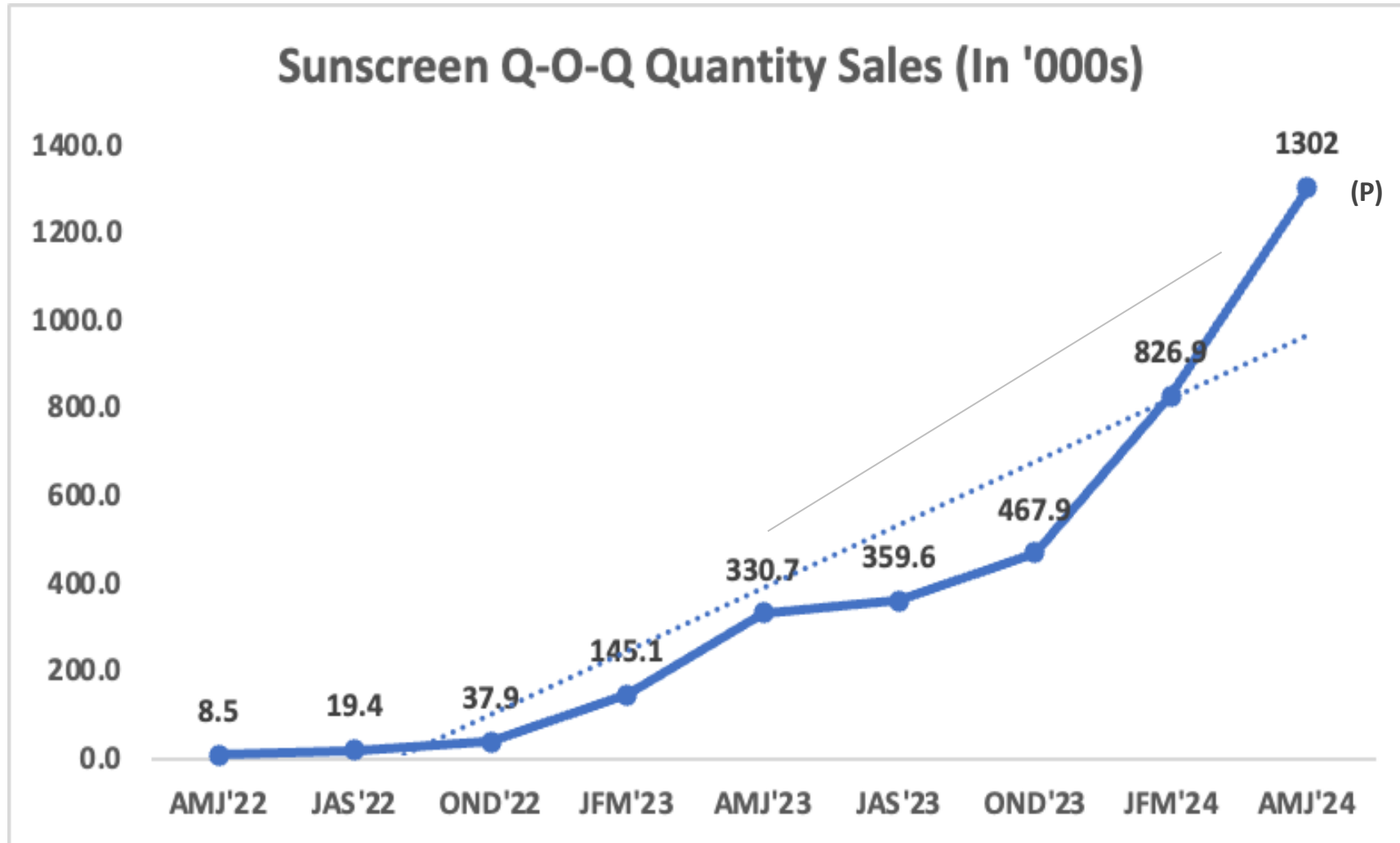


## Cooling Watermelon Sunscreen

*Sunscreens are most used in the hottest time of the year. Consumers needed a sunscreen that'd give them protection but also provided cooling.*



# Dot & Key Sunscreen growth



*Dot & Key sunscreen sales (qty)*



# Unique clutter breaking packaging



Our **vibrant, hat-capped packaging** has become a standout feature in the market, drawing attention and fostering brand loyalty. The **colorful design not only makes our products easy** to identify but also adds a fun element that appeals to our target audience.



# First, Always First - Preempting CX Needs



**Maximising First Mover Advantage** - Being *first to market with products like SPF 50 lip balms and barrier repair range*, has enabled Dot & Key to preempt and solve for consumer needs even before they themselves realise.



# Listen to the customer - Taking Feedback Seriously

## Reviews with images



**4.3/5** Overall Rating  
17892 verified ratings

Write a review and win 100 reward points !

[Write Review](#)

## Photos From Customers



Top reviews ▾

## Top reviews from India



Proteeti B.

★★★★★ **Non-oily, very comfortable**

Reviewed in India on 6 June 2024

Size: 50 g (Pack of 1) | **Verified Purchase**

I am on my second bottle now. This is a lovely sunscreen - I have very oily skin, but even in high humidity, this does not feel sticky or oily. There's zero white cast, and my skin stays smooth and hydrated all day. Easily the best Dot and Key product.

## Most Useful Review



Divya Sapare

✓ Verified Buyers

5 ★

22/10/2023

"Dot & Key Vitamin C "

I really like the Packaging of this Product. It's cute & Apt. Talking about the Product's result, it did wonders to my skin. It reduces my dark spots, Dullness, Pigmentation ...[Read More](#)



**Obsession with Consumer** - High value to reviews & ratings. Constantly interacting with the consumer and continuously solving for all their pain points.



# Frugality at the Core of the brand



By prioritizing *cost-effective strategies and prudent resource management*, we've have managed to *reduce 5-7% cogs* against industry standards.




# Focusing on Deeper Categories, Depth > Width

**BESTSELLERS**


SUNSCREENS   **MOISTURIZER**   SERUMS   FACEWASH   COMBOS

**BESTSELLER**



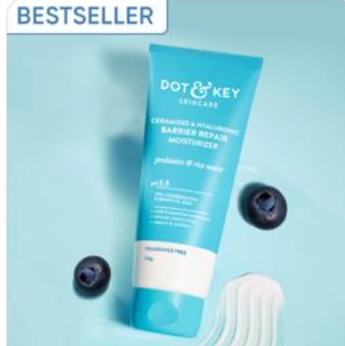
**Vitamin C + E Moisturizer**  
Makes Skin Glow  
★ 4.8/5 (789)  
60ml   Pack of 2 (25ml x 2)  
**Rs: 495**  
ADD TO CART

**BESTSELLER**




**72 HR Hydrating Gel Moisturizer + Probiotics**  
Oil-Free Hydration  
★ 4.8/5 (560)  
60ml   25ml  
**Rs: 495**  
ADD TO CART

**BESTSELLER**



**Barrier Repair Face Moisturizer with Ceramides**  
Repairs Skin Barrier  
★ 4.9/5 (284)  
175gm   100gm  
**Rs: 599**  
ADD TO CART

**BESTSELLER**



**Retinol + Ceramide Night Repair Cream**  
Delays Skin Ageing  
★ 4.8/5 (407)  
60ml  
**Rs: 695**  
ADD TO CART

*Knowing what not to do is more important than knowing what to do* - Pareto Approach is in D&K DNA. 80% focus on 20% SKUs driving majority business.



# Flexibility in approach

What took us from 0-1 may not necessarily take us from 1-10 or 10-100. So, **agility of thought leadership is core in sustainable growth of the brand.**

FILTER BY

PRODUCT TYPE

- ☐ Combo (14)
- ☐ Lip Balm (8)
- ☐ Sunscreen (8)
- ☐ Lip-Duo (1)

CATEGORY

SKIN TYPE

- ☐ Combination Skin (12)
- ☐ Dry Skin (5)
- ☐ Oily Skin (14)

SKIN CONCERN


PRICE

AVAILABILITY

SHOWING 31 RESULT(S) FOR "SUSNSCREEN"


SORT BY RELEVANCE

JUST IN




**Barrier Repair Sunscreen, SPF 50+**  
Protects & Hydrates  
★★★★★ (28)  
80g 50g  
**Rs. 445**  
ADD TO CART

JUST IN



**Swim + Sports SPF 50 Sunscreen**  
180 Mins Water Resistant  
★★★★★ (12)  
50g  
**Rs. 495**  
ADD TO CART

BESTSELLER



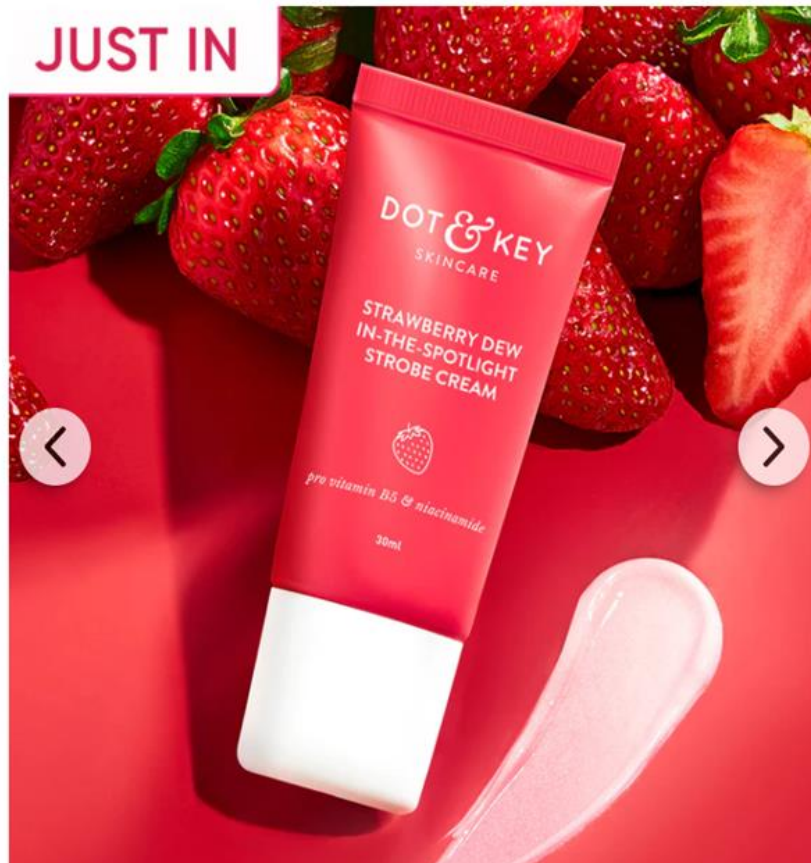
**Vitamin C + E Sunscreen, SPF 50+ PA++++**  
Water-Light Fluid  
★★★★★ (470)  
80g 50g  
**Rs. 445**  
ADD TO CART

*Next year people are going to search for sunscreen based on their skin type so preempt & harness that*



# All in or nothing

**Being number 1 is the only option** - Category interventions/expansions is always be thought through and success plans into categories is well defined from day one.



## Strawberry Dew Strobe Cream

Boosts Radiance

Moisturizes

Non-Greasy

ALL SKIN TYPES

★★★★☆ [27 reviews](#)

**Rs: 345.00** Inclusive of All Taxes

30ml

— 1 +

ADD TO CART

Within the first 30 days of launch we make up our mind if we want to take this product to top ranks



# Perfection in approach



*62 trials of sunstick*



*Final Prototype*



*Final Product*

At Dot & Key, our obsession with perfection drives our success. From **meticulous product formulation and trials to exceptional customer service**, we ensure every detail is flawless to make sure we constantly **deliver VALUE**. 60+ iterations of the sunscreen stick before we launched it in the market.



# Key Highlights



***Built Sunscreens in <15 months to top 3 rank on the internet across all key marketplaces***



***>50% repeat customers\****



***Among top skincare brands on Nykaa.com***

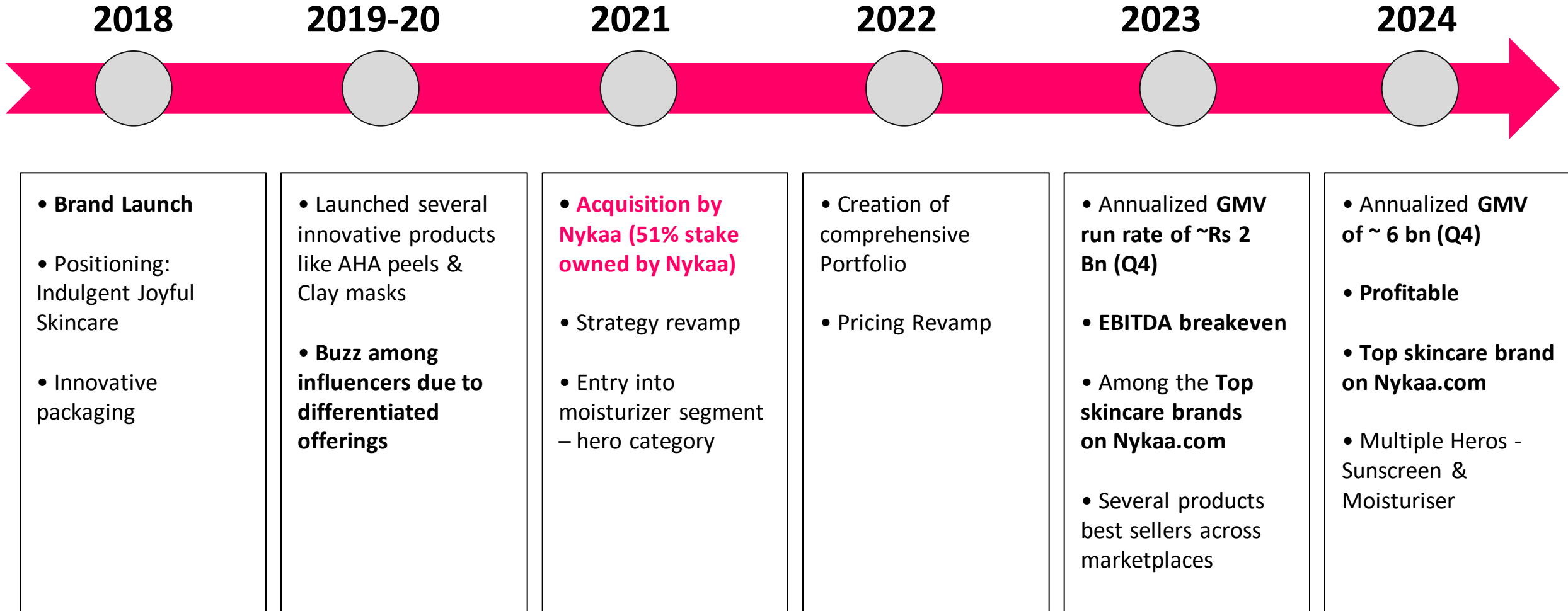


***Top 3 in moisturiser across marketplaces***

*\*Repeat consumers on brand website*



# Journey



**Ambition: Become a Rs 10 bn+ brand by 2026**

Forward looking statements are subject to inherent risk and the Company, therefore, cannot guarantee that they shall be realised.



**Way Forward**

# Strong innovation funnel

While core categories have strong growth momentum, New launches contributed **~ 30% of Net Sales Value in FY23-24.**



# Investing in Technology, R&D & Creativity



*Dot & Key R&D Lab*



*Dot & Key Inhouse Studio*

Our commitment to technology, R&D and creativity drives innovation, enabling us to ***develop advanced best in class skincare solutions that meet evolving consumer needs.***



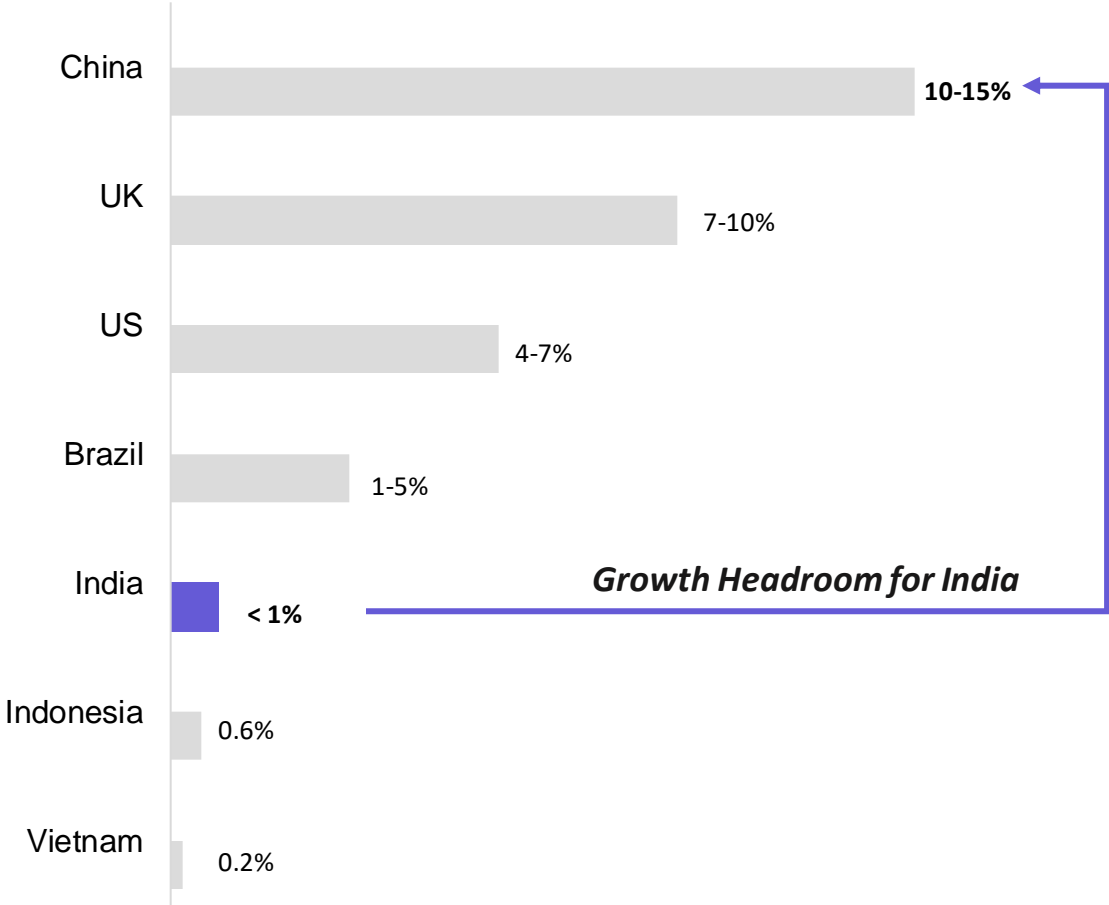
# SUPER STORE

BY NYKAA

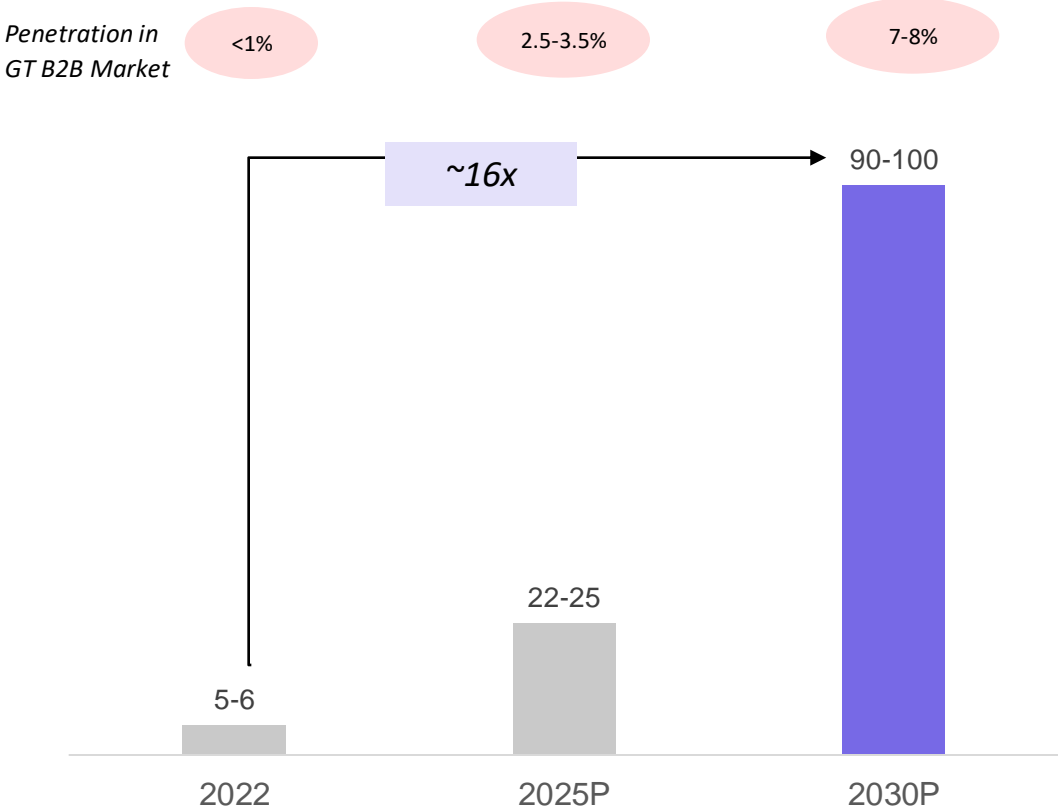
Serving the Underserved via Technology

# e-B2B Is Large Addressable Opportunity

eB2B Penetration (% of overall B2B retail, 2022)



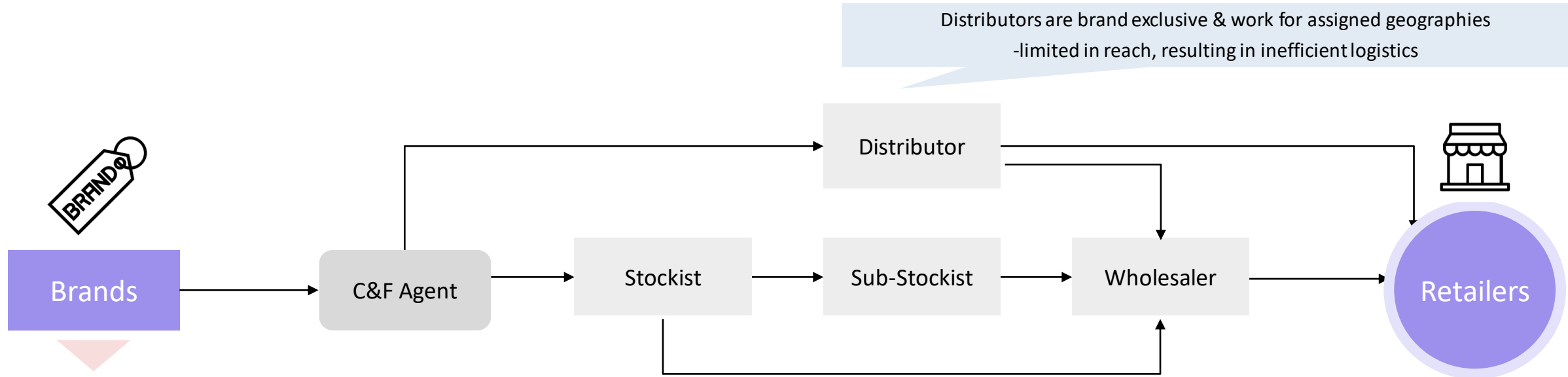
India eB2B Market (GMV) – USD Bn



**BPC Unorganized market a \$11-12 Billion market**

\* Source: Redseer 2022 Report & June 2023 Report on e-B2B landscape

# Traditional Retail Distribution Suffers From Many Inefficiencies



## DTC/ Challenger Brands

- ! No ready distribution access

## Large FMCG Brands –

- ! Over reliance on Top SKUs
- ! Inefficient supply chain adding cost
- ! Distributor attrition
- ! No feedback loop to capture consumer insights

- ! Limited access to new brands/assortment
- ! Lack of Credit
- ! Opaque pricing in wholesale markets
- ! Inefficient supply chain adding to cost
- ! Hassle of managing multiple distributors
- ! Retailers lack market intelligence & trends

## SuperStore – Serving The Underserved Via Technology ...



*Leverage technology to improve earning potential, drive efficiency & disrupt the traditional distribution*



## ... And Helping Grow The Entire Beauty Ecosystem

### Nykaa

Enables to cover full stack in BPC –  
**Online & Offline** – Offline continues to  
be the largest market

Strengthen **value proposition** for  
brand partners

More customers to beauty funnel

### Brand Partners

Democratize access to distribution  
for D2C brands

Premiumization and enable top up  
purchase for FMCG brands

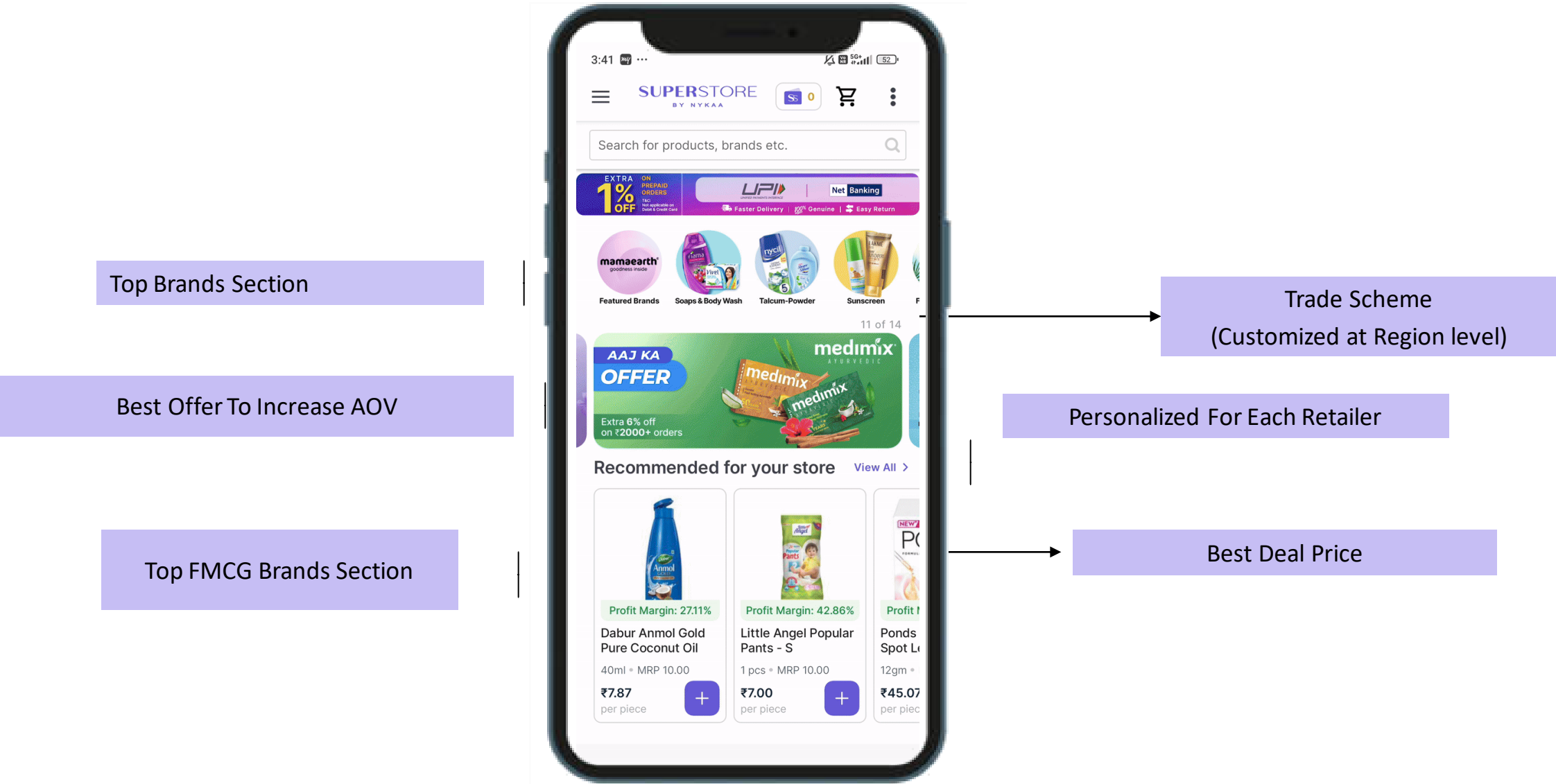
Nykaa with Online, Physical retail &  
Superstore becomes a one stop solution for  
all global brands

### Retailer

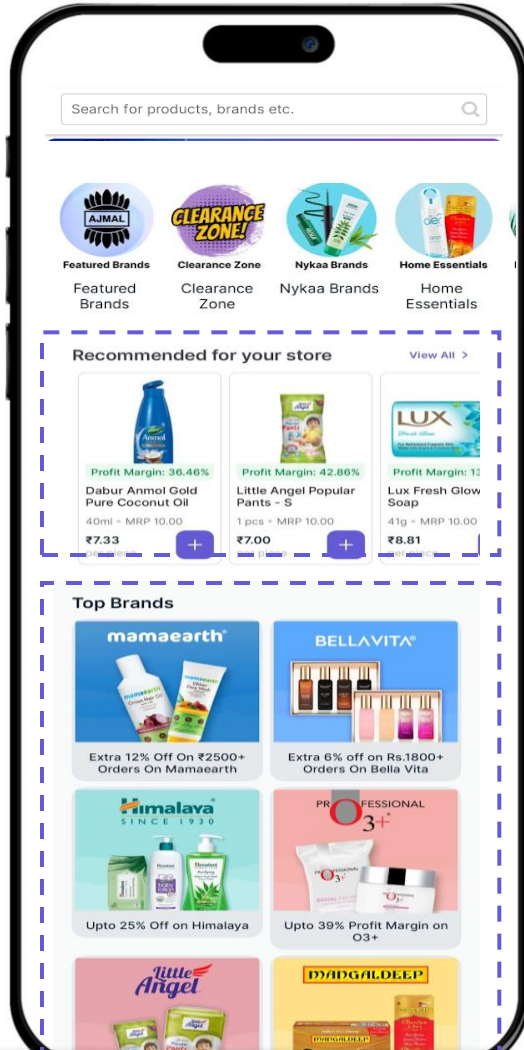
Wider Assortment – Access to  
premium/D2C brands

Leverage our B2C expertise  
to develop high margin  
beauty business for the retailer

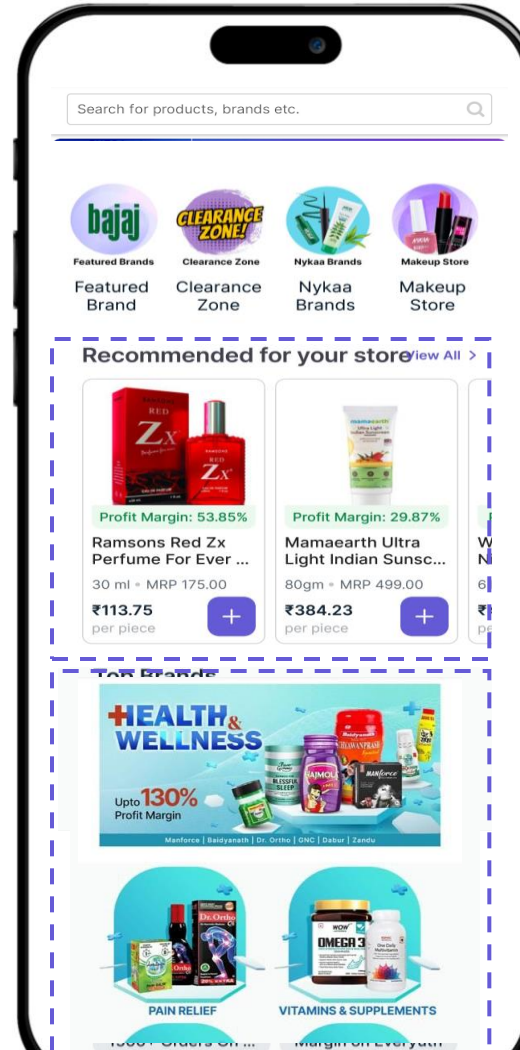
# Using Technology To Serve The Underserved



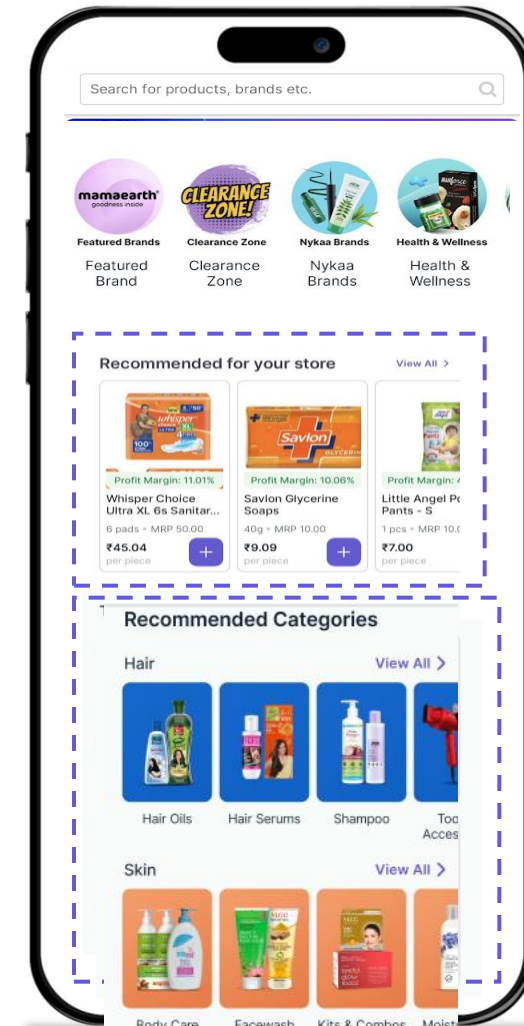
# Personalized App For Retail Partners – By Store Type



General Store



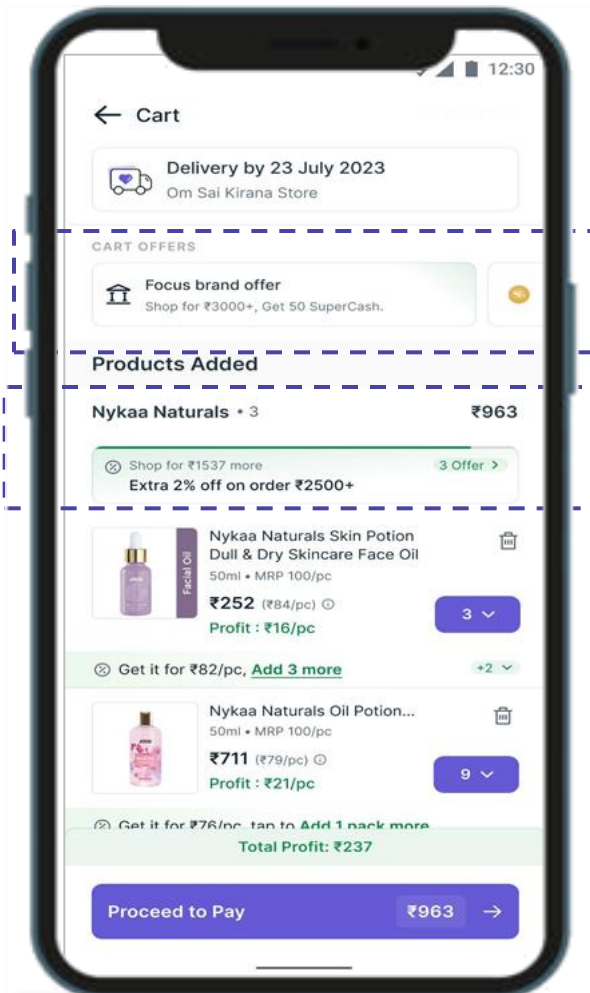
Beauty Centre



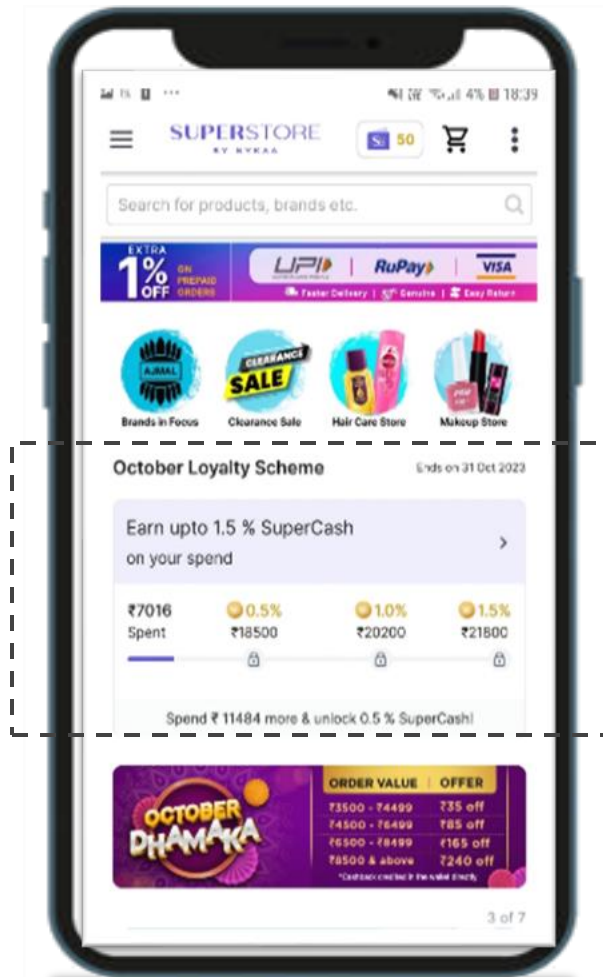
Pharmacy

# Serving The Underserved Via Technology (1/2)

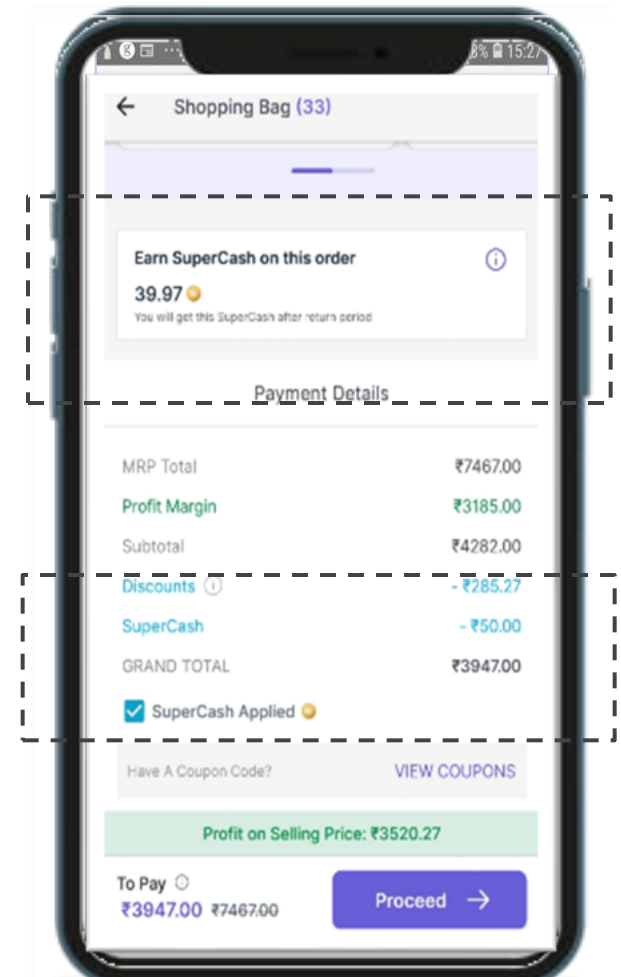
More Earning Potential For Retailers



Offer Assistance on  
Buying Journey



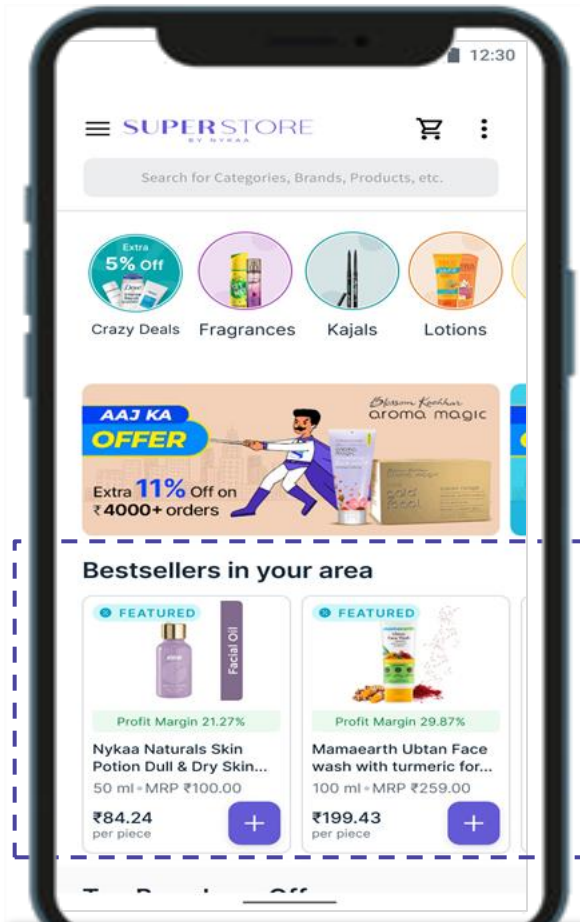
Loyalty Program



SuperCash & Wallet

# Serving The Underserved Via Technology (2/2)

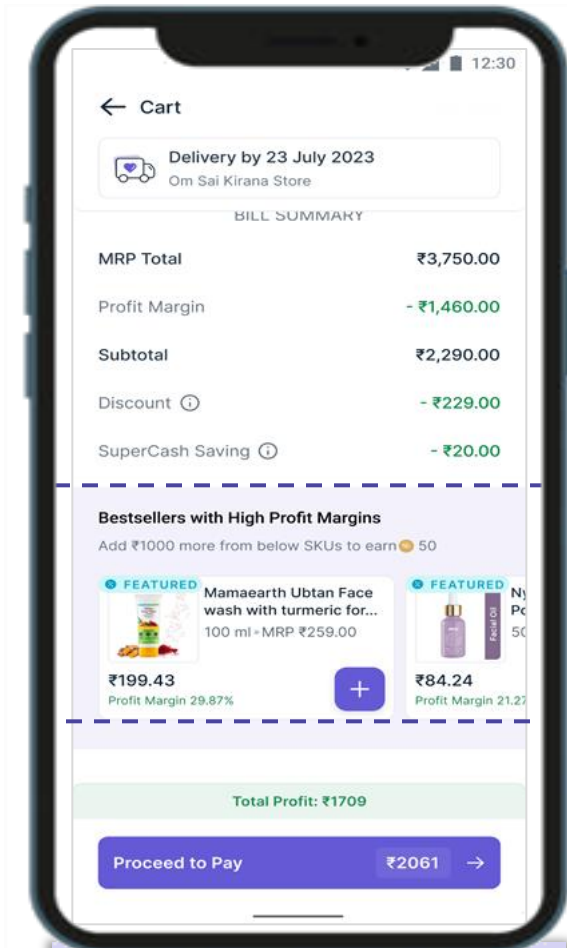
## Discovery of New Brands



Best Sellers in your area  
(Data from Nykaa B2C)

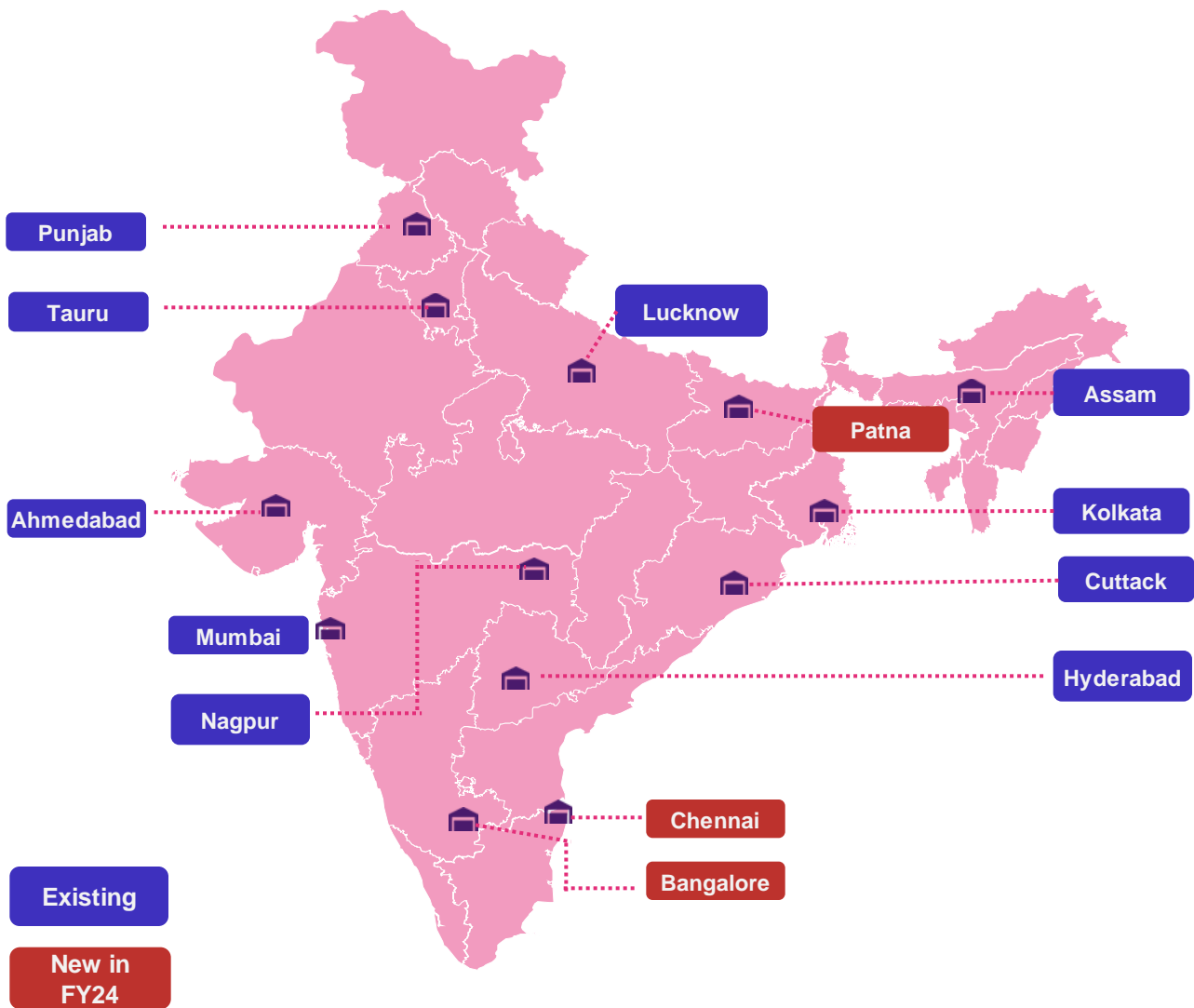


Personalised Widget



Recommendation on Cart

# We have established a Network of 13 Warehouses



Regionalization of warehouse to get closer to customer and create better experience

**13**  
Warehouses

**2.5 Lacs sq.ft**  
Warehouse capacity

**1,000+**  
Cities served

# Voice Of Customers Demonstrating Product Market Fit

★★★★★ 11 October 2022

This application and this super store are very good, its stuff is a number one And its customer support is very good: takes instant action i love it 😊 😊 😊 ❤️

15 people found this review helpful

★★★★★ 27 January 2023

Wonderful experience with thus app. Exclusive and Good range of products.

10 people found this review helpful

★★★★☆ 25 April 2022

I want more products overall it is a good app

1 person found this review helpful

★★★★★ 30 September 2023

Amazing App Many products are available in one platform and are at very good rate. The only problem of this app is that not all products are available. Kindly add more range of products.

29 people found this review helpful

★★★★☆ 13 April 2024

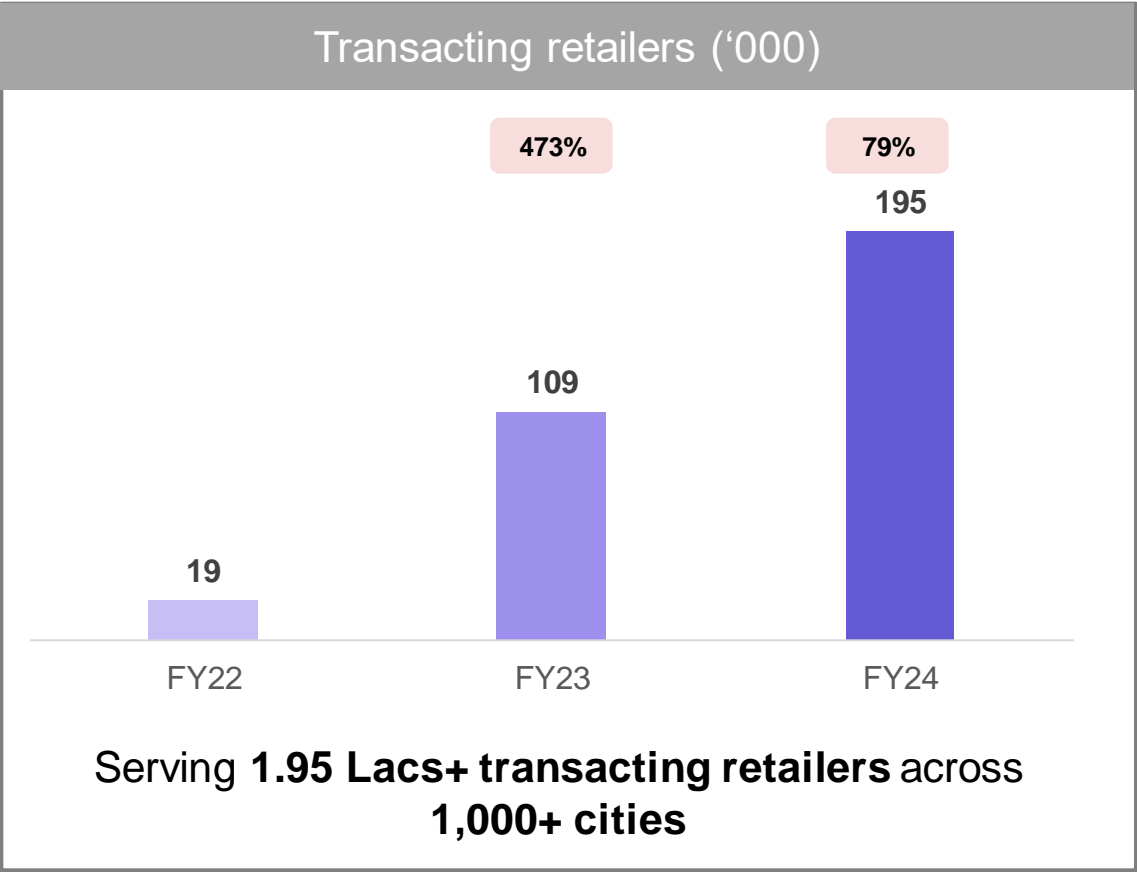
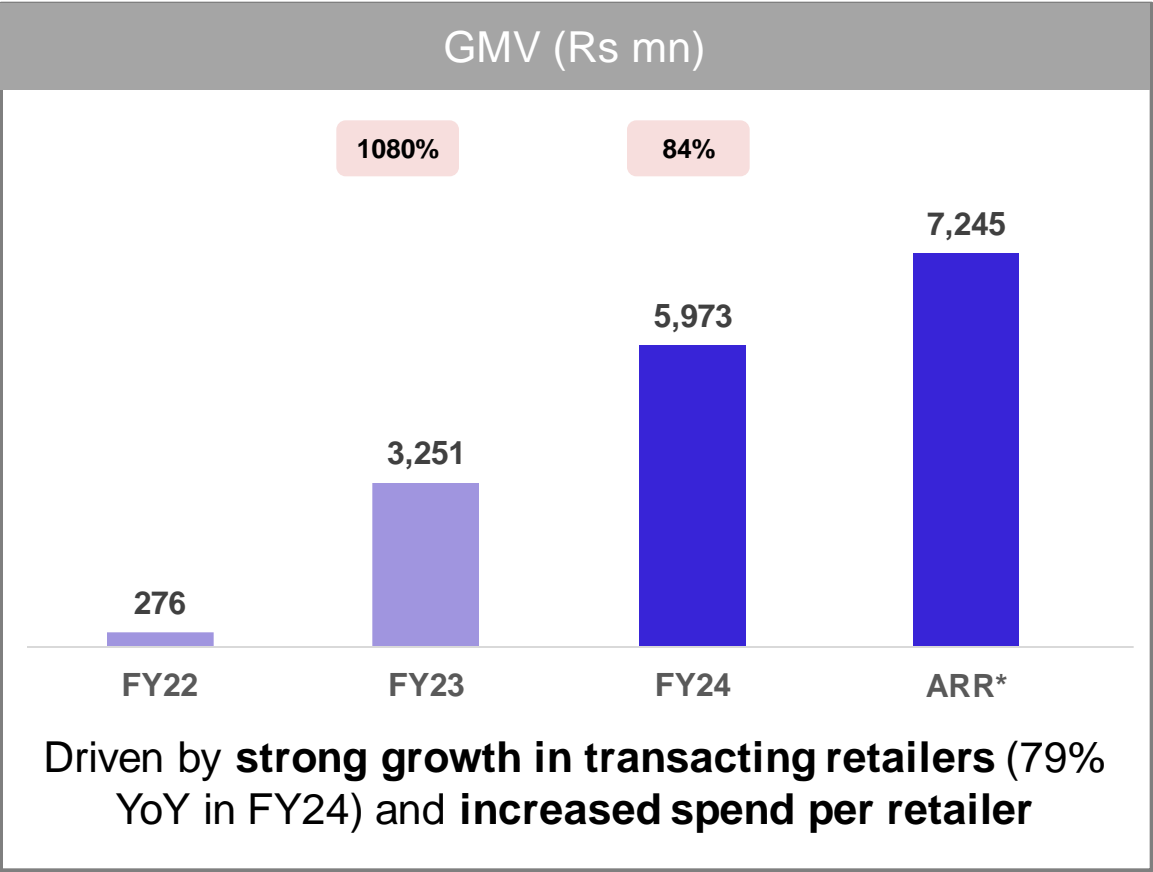
Facing issue for delivery

★★★★★ 4 June 2024

Nice service but some products always out of stock and i prefer explore more things like keep some more products

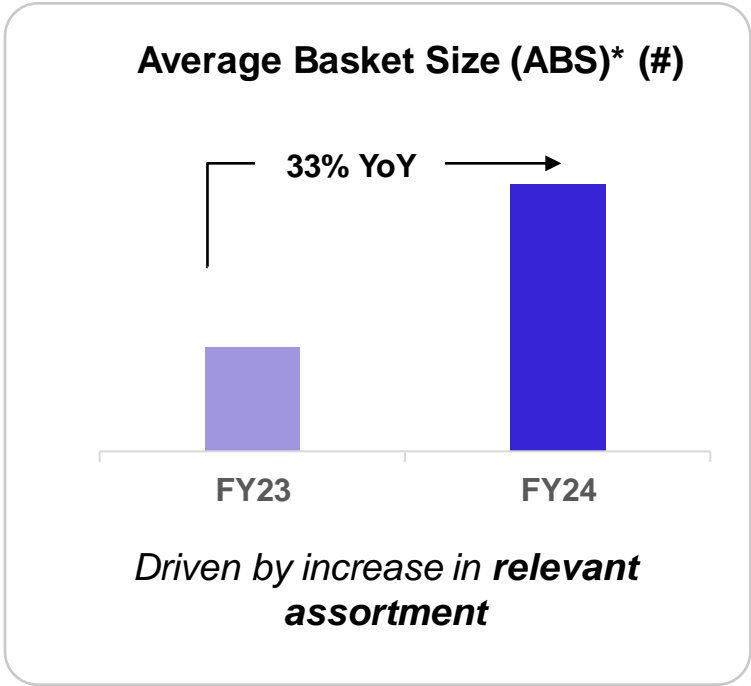
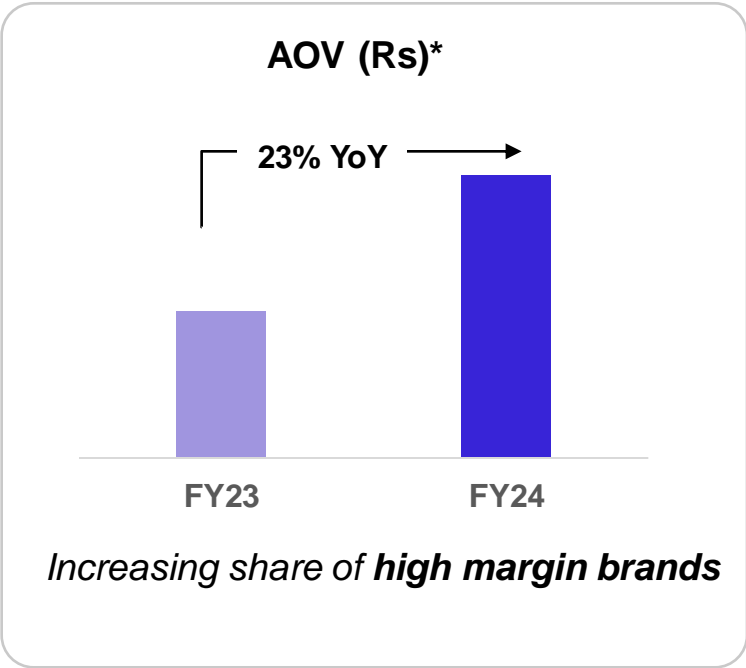
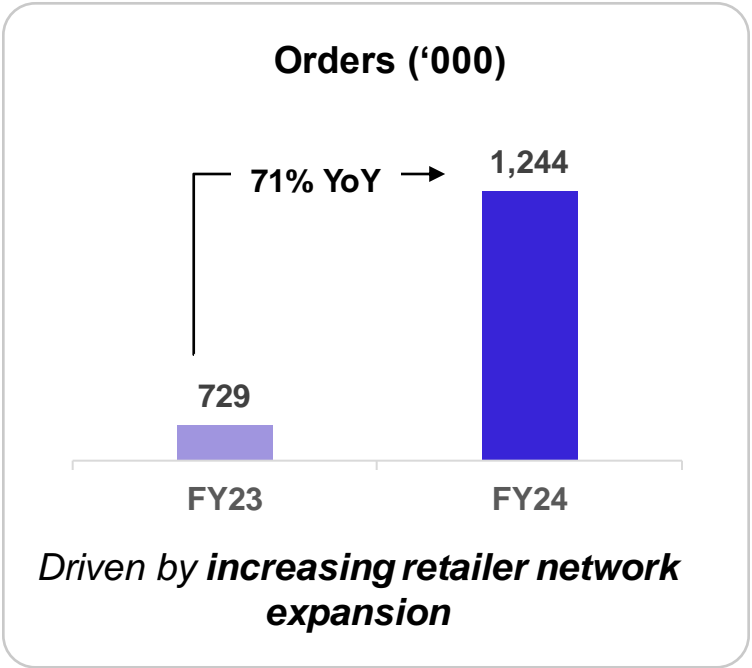


# Proven Product Market Fit With Rapid Scale



~**86%** of Sales from Tier 2+ Cities  
~**54%** Sales from Non- Kirana formats such as Beauty Centre, Pharmacy & Salons

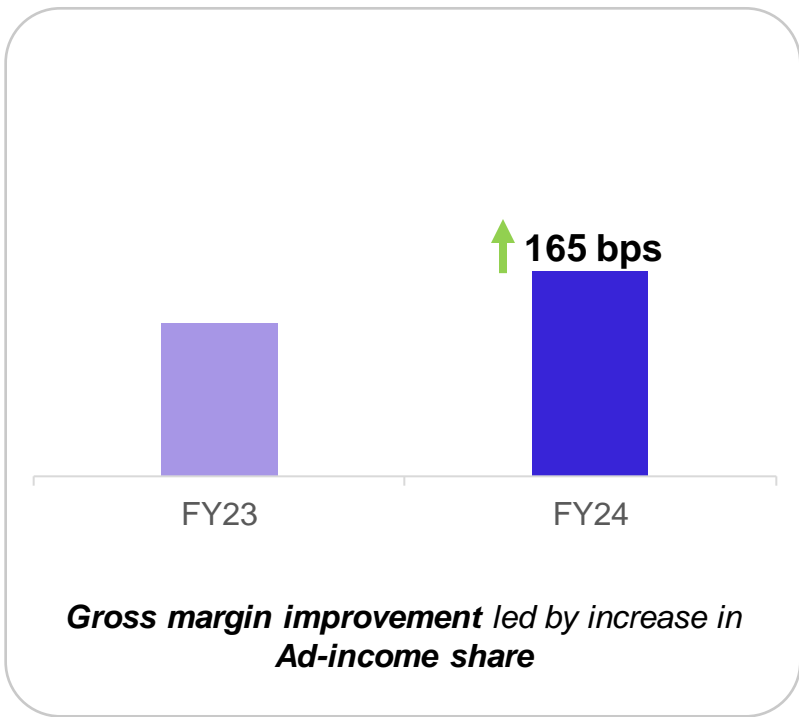
# Scaling up with improved Order Quality



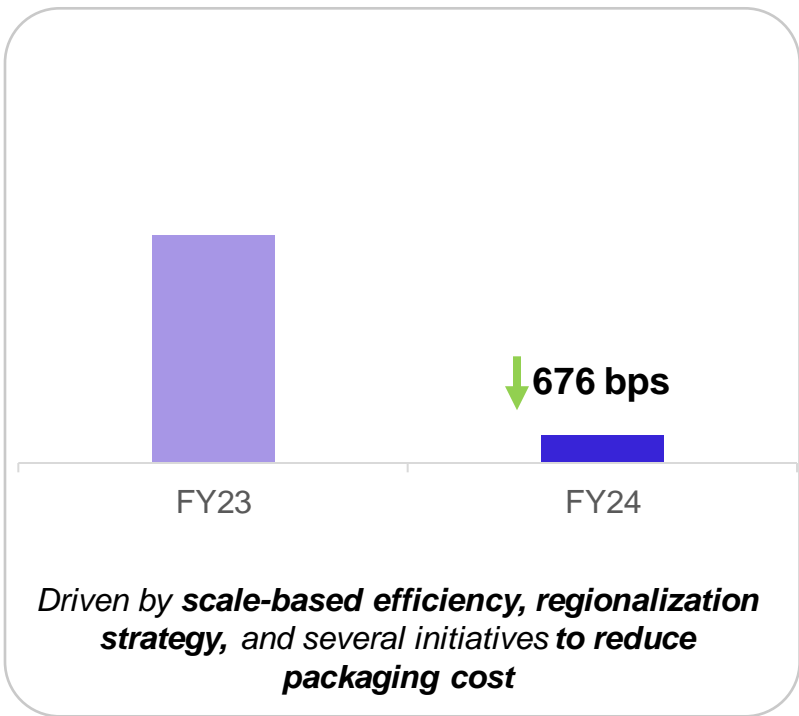
\* Q4FY24

# Scaling up with better unit economics

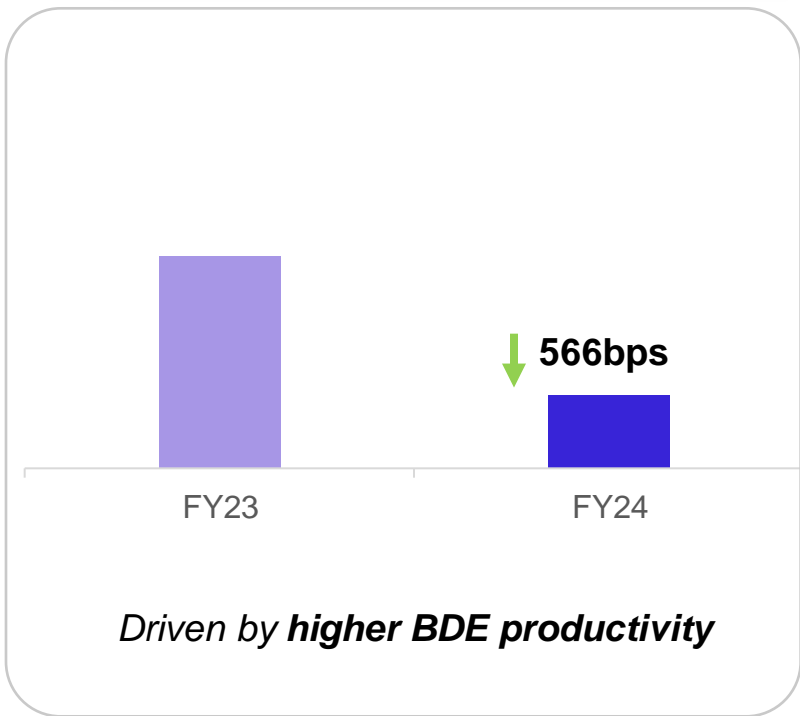
## Service Income



## Fulfilment Cost



## S&D cost



Contribution Margin improvement of **919 bps YoY**

# FY25 – Further Dialing Up Path To Profitability

---

***Gross Margin Improvement***  
*By Better Order Quality*

***Fulfillment Cost Improvement***  
*By Better Operational Efficiency*

***WH Cost Improvement***  
*By Optimizing WH Efficiency*

***S&D Cost Improvement***  
*By BDE Productivity*

# Gross Margin Improvement By Better Order Quality (1/2)



Drive higher share of platform for a focused portfolio of high margin brands/SKUs, via 360° approach – app, field sales, category, SC

### On-app Visibility & Differential Offering

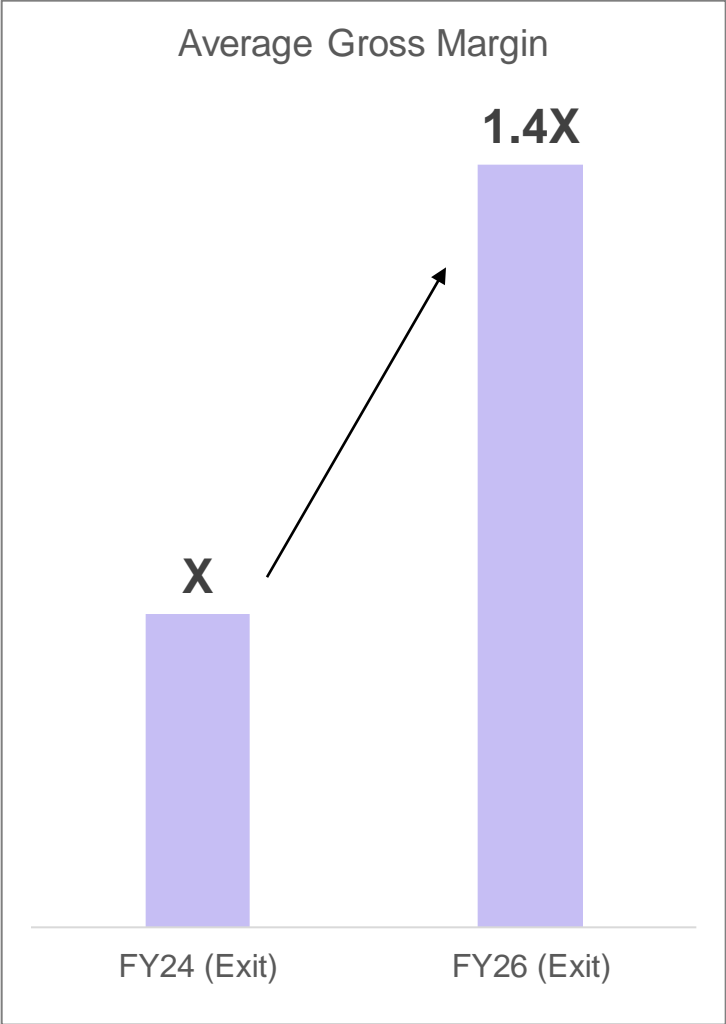
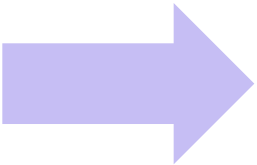
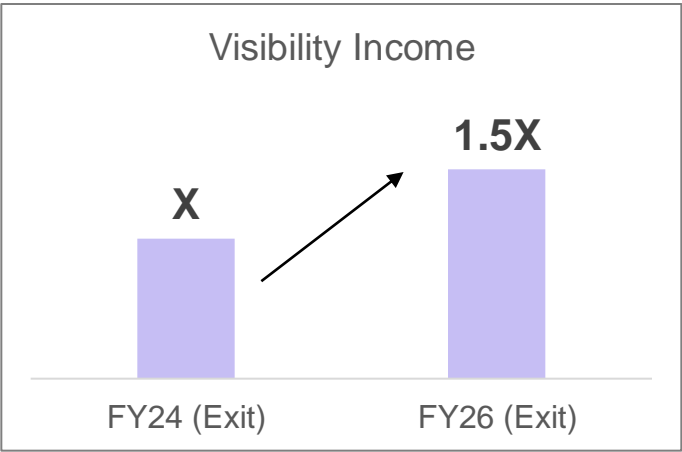
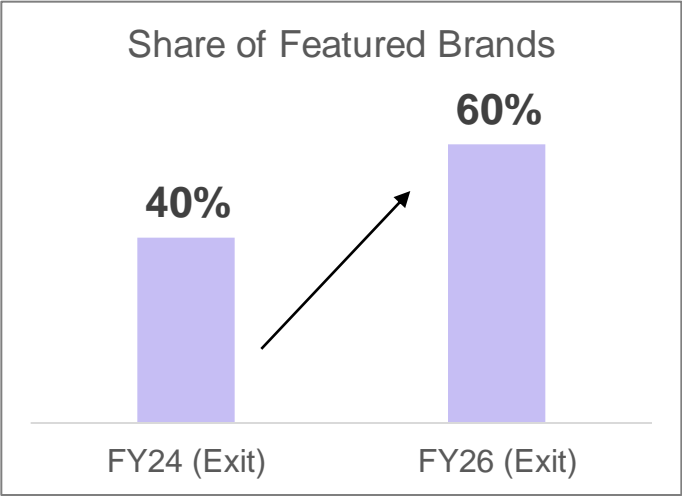
MRP/pc	Our Price/pc	Profit Margin/pc
₹599.00	₹461.23	29.87% (₹137.77)

Best Price from: ₹415.11/pc

### Tech Initiatives Planned

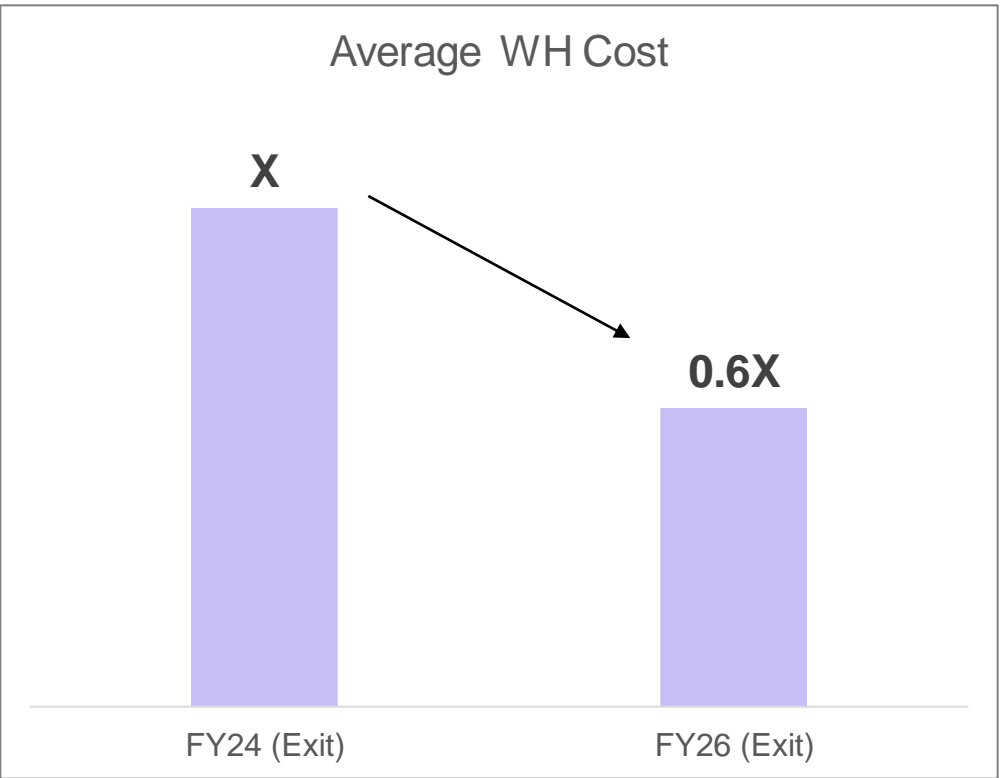
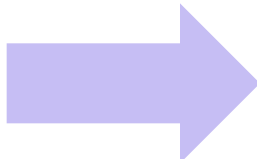
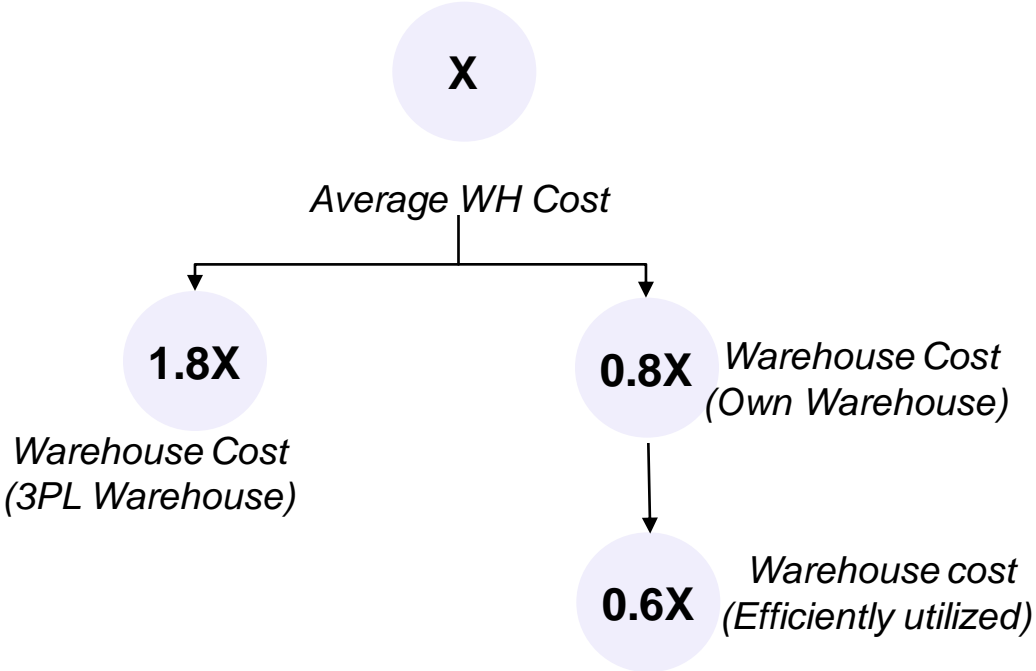
- Boosting Featured SKUs
- Loyalty program for Featured portfolio
- Brand funded Loyalty program
- Item-Item Recommendation
- Offer Assistance on Buying journey

# Gross Margin Improvement By Better Order Quality (2/2)



Gross Margin (Q4FY24) to Net Revenue : 11.6%

# WH Cost Improvement By 3PL to Own Movement & WH Efficiency



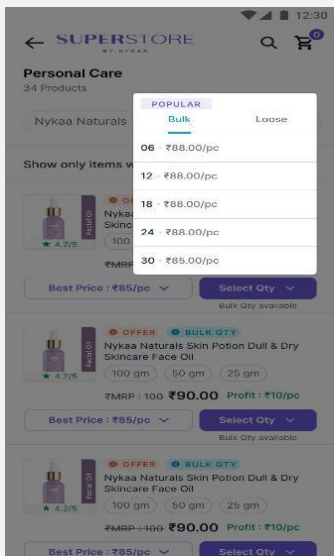
## Initiatives To Improve Operational Efficiency & Focus Areas

- 3PL to Own WH Movement
- Handling Inners/Case in WMS
- Paperless Picking + Pick Path Optimization
- Improve picking & pack efficiency via WH automation

# Fulfilment Cost Improvement By Operational Efficiency & WH Strategy

## Handling Inners/Cases

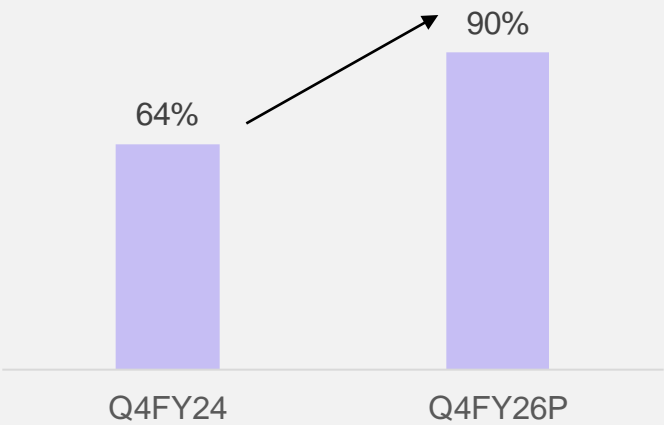
- Store and Ship in Brand Boxes
- Selling in Inners/Cases



*Improve AOV and packaging cost*

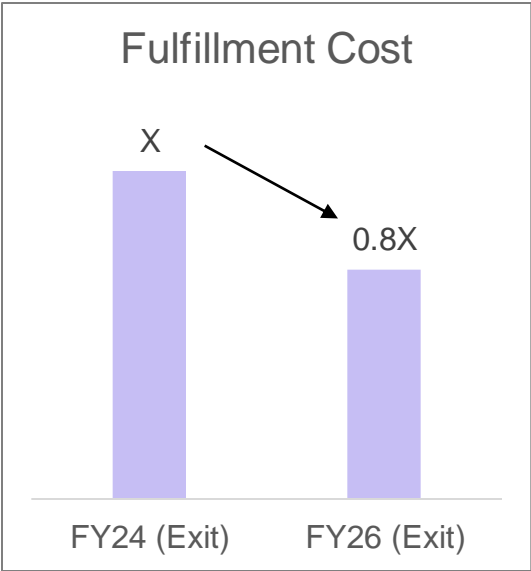
## WH Location Strategy

*% Orders within economic proximity to WH*



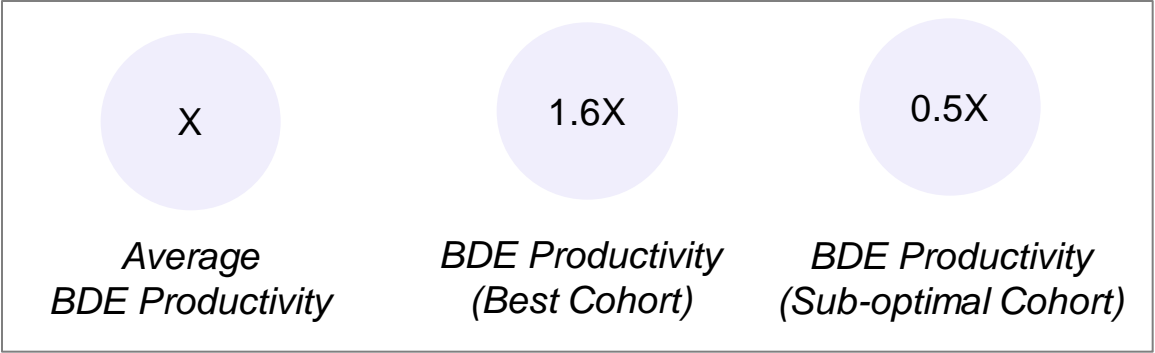
WH location planned to achieve 90% order mix.

*Improve Freight cost*

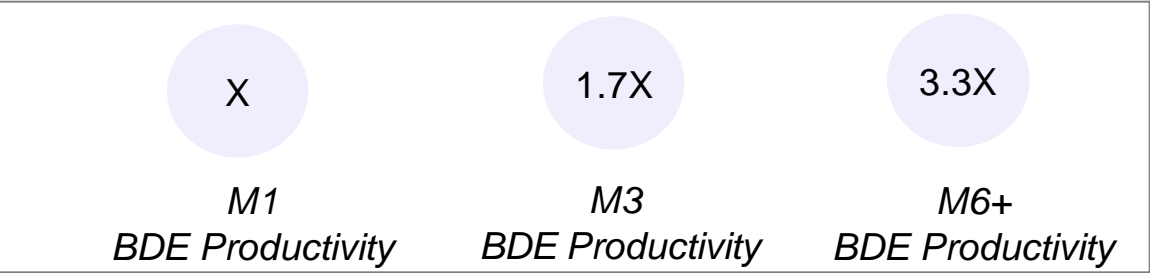


# S&D Cost Improvement By Better BDE Productivity

## Productivity by cohort

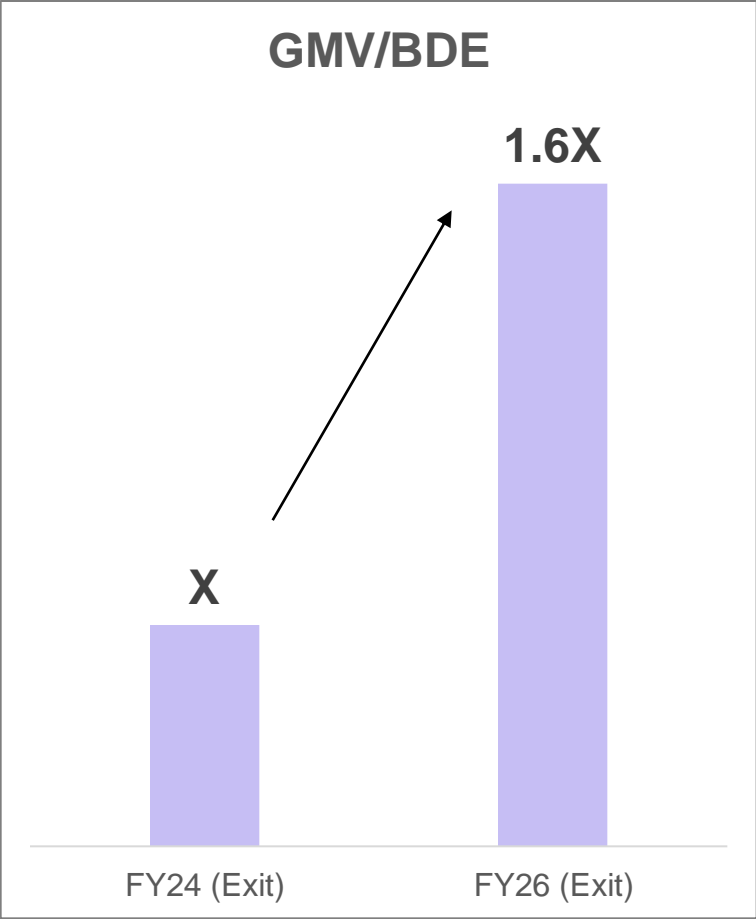
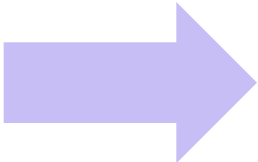
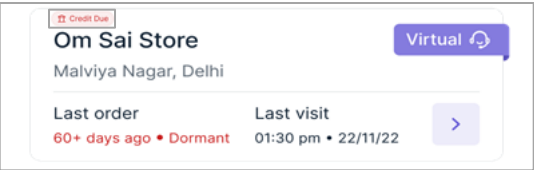


## Productivity improves with ageing



## Covering More Outlets Via Technology

Increasing coverage by providing the BDEs with the right information at the right time & allowing “virtual visits”



# Ambition To Reach 3-5% EBITDA at Scale

	FY24 vs FY23	FY26E vs FY24
EBITDA margin Improvement	2200 bps	2000 bps

	Mid Term Ambition
GMV	~9x of FY24
EBITDA Margins	3-5%

*N*

*NYSAA*  
*نیس*

# The Evolving GCC Landscape

# GCC – strong demographic and economic outlook

Population 59m



**KSA**

### Historical Change & Modern Evolution

- VISION 2030
- NEOM
- Seasons and Festivals
- Growing Tourism (2025- 50MM)
- Liberalization



**Qatar**

### Natural Gas Reserve

- High GDP PC
- Strategic Investments
- World Class events & Tourism
- Strong Banking sector



**Bahrain & Oman**

- Strategic location
- Stable Political environment
- Strategic Investments



**UAE**

### Long term Social Development

- Innovation & Liberalization
- Attracting World Population
- Central Hub: 91 Million Airport Traffic 2024



**Kuwait**

- High oil reserve GDP PC
- Strategic Investments KIA
- Strategic Location



# Attractive beauty market with high per capita consumption

**\$30bn**

BPC Market Size  
*(ecom Approx 10%)*

**\$500+**

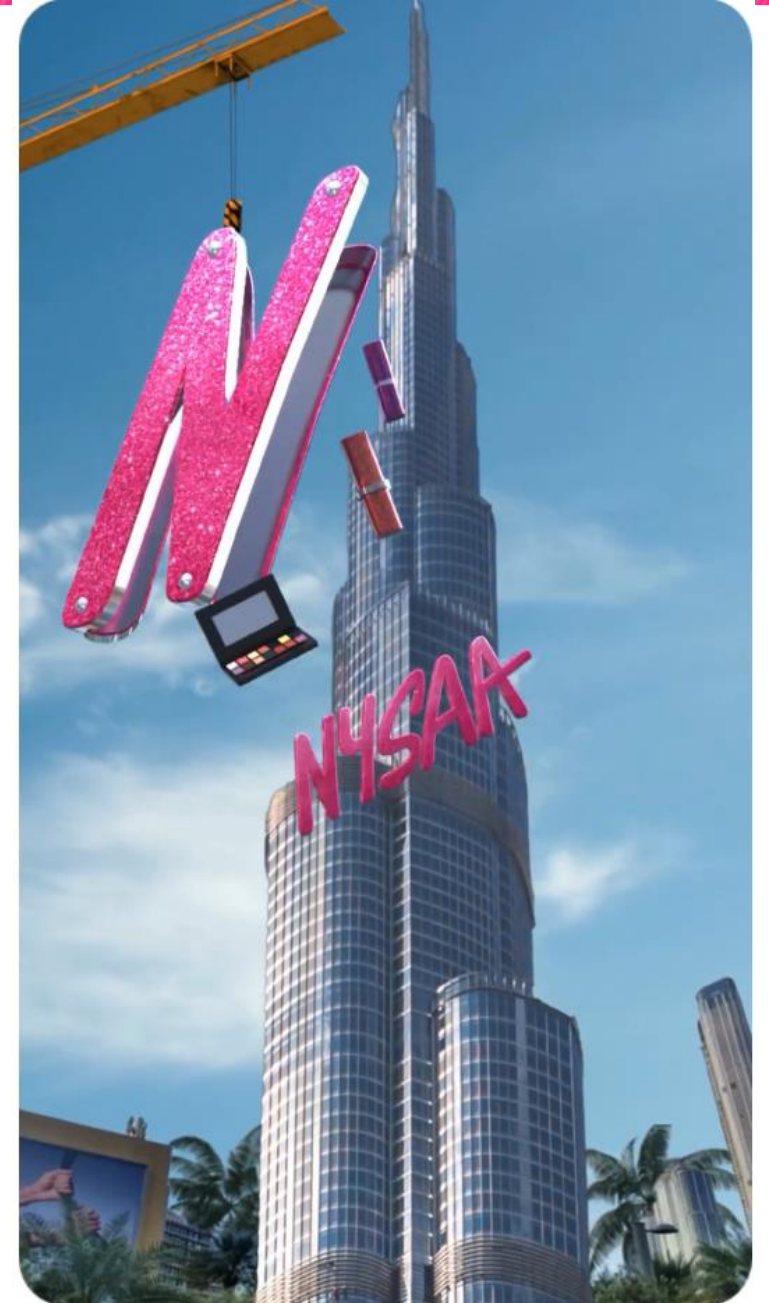
BPC Per Capita Spend  
*(Highest in the World)*

**40%**

Female Population

**~40%**

Population Under 25yrs



# Current Competitive Landscape

Prestige Beauty Retail  
Market 2023

*Retail ~1.9bn*

Online Beauty Prestige  
Market

*Online ~625m*

Department Store

HARVEY NICHOLS Debenhams

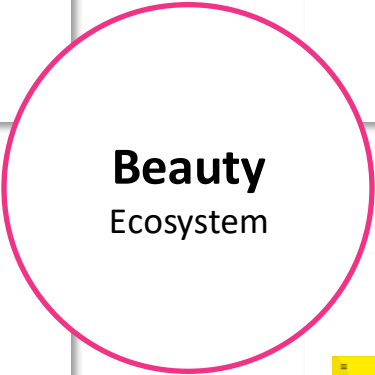
bloomingdale's

Beauty Chains  
Multi Retailers

SEPHORA

FACES

NYSAA



Stand Alone Brands  
& Local Chains Boutiques

CharlotteTilbury

KIKO MILANO NARS

MAKE UP FOR EVER  
PROFESSIONAL - PARIS

Ecom & Cross Boarder

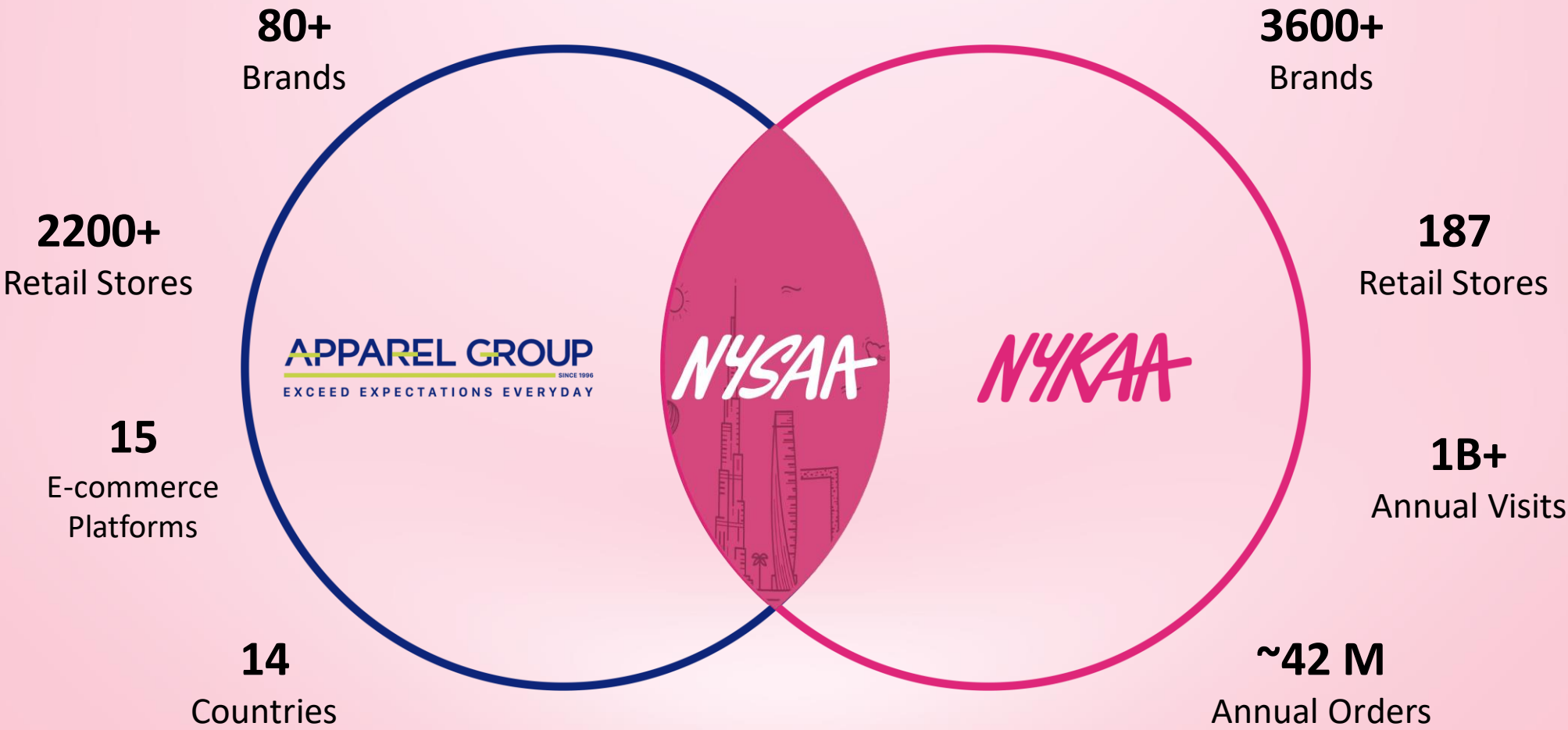
Quinass

cult BEAUTY amazon

LOOKFANTASTIC

# **Nysaa Enters the GCC Beauty Market**

# Strategic Partnership



# **Our Ambition**

**To Standout In The Middle East**

**With An Experiential Multi-beauty Retail Concept**

**To Engage Customers At Every Level of Their  
Beauty Journey –**

**From Online to Instore, & Beyond.**

# Our Brand Pillars

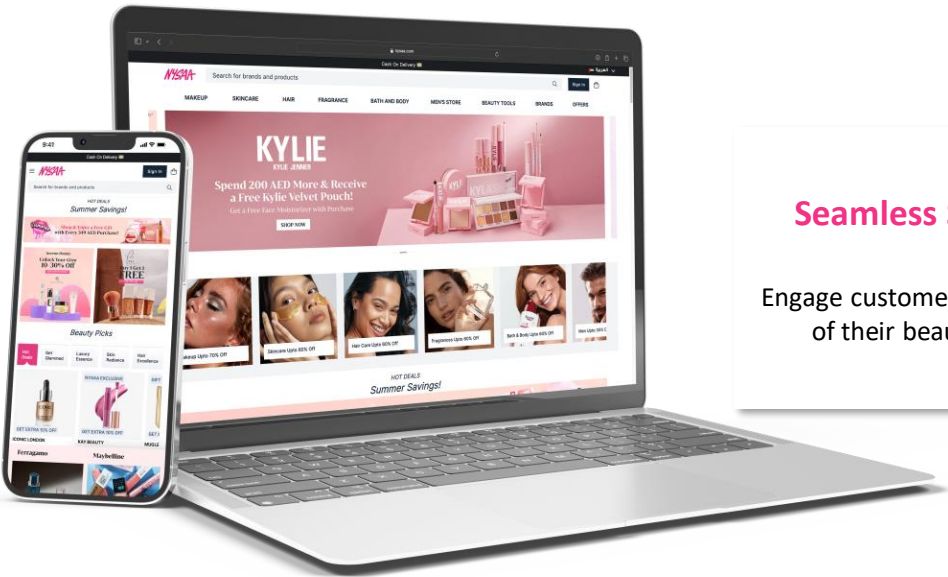
## Superior Service

Your beauty expert, helping you to make the best choice



## Seamless Shopping

Engage customers at every level of their beauty journey



## Loved by All

So many shades to beauty

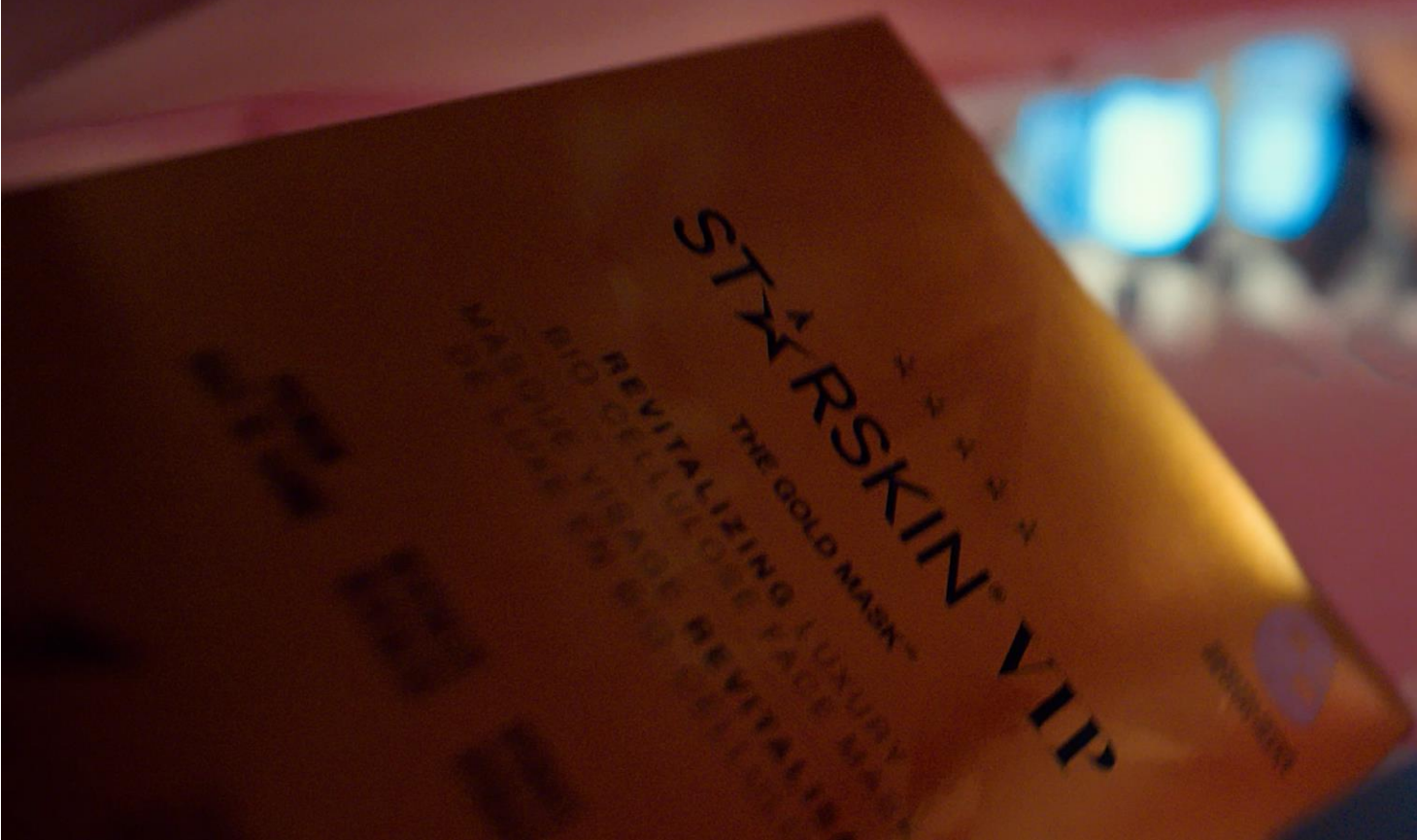


## Distinctly Memorable

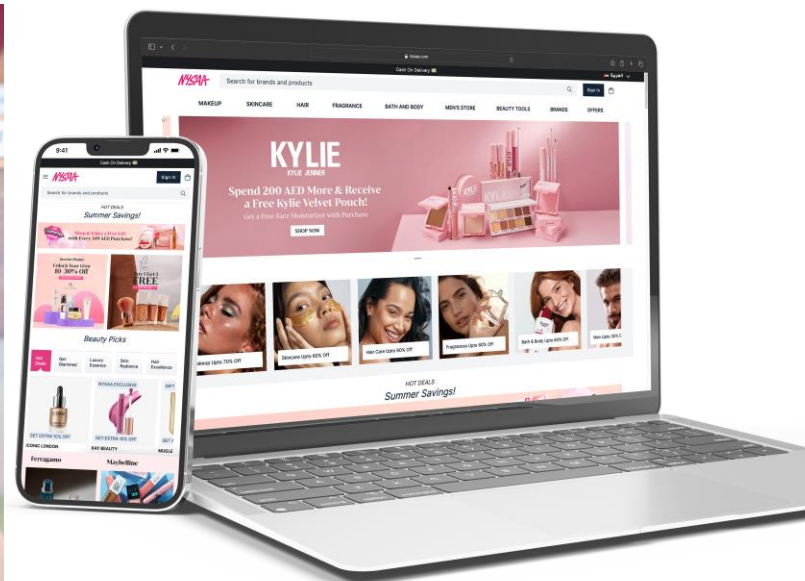
A Treat for her



**Nysaa**  
**Launched - March 2024**



# Replicating Our Successful Omni Channel Playbook in GCC



Promising Performance Since Launch

Online Share

YTD 10%  
June 18%

Average Order value

Offline \$76  
Online \$55

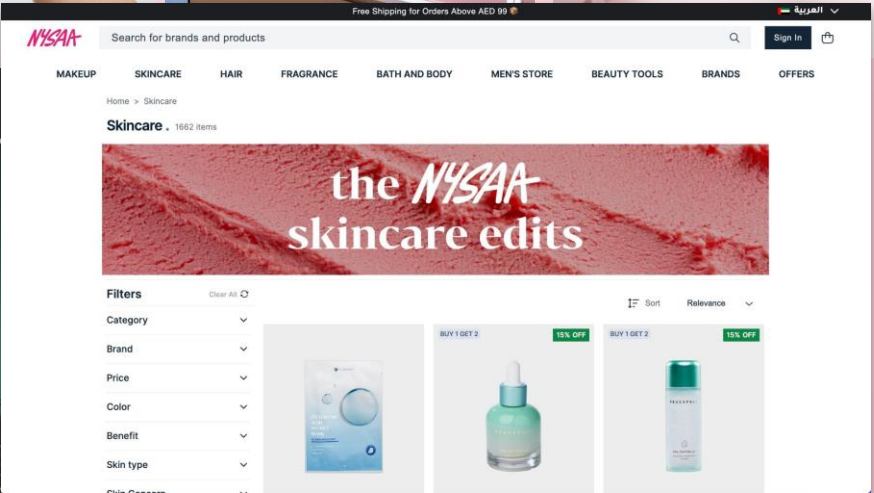
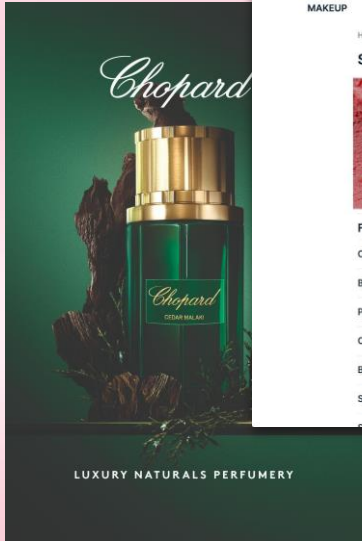
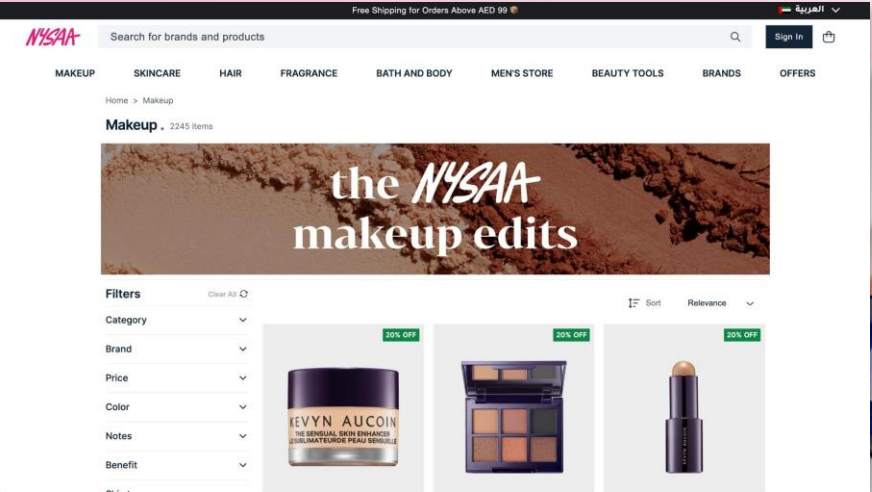
Category Mix

Make Up 65%  
Skincare 25%  
Fragrance &O 10%

Store ARR

\$2m

# Key Brands Curated Online & in Store





# Nysaa Vision

# Nysaa Vision

**Launch 70 stores in 5 years**

**Aim to reach 7% share of  
the GCC Prestige Beauty  
Market in 5 years**



Forward looking statements are subject to inherent risk and the Company, therefore, cannot guarantee that they shall be realised.



*NYSAA*

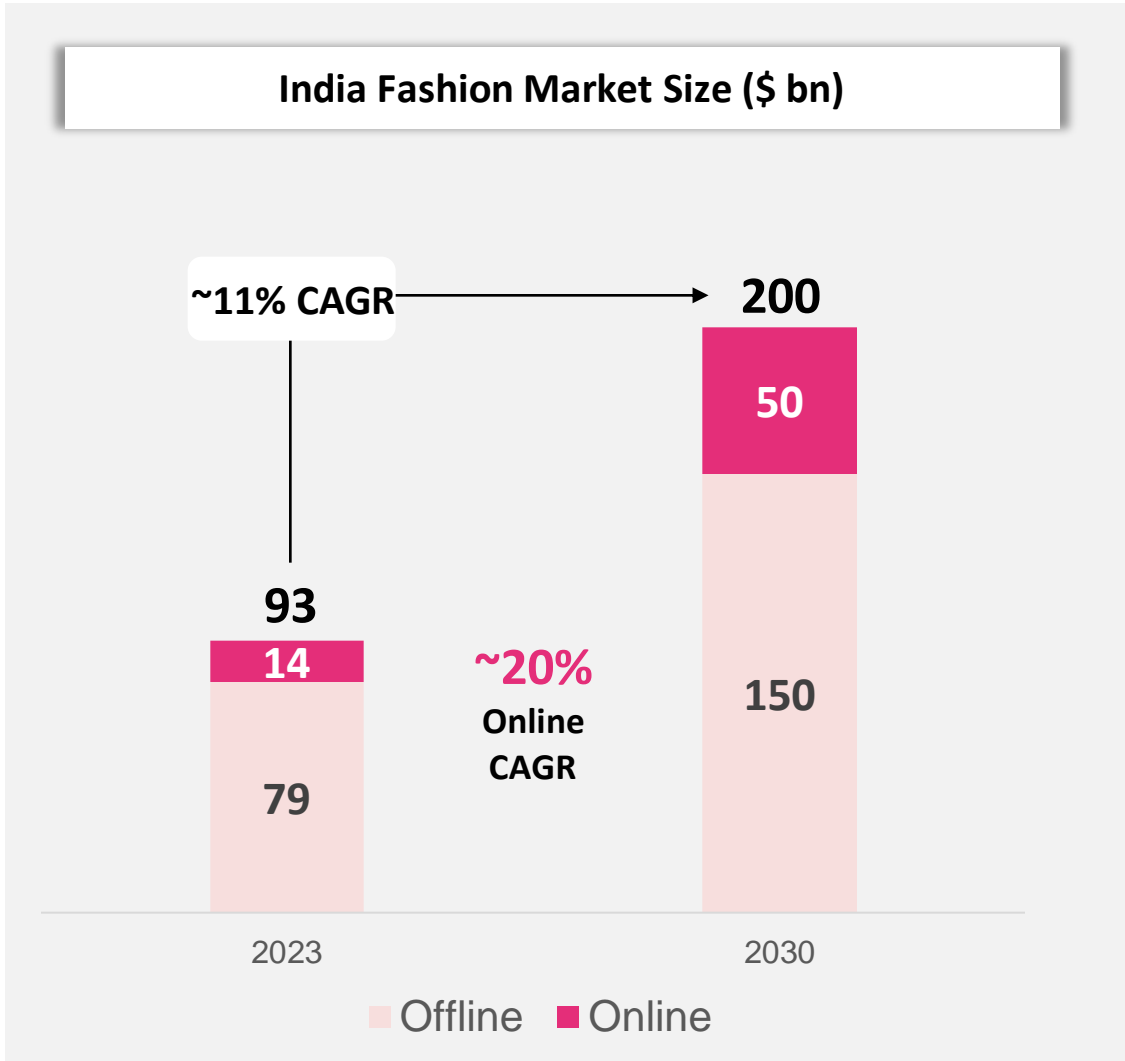
**Beauty in Every Vision**



***NYKAA***  
**FASHION**

***Stay Stylish***

# India online fashion is a \$50 bn opportunity



**Premium fashion market** in India is expected to become **3.5x** by 2030

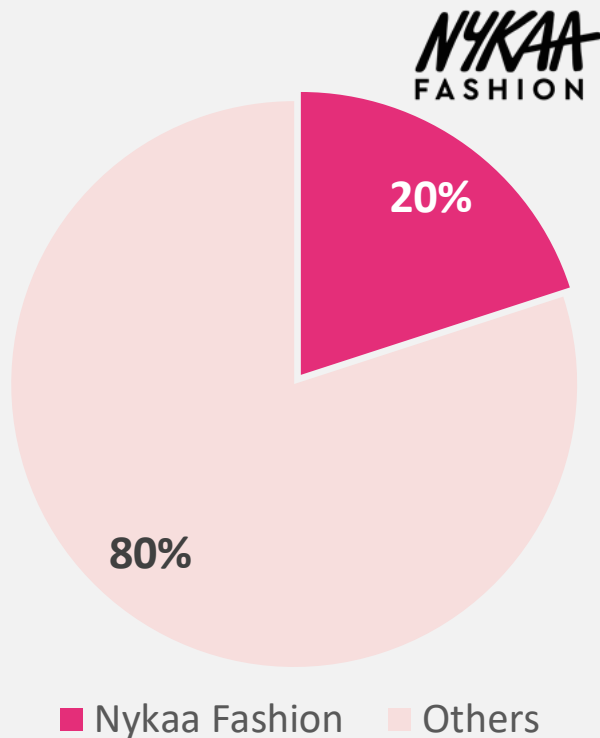
Source: Redseer Estimates (CY22 and CY27),

\* Overall Fashion Market Size

\*\* Conversion rate: 1 USD = INR 80

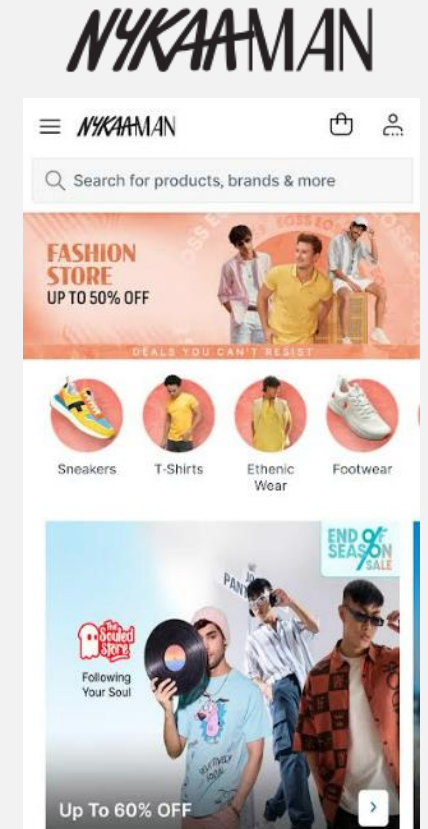
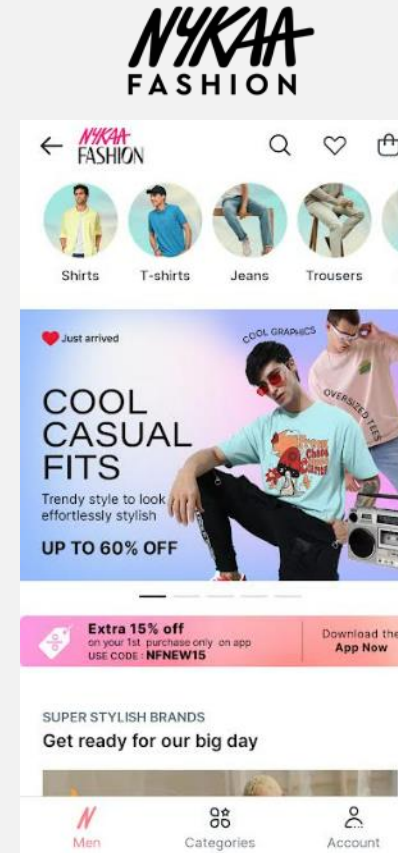
# Premium Fashion expected to continue to grow 20% - 25% CAGR, faster than overall fashion

Nykaa Fashion's market share in women's online premium is 20%



**\$1.3 bn**

Building up assortment to serve the equally important men's premium segment



**\$1.6 bn**

Source: Redseer Estimates, Meta, Bain & Co.

\* Overall Fashion Market Size

\*\* Conversion rate: 1 USD = INR 80

# Nykaa Fashion is building the premium fashion market in India

## The Market gap

- 1 No platform for a **Premium** fashion customer
- 2 Lack of focus on **Customer Education & Trends**
- 3 **Limited avenue for brands** to showcase their latest styles

Same market gaps we witnessed Beauty when we entered the Beauty market

## Why Nykaa

- 1 Deep understanding of **Premium women** customers
- 2 Strong existing **tech capabilities** to power discovery & purchase
- 3 Ability to build with the **right unit economics**

Replicating the Beauty playbook for both customers & brand partners

## The Change NF brought in

- 1 NF: Unique platform for customers to engage with **latest trends**
- 2 NF: Focusing on **curation and discovery**
- 3 NF: a **preferred partner** for **premium** global and local brands

Strong product market fit allowing fast and efficient scale



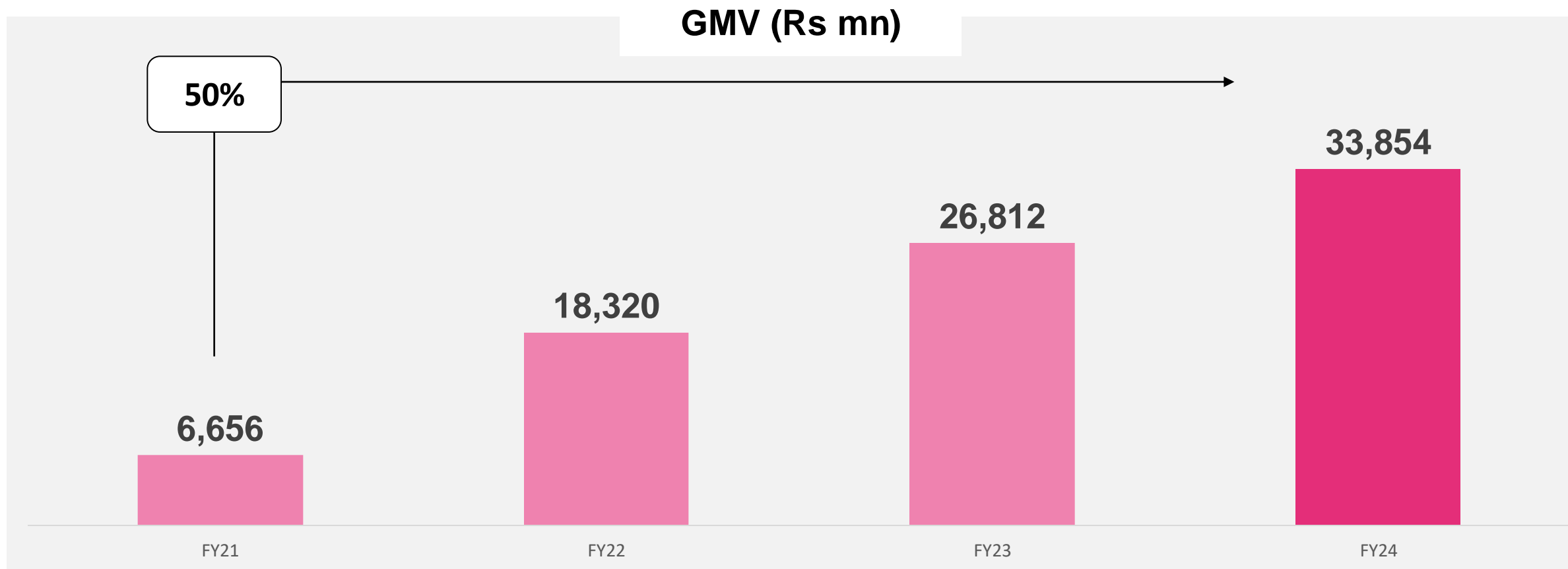




ANNUAL DAY



# Nykaa Fashion has witnessed high growth since inception – demonstrating strong product market fit



**NSV of Rs 9,878 mn in FY24**

**2x AOV**  
[vs industry average]

**2x ACV**  
[vs Industry Average]

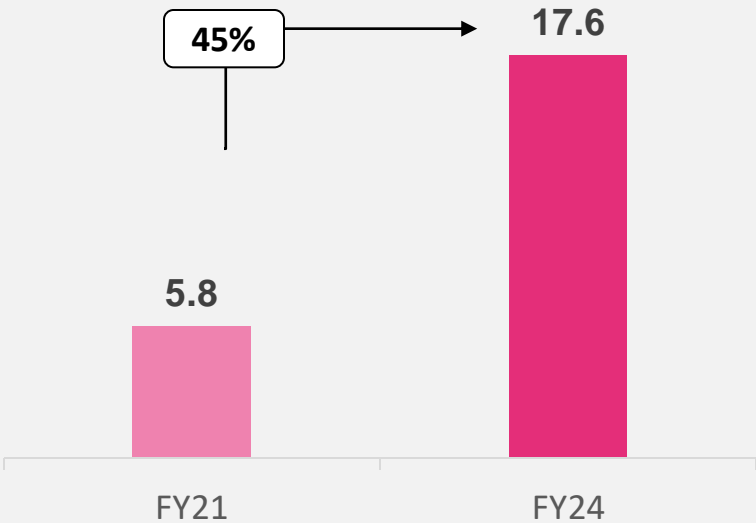
**5x**  
Top quartile customers  
[vs Industry Average]

# 6 mn+ premium cumulative customer base with high purchase affinity

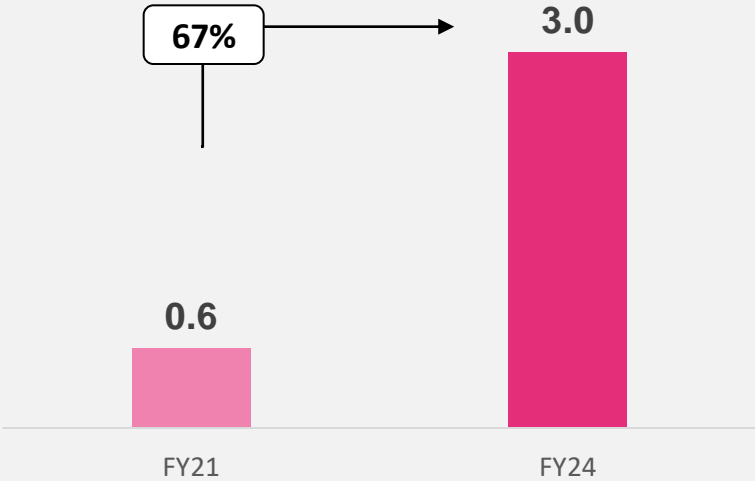
% 3-year CAGR



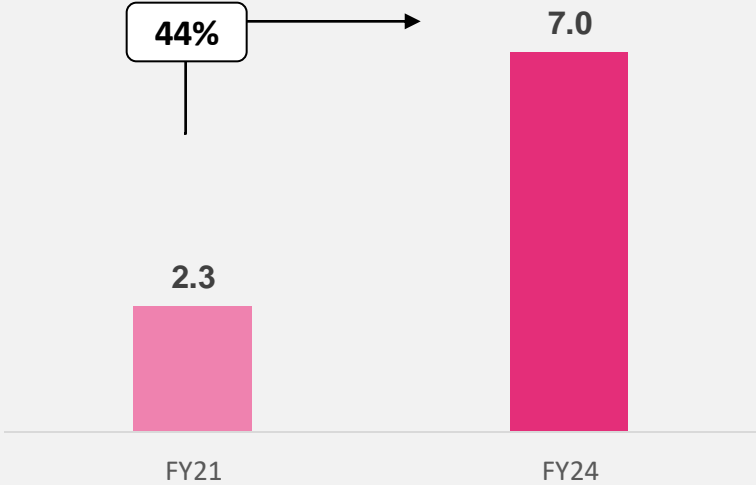
Monthly Average Unique Visitors (mn)



Annual Unique Transacting Customers (mn)



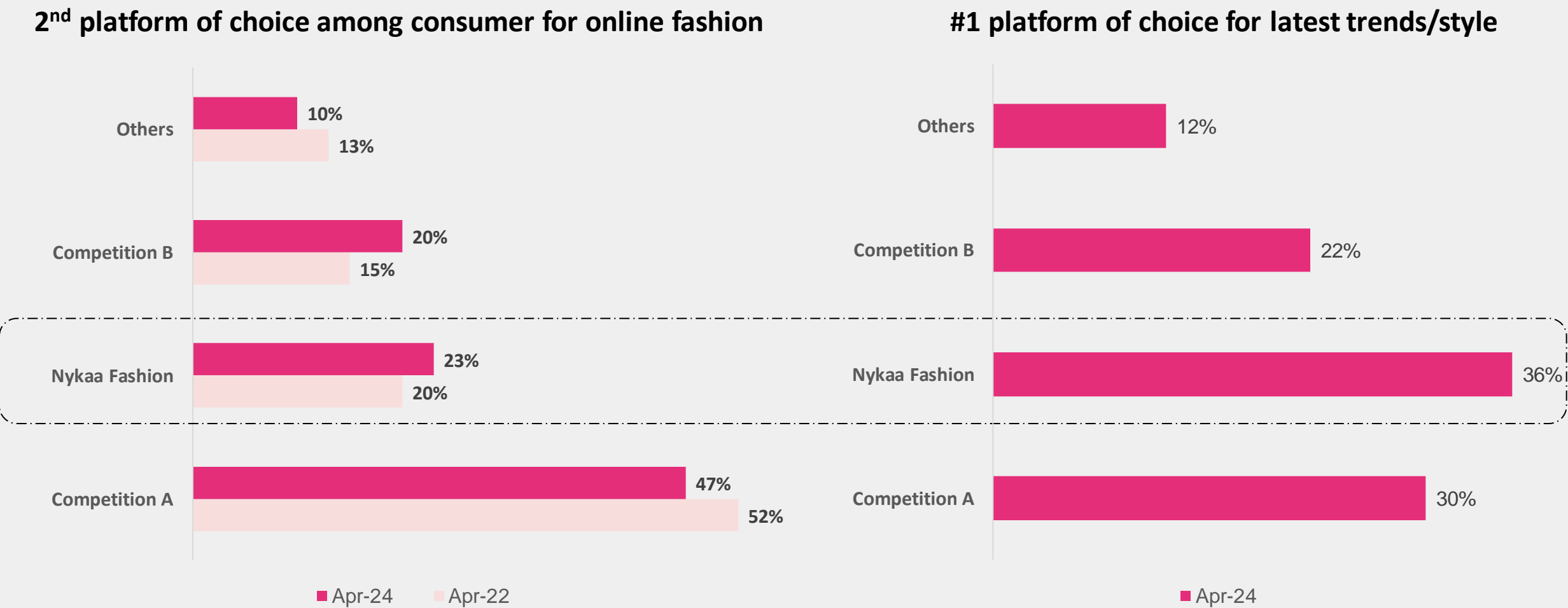
Orders (mn)



1.5%      2.9%

Order to unique visitors

# Nykaa Fashion - 2nd platform of choice among India consumer within 4 yrs of launch



**Best AOVs**  
**2x Industry Average**



**New Season Sales**  
**2x Industry Average**

\* Source: BofA consumer survey

Delighting  
customers by  
putting them  
at the heart  
of what we  
do, everyday



1. *The most fashion forward, curated assortment for premium women across subcategories, price points & occasions*



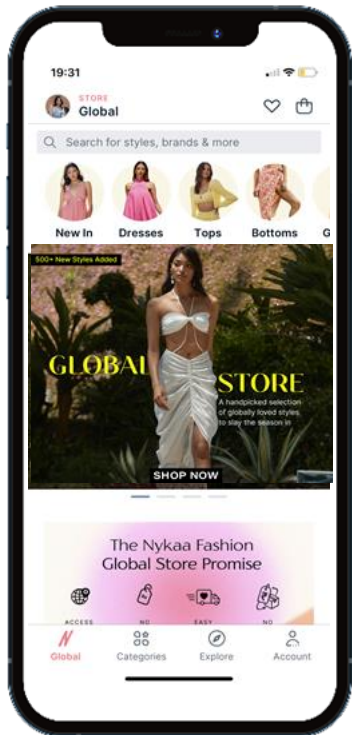
2. *By inspiring them to “Stay Stylish” with **trend first conversations**, fresh browsing experiences that make fashion fun*



3. *By deep data analytics able to personalize for this customer providing a **deeper relationship** with each customer*

# Pillars behind the scale and growth

## Global Store



650+ Brands

Hottest Global  
Styles

## Hidden gems



300+ Brands

Niche, Homegrown Labels

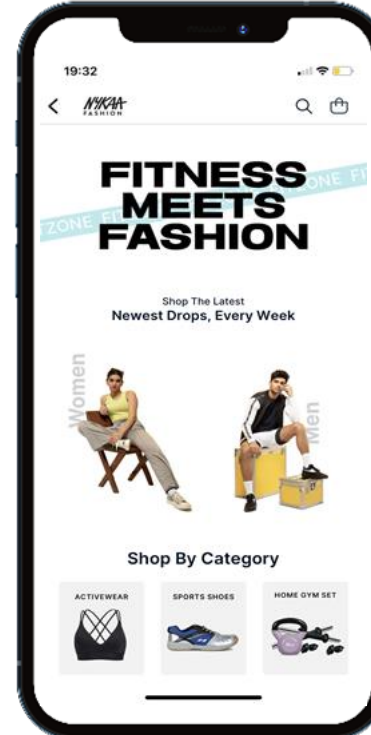
## Luxe Store



300+ Brands

Coveted luxury brands

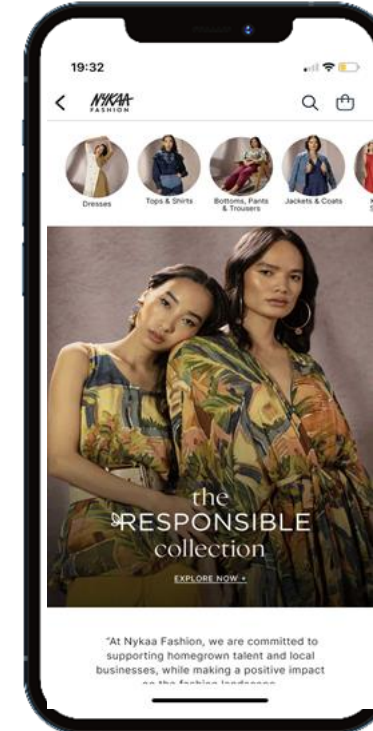
## Fitzzone



350+ Brands

Fitness & Sports  
Discovery

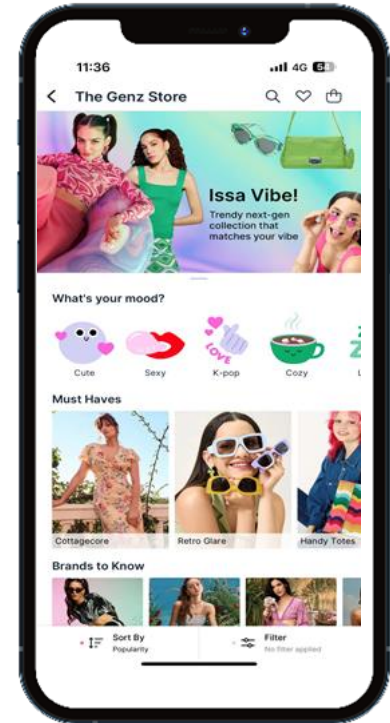
## Responsible Collection



600+ Brands

Sustainable  
Collections

## GenZ Store



100+ Brands

Curated Gen-Z inspired  
trends

# Driving customer delight through a stylish, curated assortment

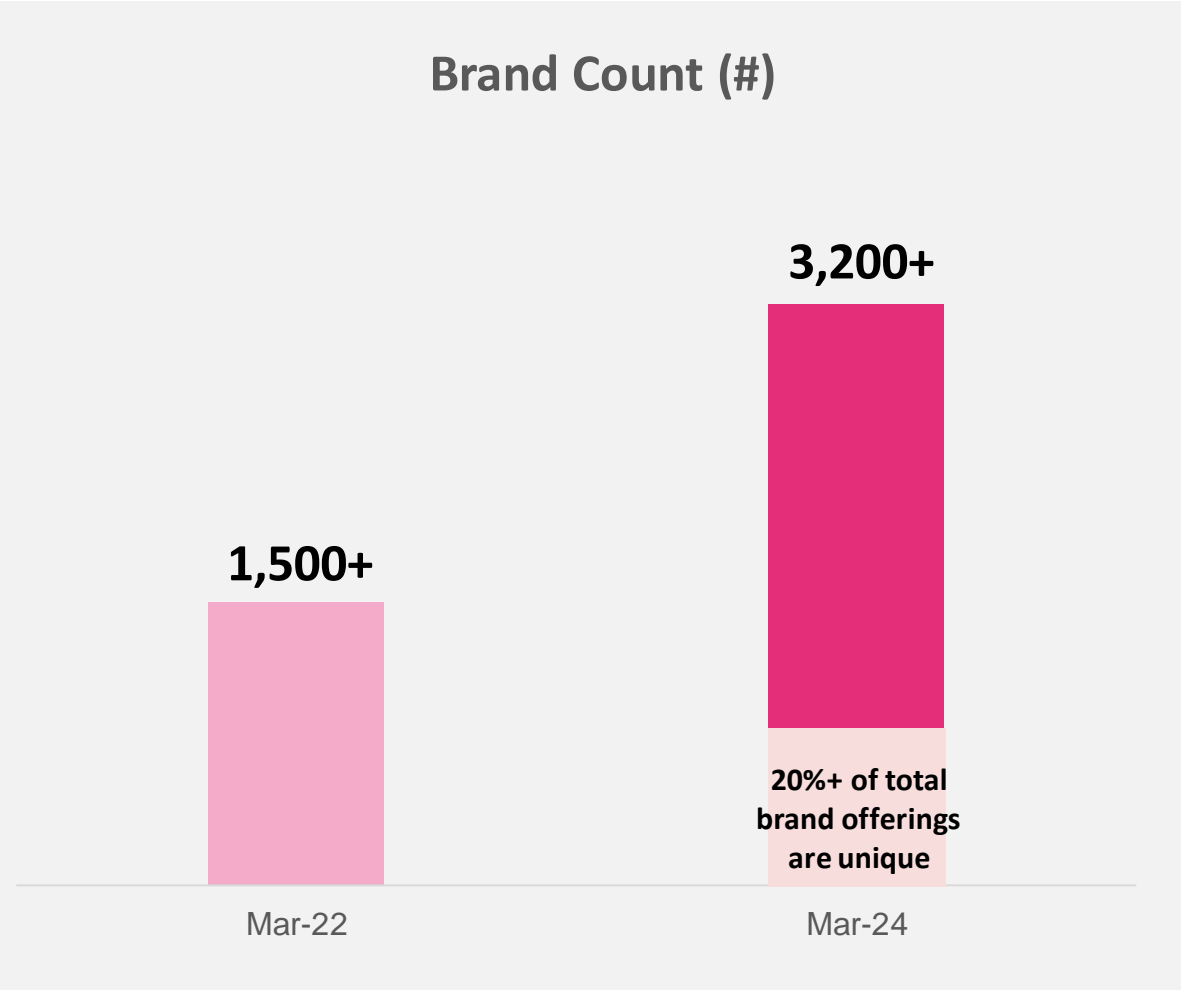
*Emphasis on quality & curation: only onboard brands that meet the NF trend & quality standards*

*Continuing to double down on **trend first** conversations on & off-site through **thoughtful curations***

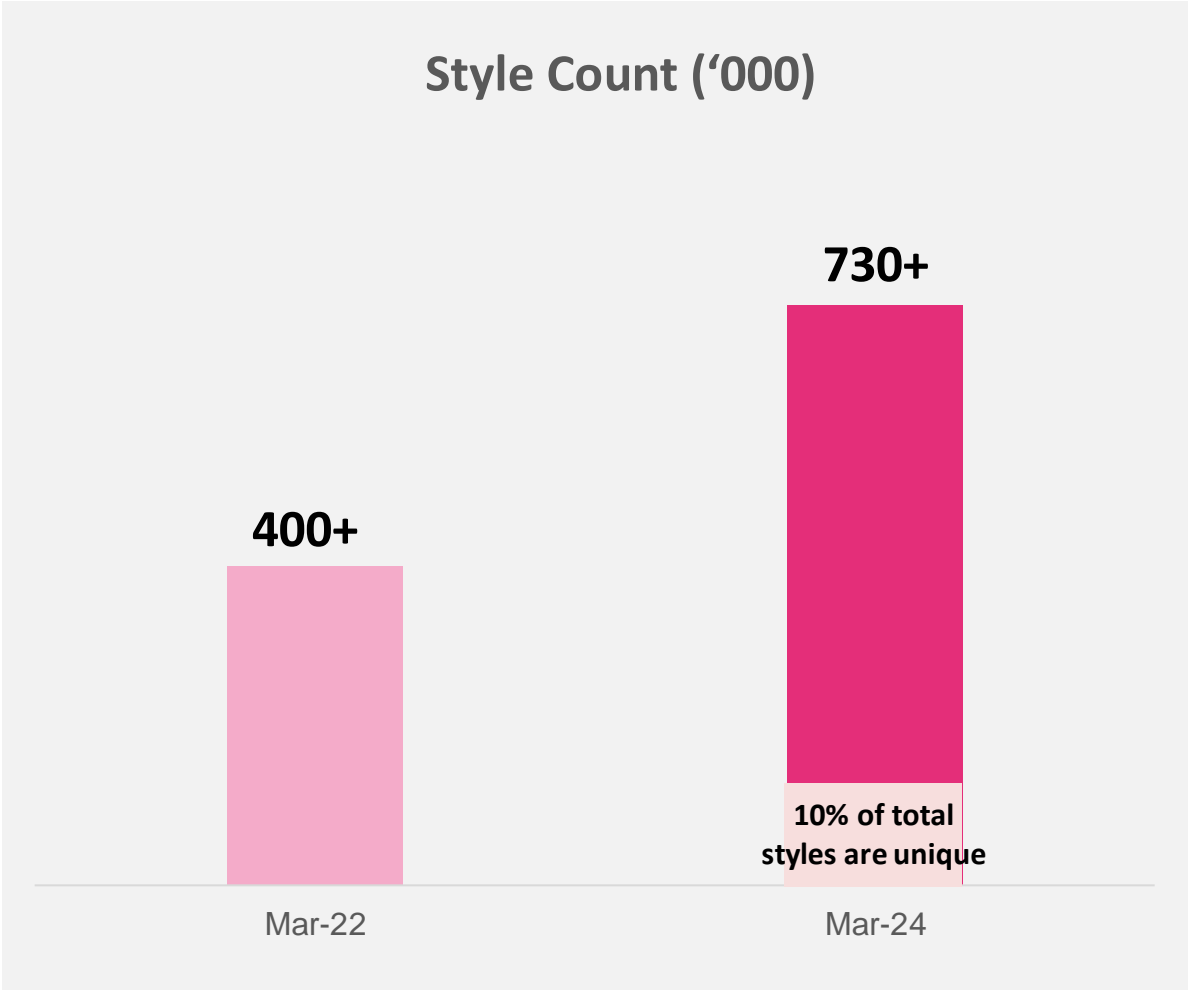
*Making NF part of “**everyday big moments**” in our customer’s lives*



# Strong connect with brands to offer a differentiated curated collections



**Bringing the best of brands from the country and across the world**



**Wide assortment of curated premium offerings with latest styles and trends**

\* As of March 31, 2024

Bringing the best of the global brand offerings to Indian consumers

REVOLVE



CIDER



# Hidden Gems: Driving focus on Niche Homegrown Labels

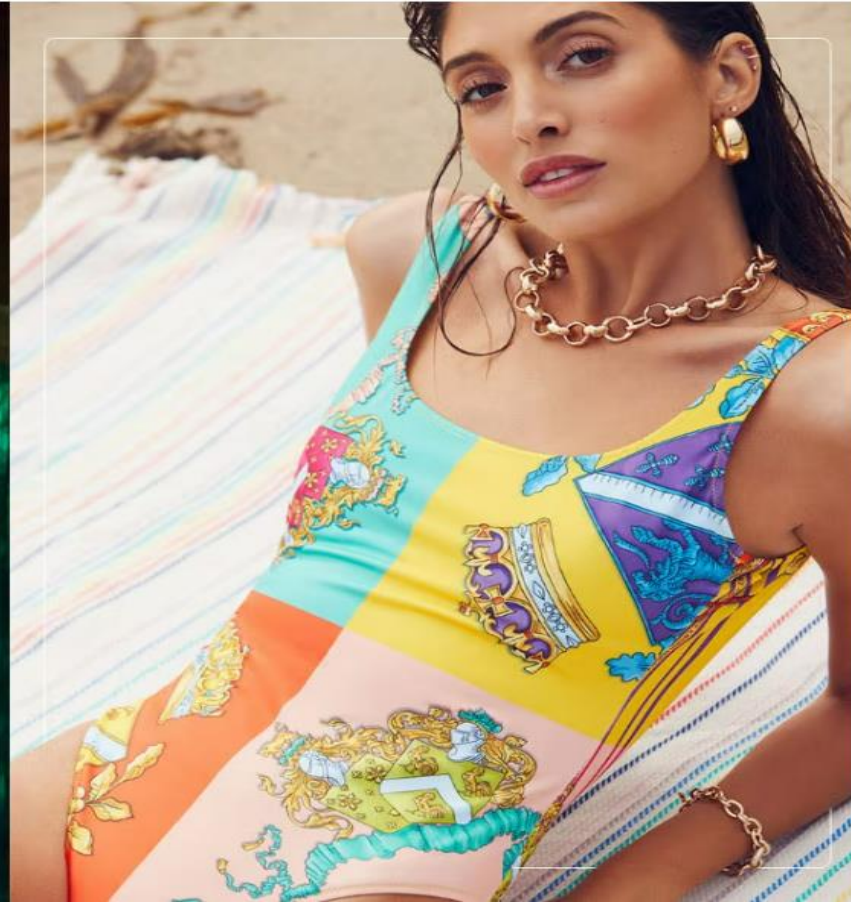
## Indian wear



## Western wear



# Revolve: Next-generation fashion retailers for Millennial and GenZ consumers



**REVOLVE**

**1,200+**  
Brands

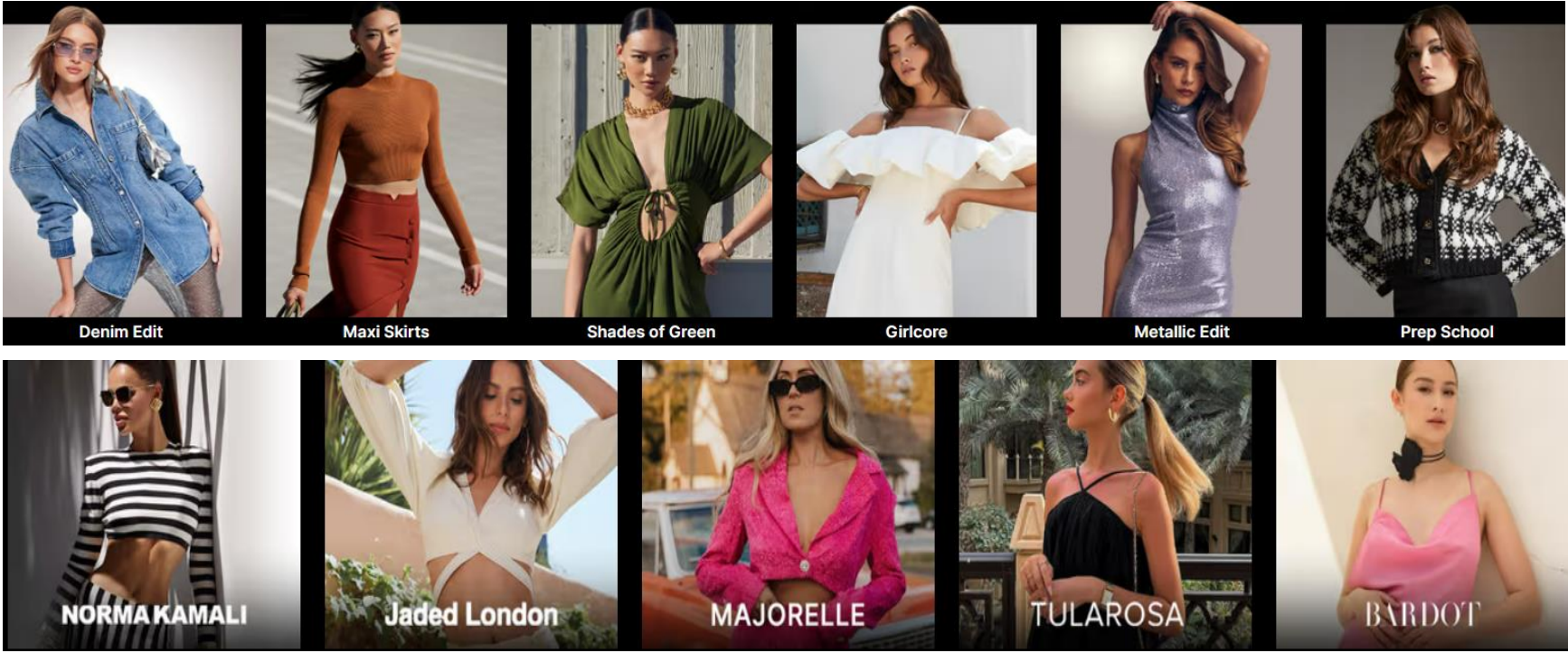
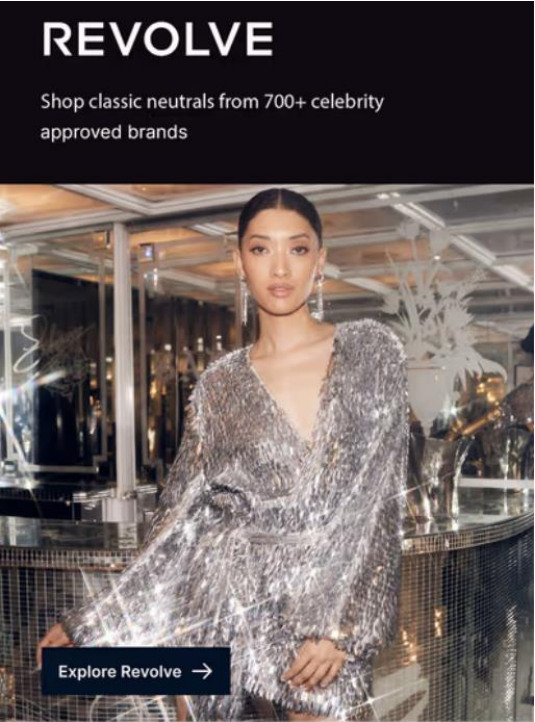
**1,00,000+**  
Curated styles

**150+**  
Countries  
(drop ship)

**1,450+**  
Employees

**\$1.1 bn**  
Revenue (2023)

# Revolve X Nykaa Fashion: Partnership beyond retailing



**650+**  
Brands\*

**Developed  
B2B2C  
Platform**

Access to an assortment of **differentiated products**

**Hassle free** consumer experience

**Zero Inventory** risk



Consolidated price on Nykaa Fashion



Access to Free Returns



No KYC requirement for customers



Customer can leverage all payment modes available in India

\* On Nykaafashion.com as on March 31, 2024

# Foot Locker Inc. – Originator and Leader in Sneaker Culture



**Fortune 500**  
Company

**\$ 8 Billion**  
Revenue (2022)

**2,600**  
Stores

**26+**  
Countries

**45,000+**  
Employees



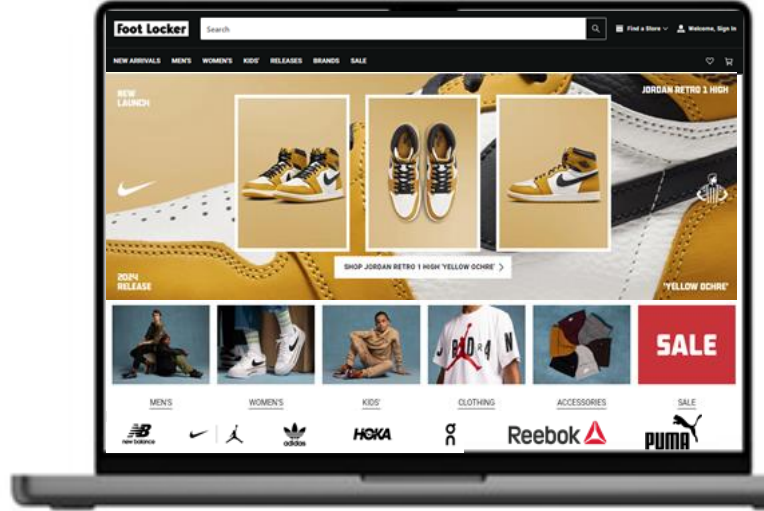
**Foot Locker**

Popular multi-brand **footwear specialty retailer** from US

**Sneaker Culture Positioning**, Purpose led & Community proposition

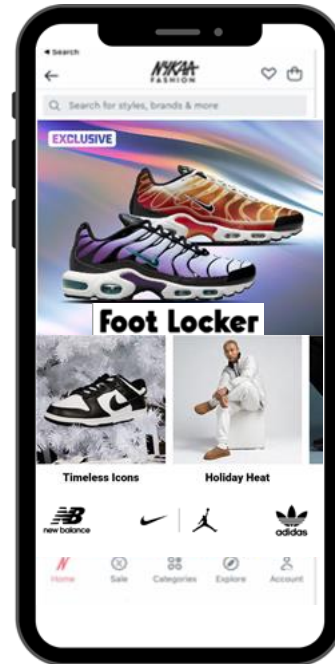
Top brands include **Nike, Jordan, adidas, Puma, New Balance, Asics, Crocs** amongst others

# Big Win: Foot Locker x Nykaa Fashion - Exclusive Online Partnership



Footlocker.co.in

X



Footlocker on NF



X

NYKAA  
FASHION

Nykaa Fashion will serve as the **exclusive e-commerce partner**

Plan to launch **Foot Locker's India website** and **Foot Locker Shop-in-Shop** on Nykaa

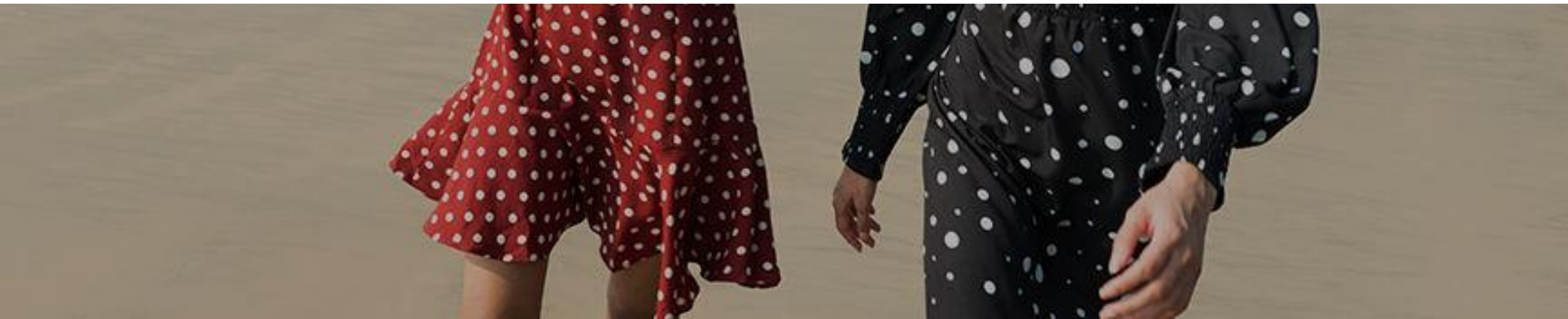
Offering will include **Footwear, Apparel, and Accessories**

Strengthens Nykaa's position as a destination for **premium curated assortment**

POTENTIAL TO BECOME THE #1 SPECIALTY ATHLETIC RETAILER IN INDIA



## **Fashion Ambition – Scaling with improving unit economics**



# Nykaa Fashion ambition to grow 2.5 - 3x in the next 3 years

Growth in brand  
assortment



New Customer  
Acquisition



Increasing ACV &  
LTV of existing  
customers



NSV Ambition

Rs 7,800 mn



FY23

Rs 9,878 mn

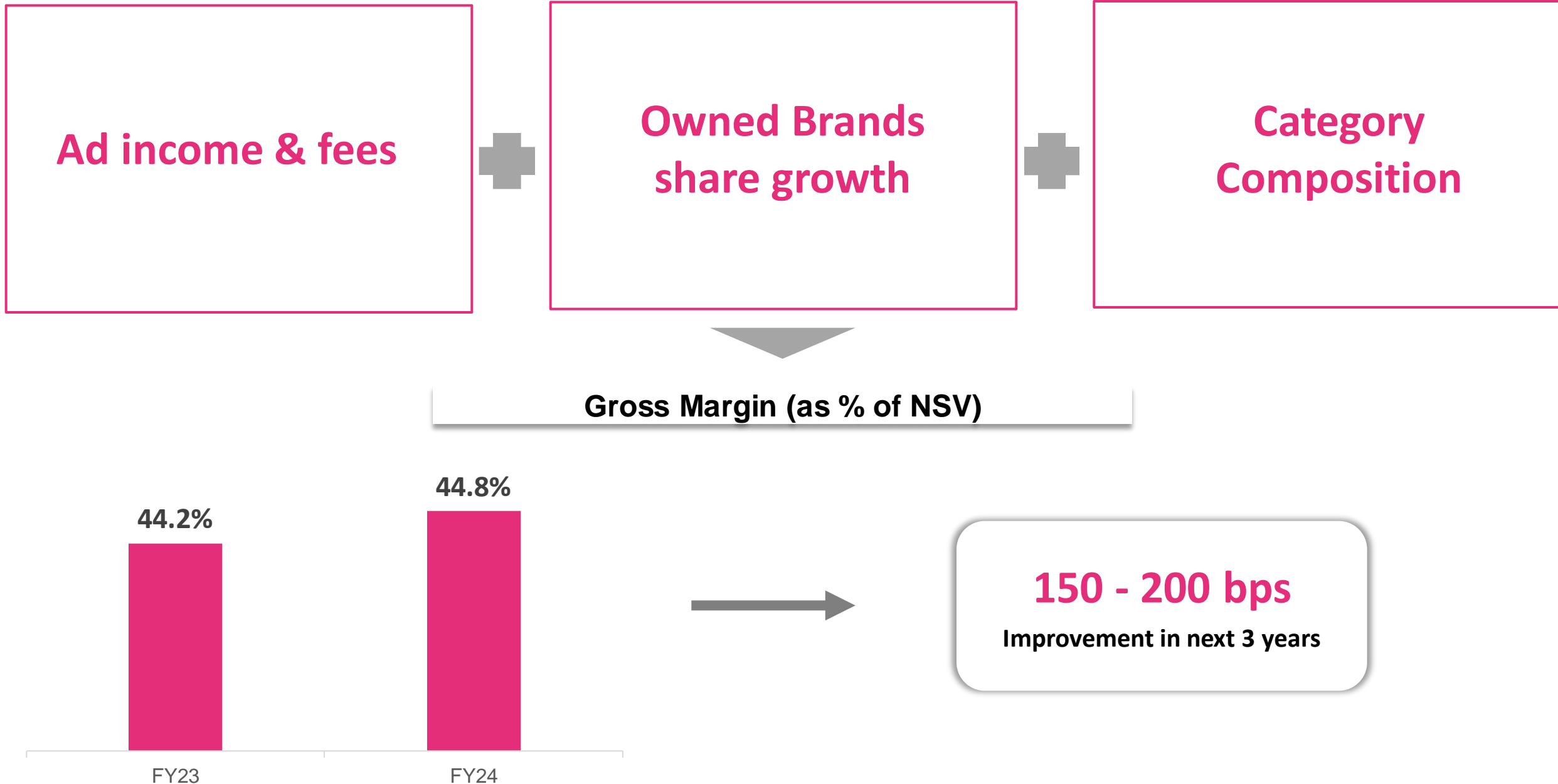


FY24



**~2.5 – 3x**  
in next 3 years

## Gross margin to see steady improvement as we scale



# Fulfilment costs have been on a downward trajectory with scope for further tightening

**Regionalization  
strategy for brands**



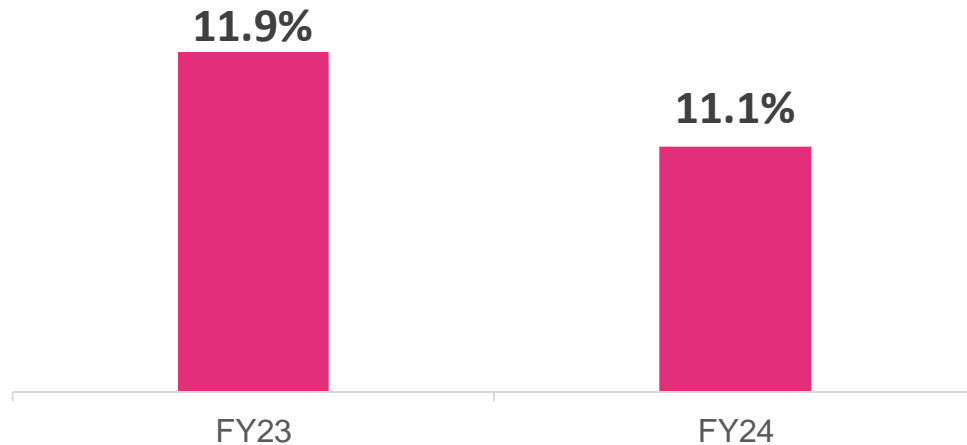
**Leakages Reduction**



**Optimal Air/Land  
Shipment Mix**



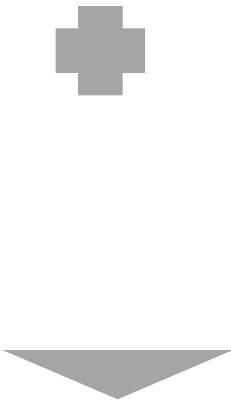
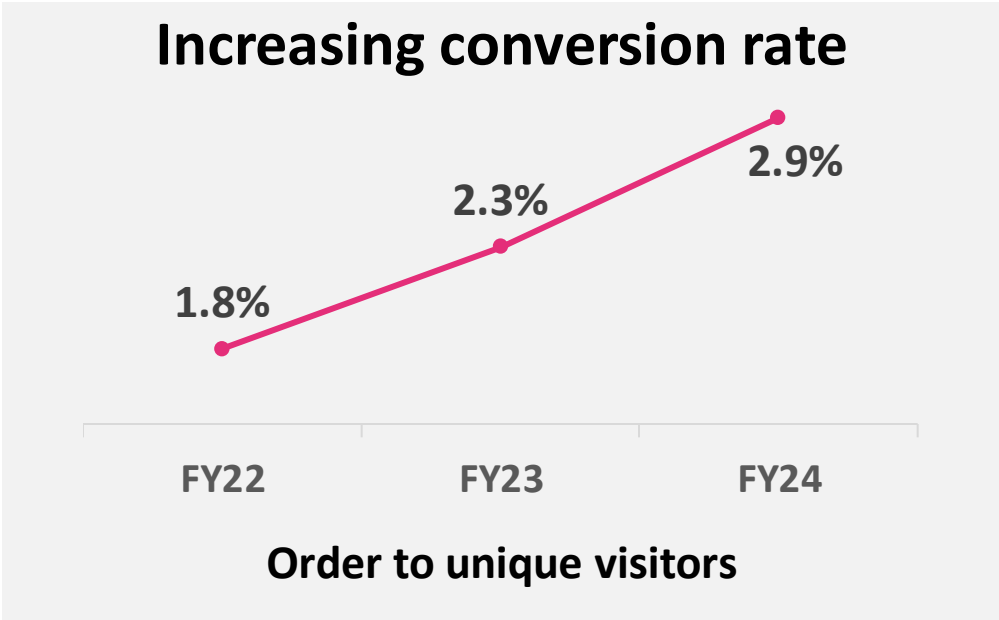
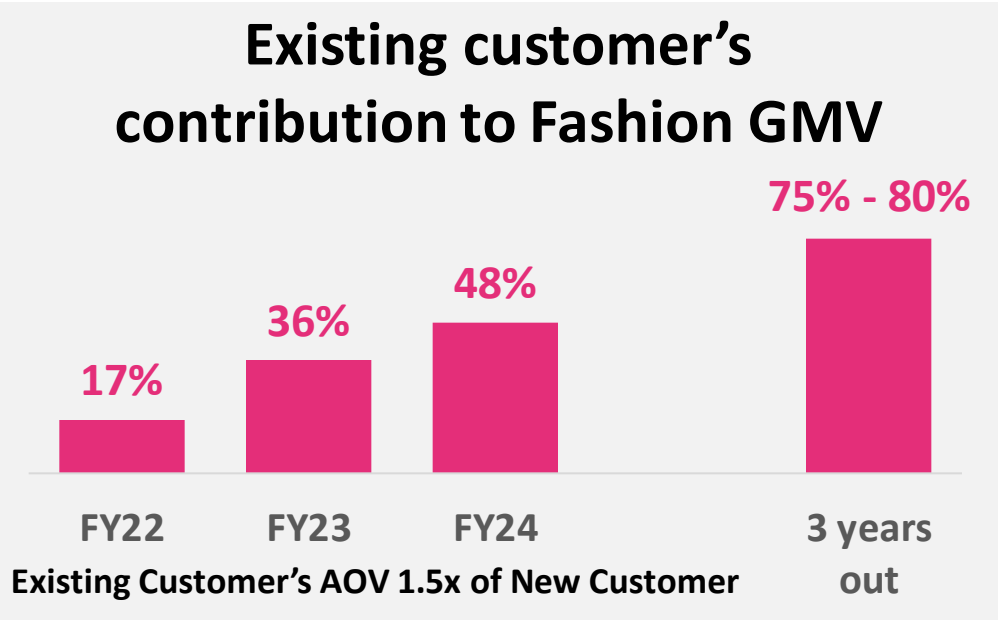
**Fulfilment expenses (as % of NSV)**



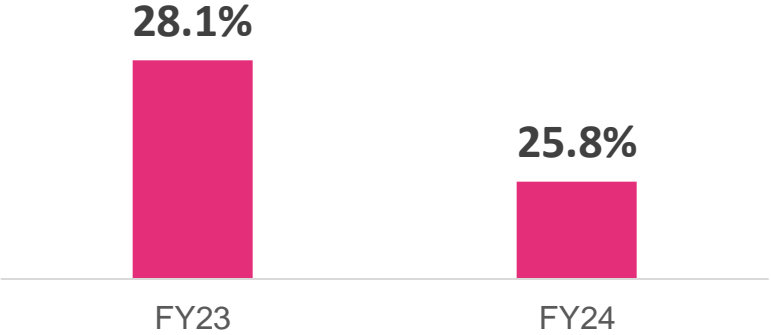
**100 - 150 bps**

**Improvement in next 3 years**

# Marketing efficiency is led by a consistently improving repeat customer base



## Marketing expenses (as % of NSV)

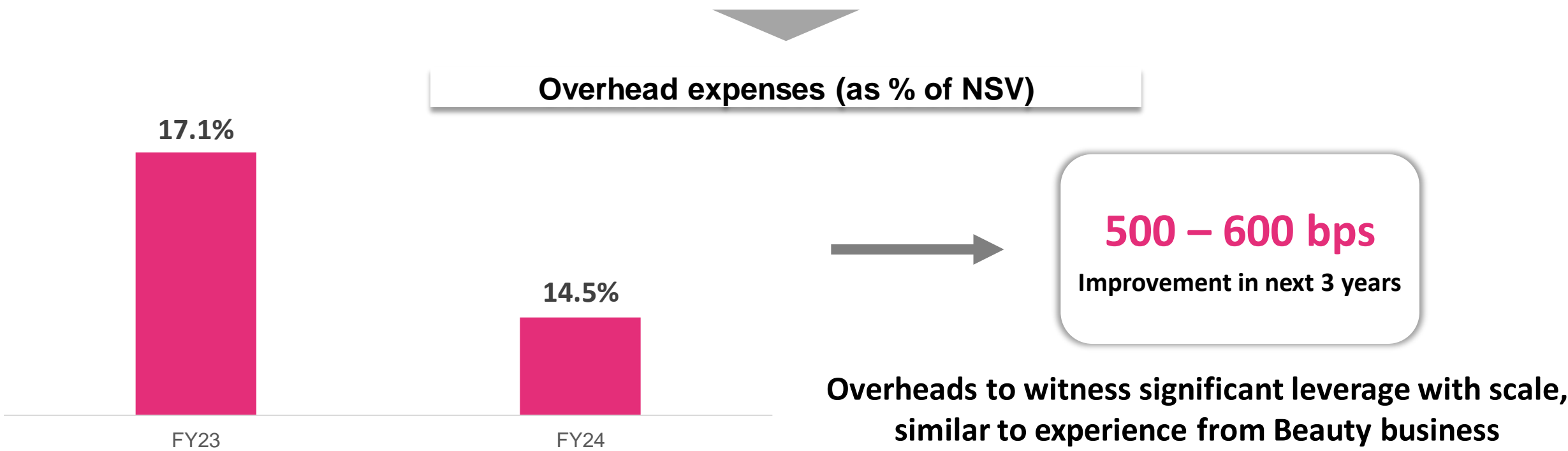


**550 – 650 bps**  
Improvement in next 3 years

**Fashion following similar trend to Beauty** and witnessing **strong repeat behaviour** resulting in **marketing efficiencies**

# Investment in employee and fixed costs to witness minimal growth

	FY23	FY24	FY27E
Absolute cost of Overheads	X	1.1X	1.4 - 1.5X



\* Overhead expenses include employee expenses and G&A expenses  
Forward looking statements are subject to inherent risk and the Company, therefore, cannot guarantee that they shall be realised.

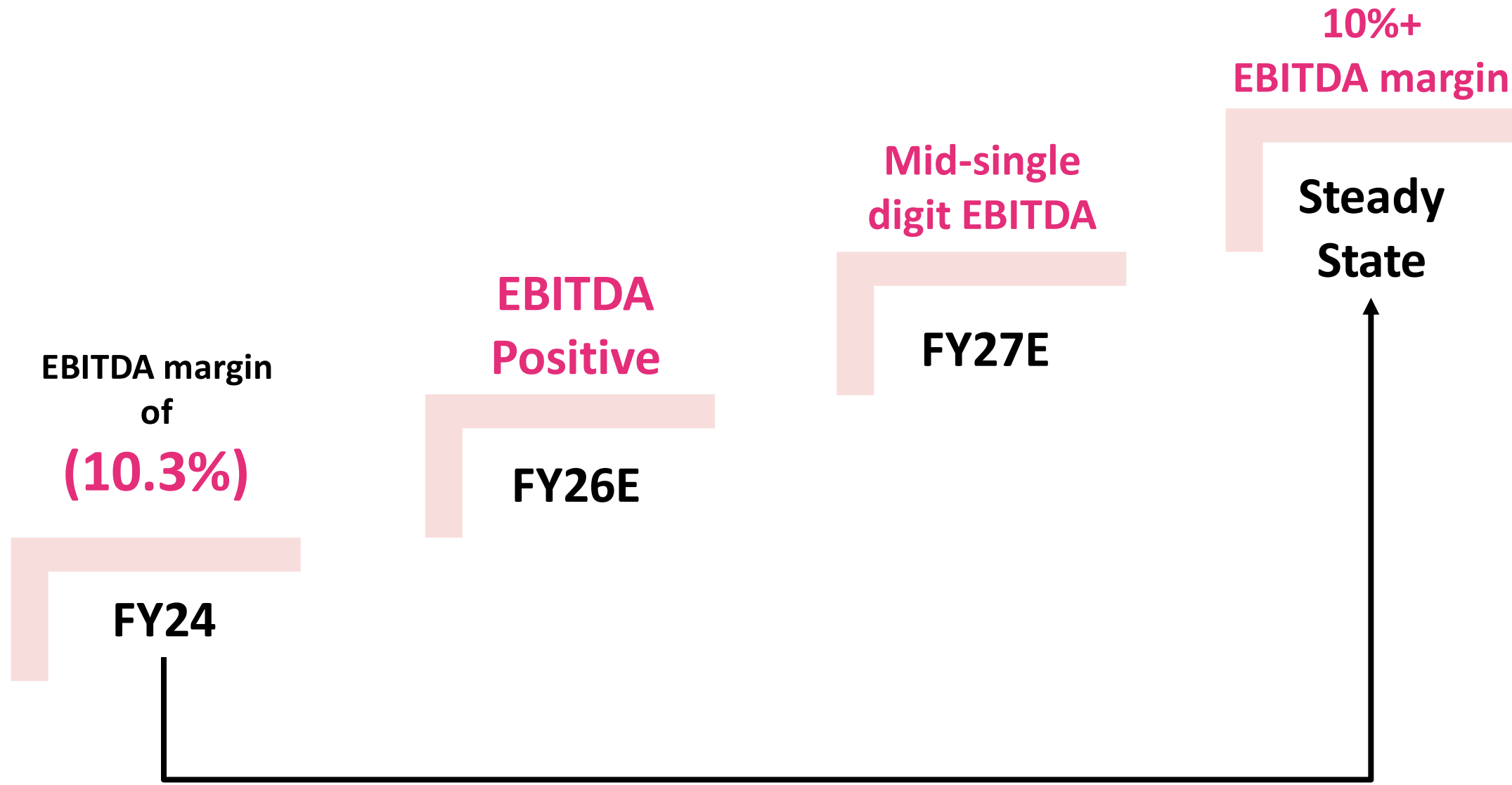
# Significant margin expansion in FY24 with steady improvement ambition

	FY24 vs FY23	FY27E vs FY24
Contribution margin expansion	↑380 bps	↑800 – 1000 bps
Overhead expenses leverage	↑250 bps	↑500 – 600 bps
<hr/>		
EBITDA margin expansion	↑640 bps	↑1300 - 1600 bps

\* Overhead expenses include employee expenses and G&A expenses  
Forward looking statements are subject to inherent risk and the Company, therefore, cannot guarantee that they shall be realised.

↑ Denotes improvement  
↓ Denotes fall or decline

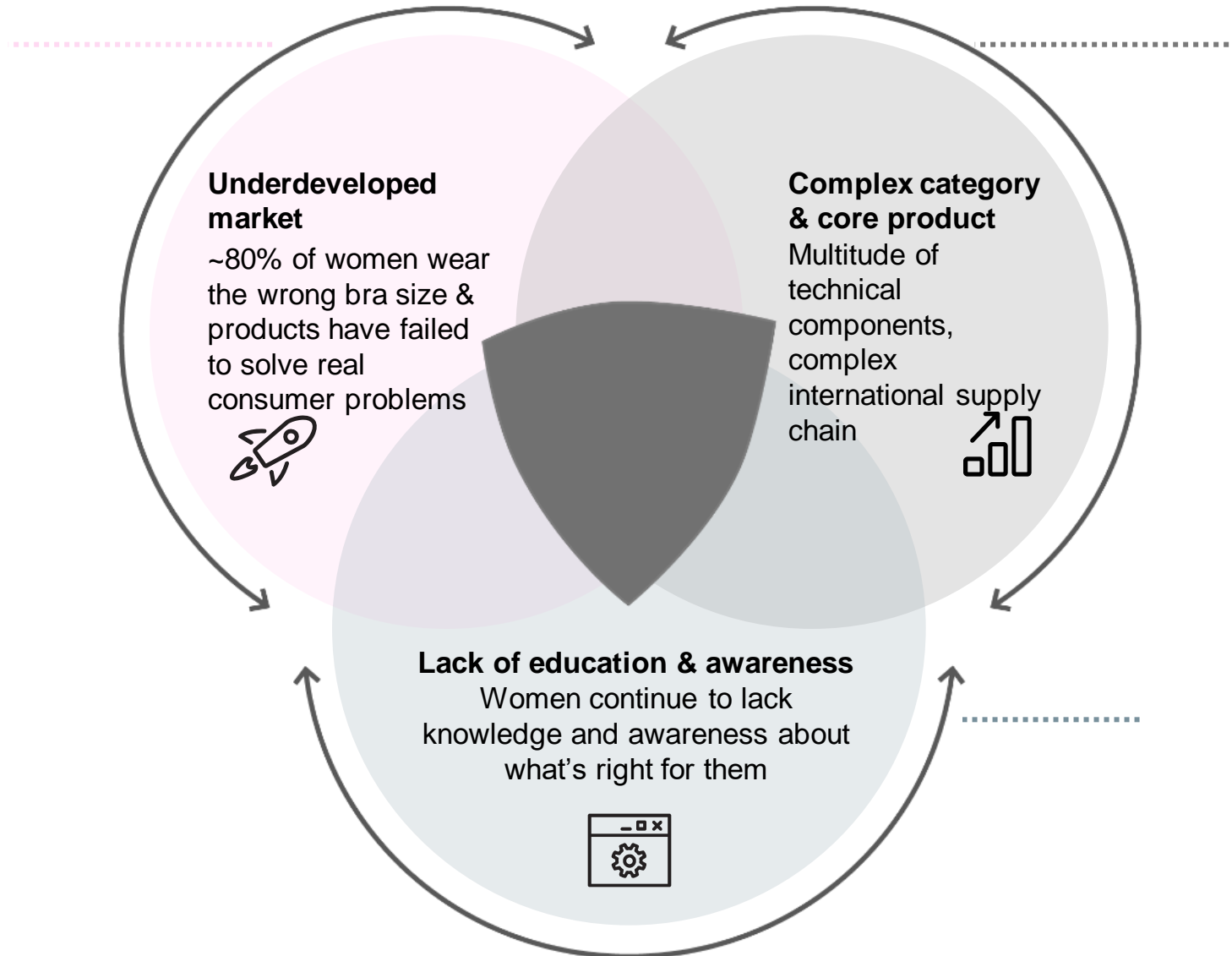
# Nykaa Fashion – Path to Profitability





Nykd  
BY NYKAA

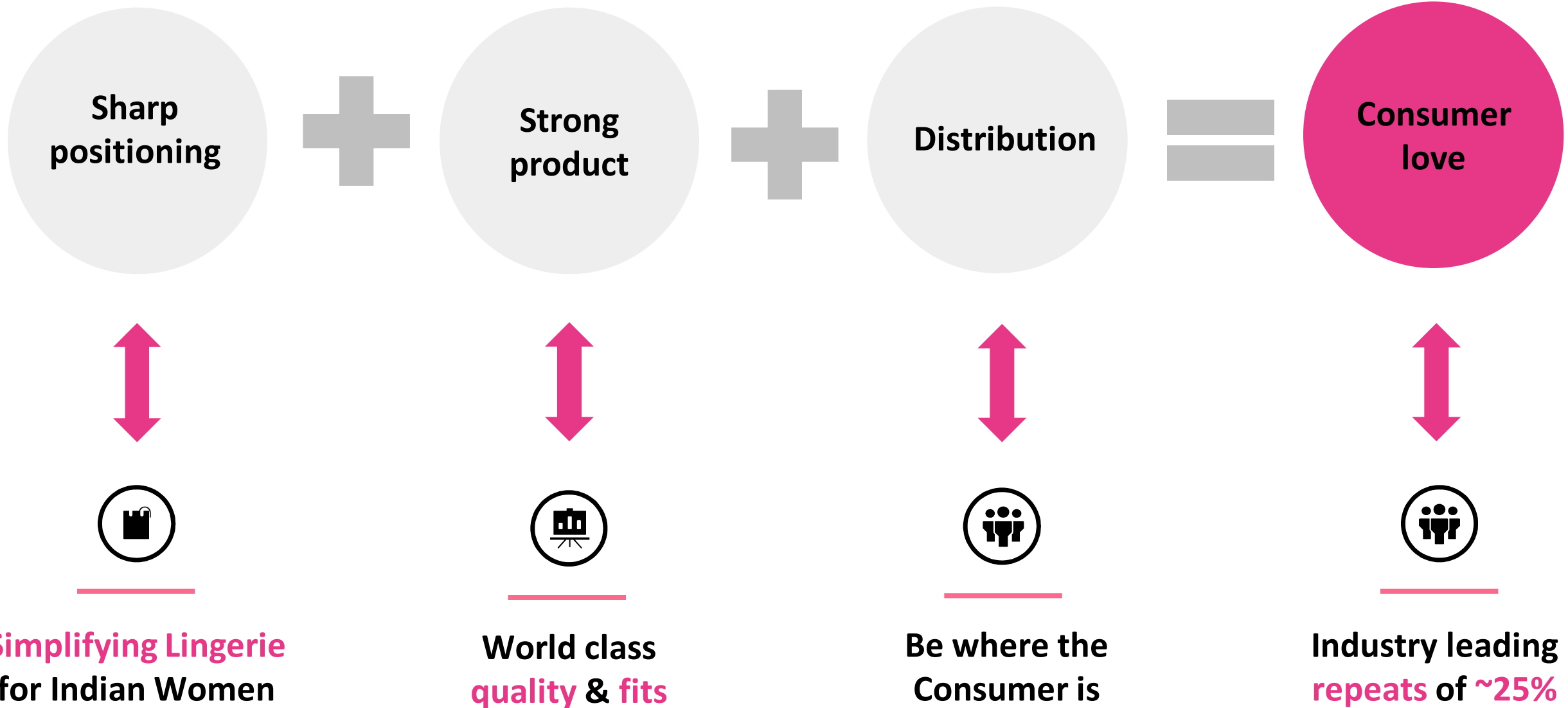
# Our vision - Simplifying lingerie for Indian women



# *Simplifying Lingerie for Indian Women*



# National brand being built with strong fundamentals: Our Approach



## Key Milestones

---

**#1**  
on Nykaa  
Platforms

**Top 3**  
In bras across  
Amazon

**<5%**  
Discount

**2 Mn+**  
customers

**17 EBOs**

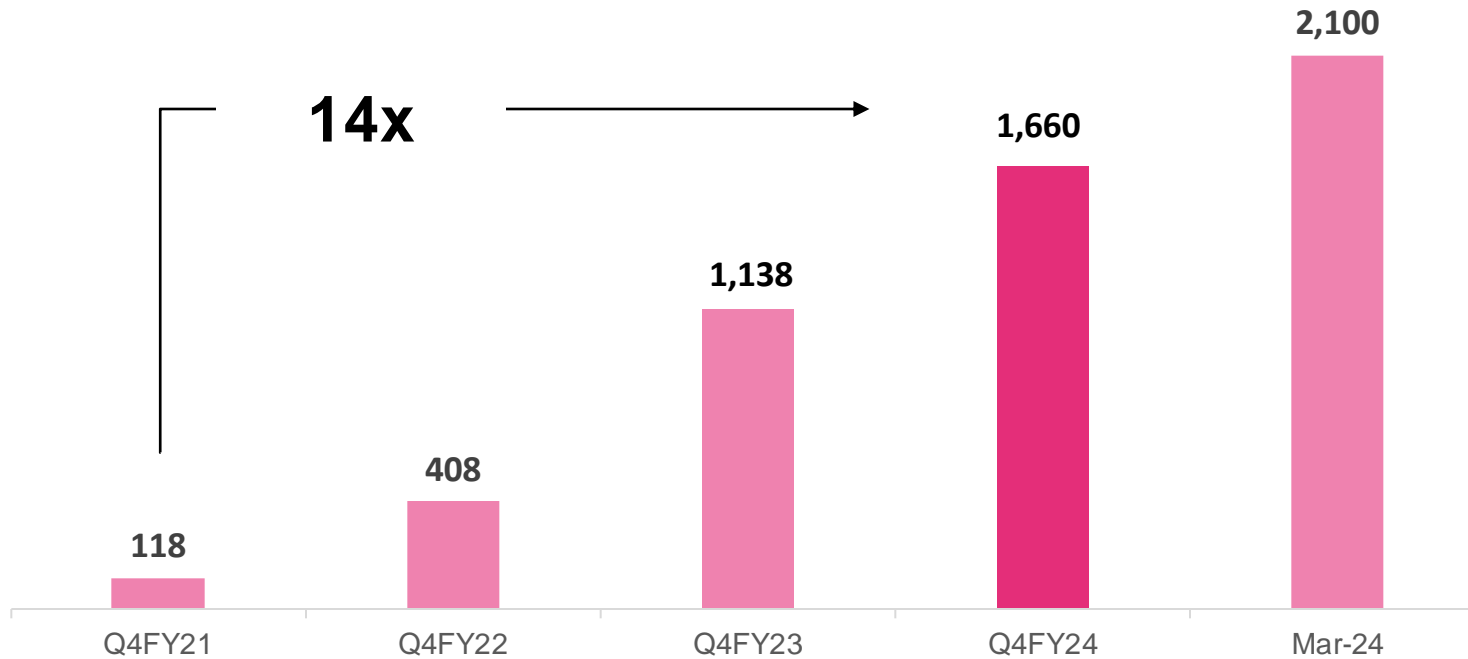
**1500**  
GT doors

**1<sup>st</sup>**  
Master  
franchisee

**D2C**  
Rapidly  
growing &  
profitable

**All channels  
now profitable**

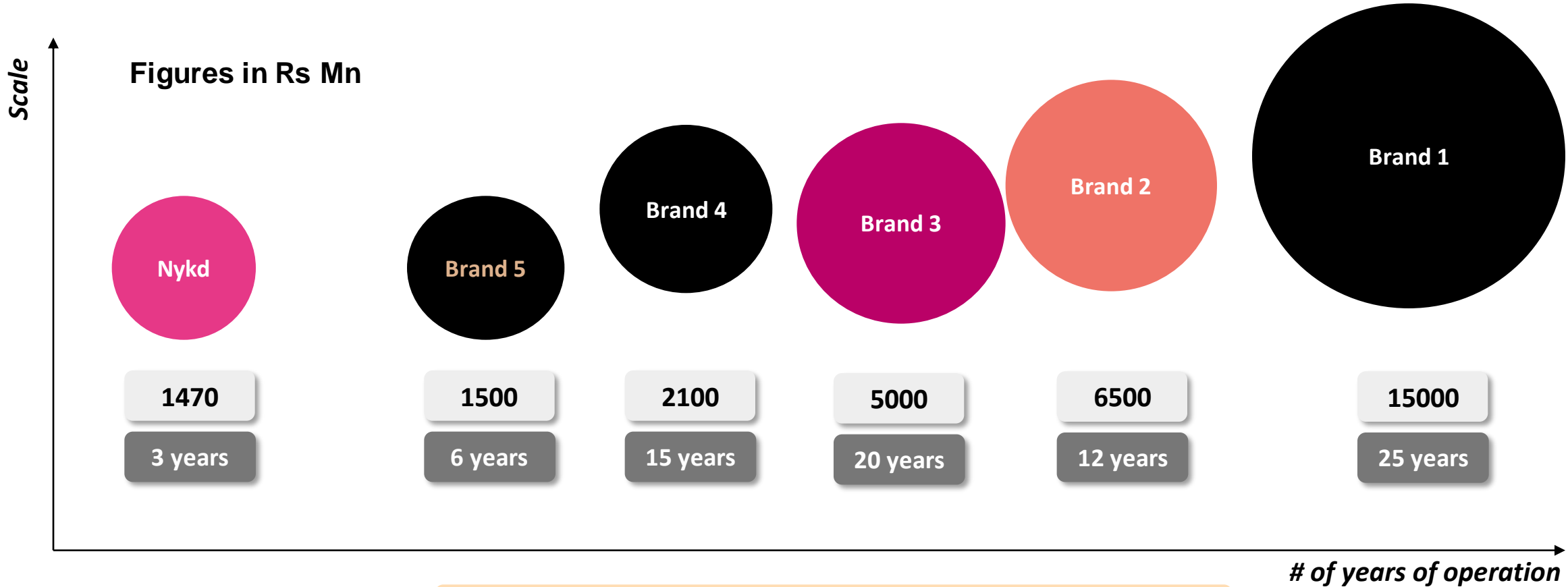
## Annualized GMV run rate (Rs mn)



**Achieved the scale of Rs 1,000 mn+ in less than 3 years, which took other national brands 7 -10 years**

**EBITDA positive** for the full year FY24

# Nykd already competing with the largest brands

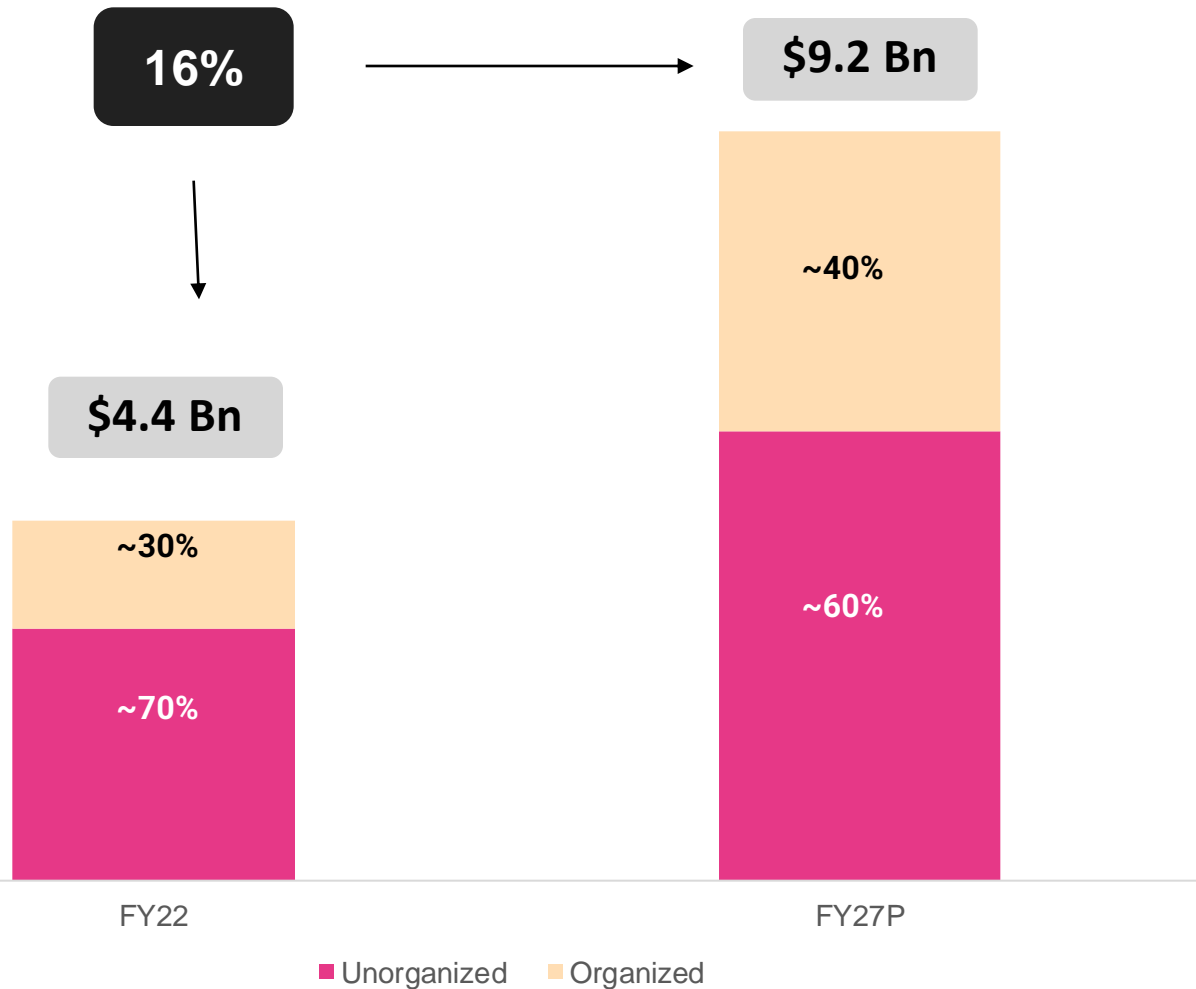


**Significant headroom for distribution growth**

	Nykd	Brand 5	Brand 4	Brand 3	Brand 2	Brand 1
Doors of Distribution	1500	4,000	3,000	5,500	500	40,000
Nos. of EBOs	17	30	18	50	200	600

All brands' turnovers are at GMV – approximate; taken from annual reports, market research and management estimates. Nykd numbers are Q4FY24 annualised

# Large, growing Total Addressable Market size



## Key trends



### Brands are scaling, but continues to be unorganized

While e-commerce and D2C channels have enabled penetration, the market continues to be unorganized



### Premiumization at play

Rising disposable incomes, hyper-aware consumers are now 'value conscious' and willing to pay premiums



### Omnichannel is king

Lingerie continues to be a highly 'involved' purchase with offline retail continuing to be a critical lever of growth



Product

Nykd is built for the **real woman**, who **deserves the BEST**

# WORLD CLASS PRODUCTS

01

## PASSIONATELY RESEARCHED

Our bras have been obsessively fitted on more than 10,000 women in at least 10 different body types making our products easy to love and live in



02

## IMPECCABLE QUALITY

There are more than 17 components in a bra that are globally sourced for the latest in technology for world class quality and workmanship



03

## OBSESSION FOR THE PERFECT FIT

The tolerance we follow for our bras is 2mm! Because we know even the least amount of deviation can impact the fit of the product.



# Strong pareto <> Business driven by head styles across categories



**Reduced volatility**  
in distribution



**Enhanced predictability** vs **trend-oriented** apparel categories



**Superior control** on  
**inventory management**

No.: 07AAGCN3932M1Z5



Loved by Bhumi & 1 million+ women



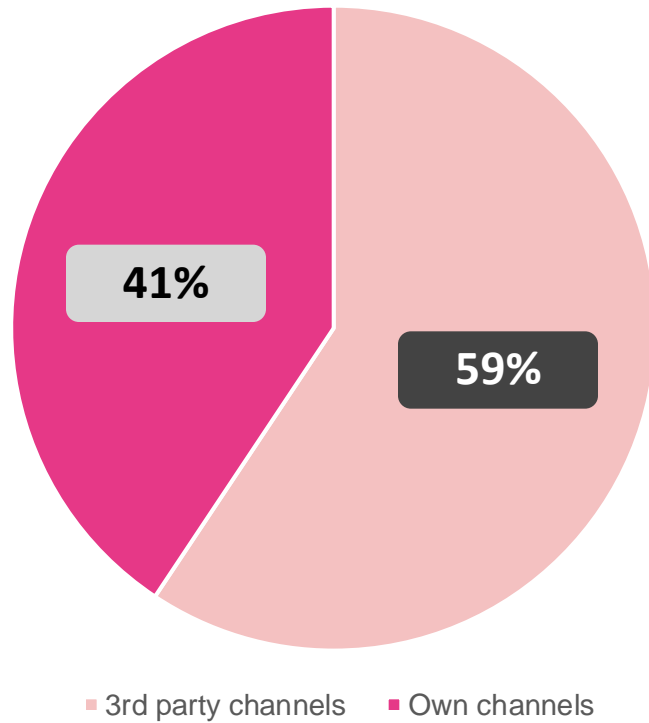
♥ Loved by Bhumi & 1 million+ women

# Distribution

# Robust distribution: Be where the consumer is

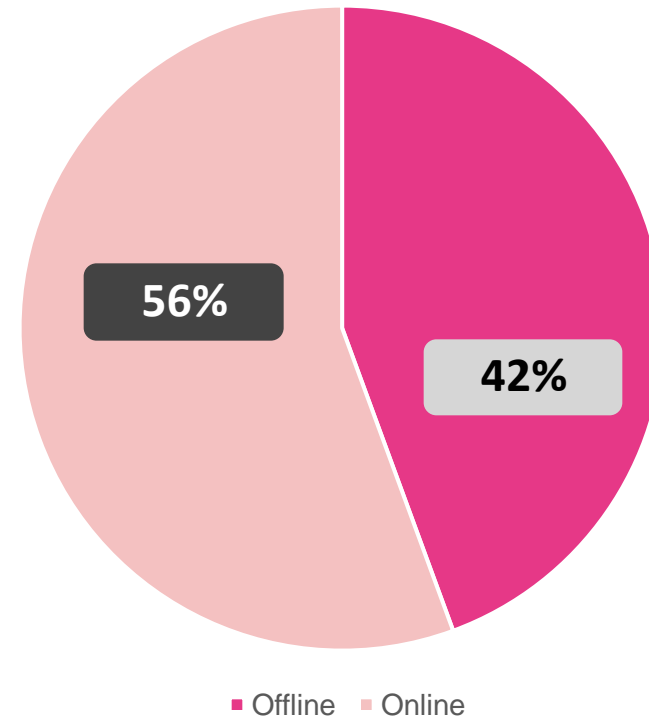
## 3<sup>rd</sup> party vs Own channels

GMV split moving to a 50/50 split; **clear headroom for growth**

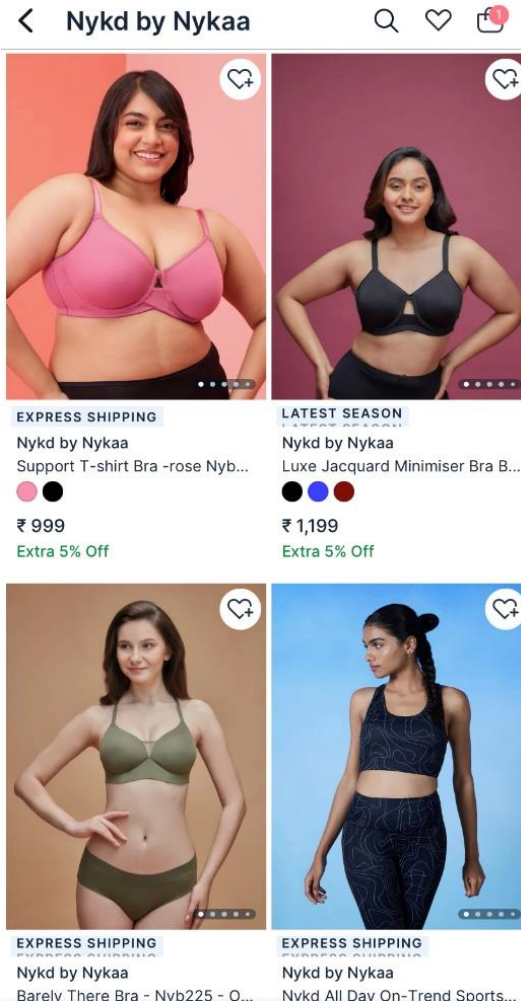


## Online vs Offline

Growth in FY'24 came from both offline & online channels



# Sharp, focused **online channel** strategy



## **Category leadership**

#1 in Lingerie category on **owned platforms**  
# 3 in Bras on **Amazon**



## **Stronger repeats** vs competition

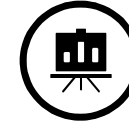
~25% **customers** come back to shop from us **within 12 months** of their 1<sup>st</sup> purchase



## **Profitable growth** on D2C

**76% YoY growth** on our own website, while being profitable

# Sharp, focused **offline channel** strategy



## **General Trade**

*~1500 doors*



## **17 EBOs**

*Owned + Franchisee*



## **Large format stores**

*Launched pilot in department stores*

# BRA AISA, BRALESS JAISA

AS GOOD AS ~~NAKED~~

SHOP NOW

*Nykd*



**A consumer-first, consumer-loved brand**



80% of women wear  
the wrong bra size

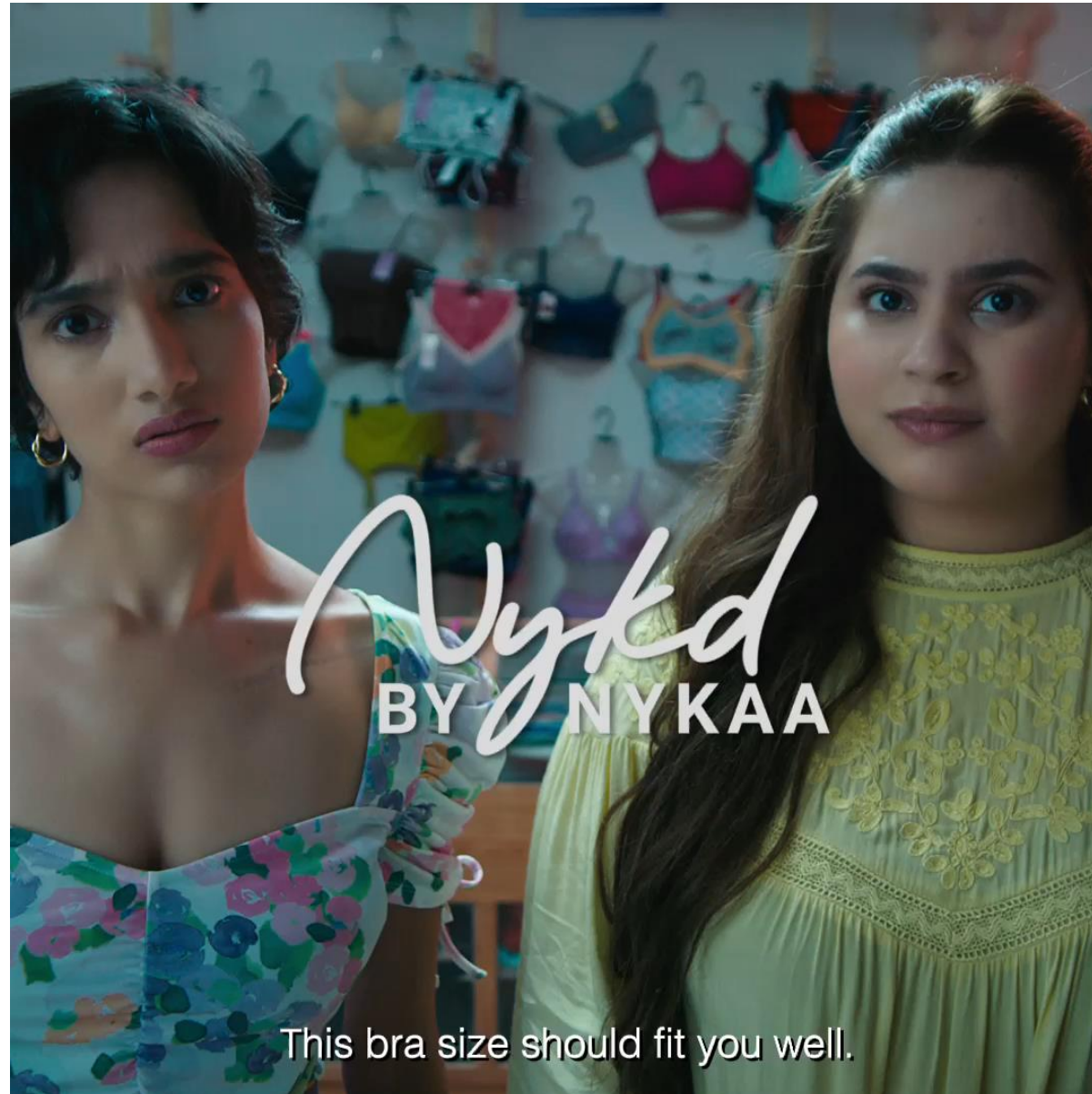


**Tech tool** - hassle-free experience with no  
measuring tapes, to find the **right bra size, fit,** and  
**style** - all in **less than three minutes.**



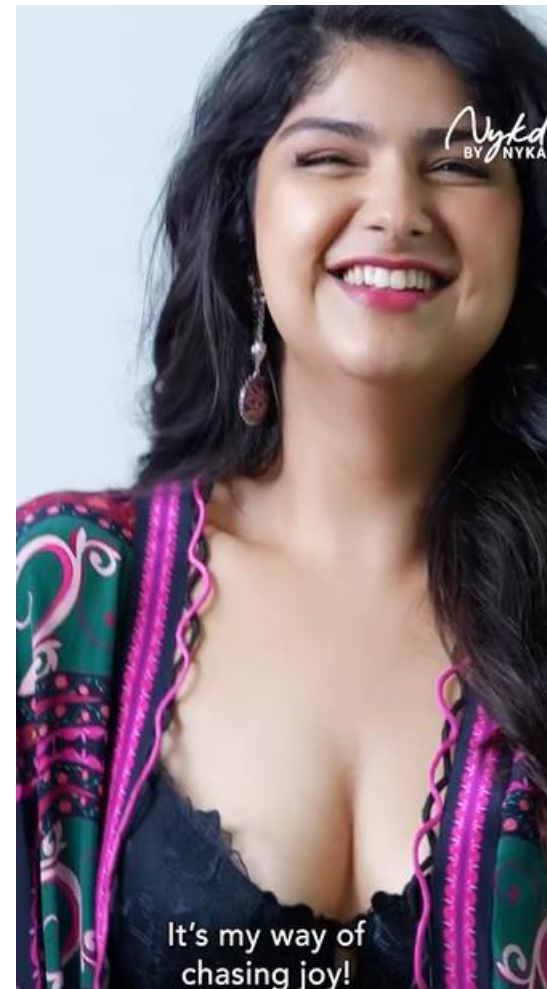
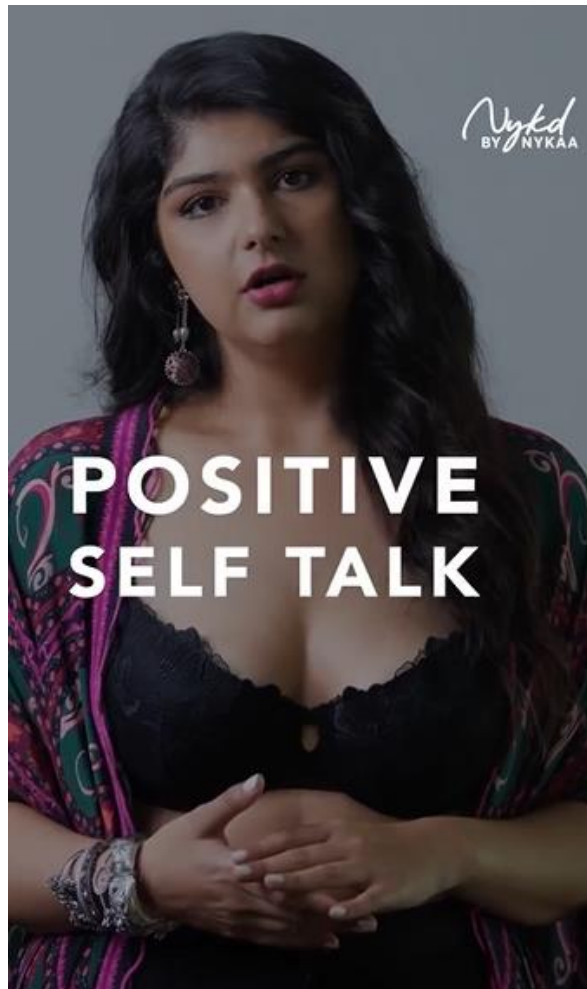
Won **multiple Fashion  
& tech innovation** awards

## National amplification: 1<sup>st</sup> celebrity brand association in Lingerie



# Inclusivity and transparency has been a key pillar for the brand

## Nykda X Anshula Kapoor



poojadhingra 2w



4 likes Reply



sabakhanmakeup 2w



Reply



chefguntas 2w



2 likes Reply



avantikadassani 2w

Beautiful girl!!

3 likes Reply



therealarmaanjain 2w

@anshulakapoor



1 like Reply



tuheena.raj 2w

This is so so powerful, Anshula!  
You inspire!

27 likes Reply



onechiquemom 2w

You look stunning ❤️ and this  
message was much needed  
right now in the society!

2 likes Reply



♥ Loved by 1 million+ women

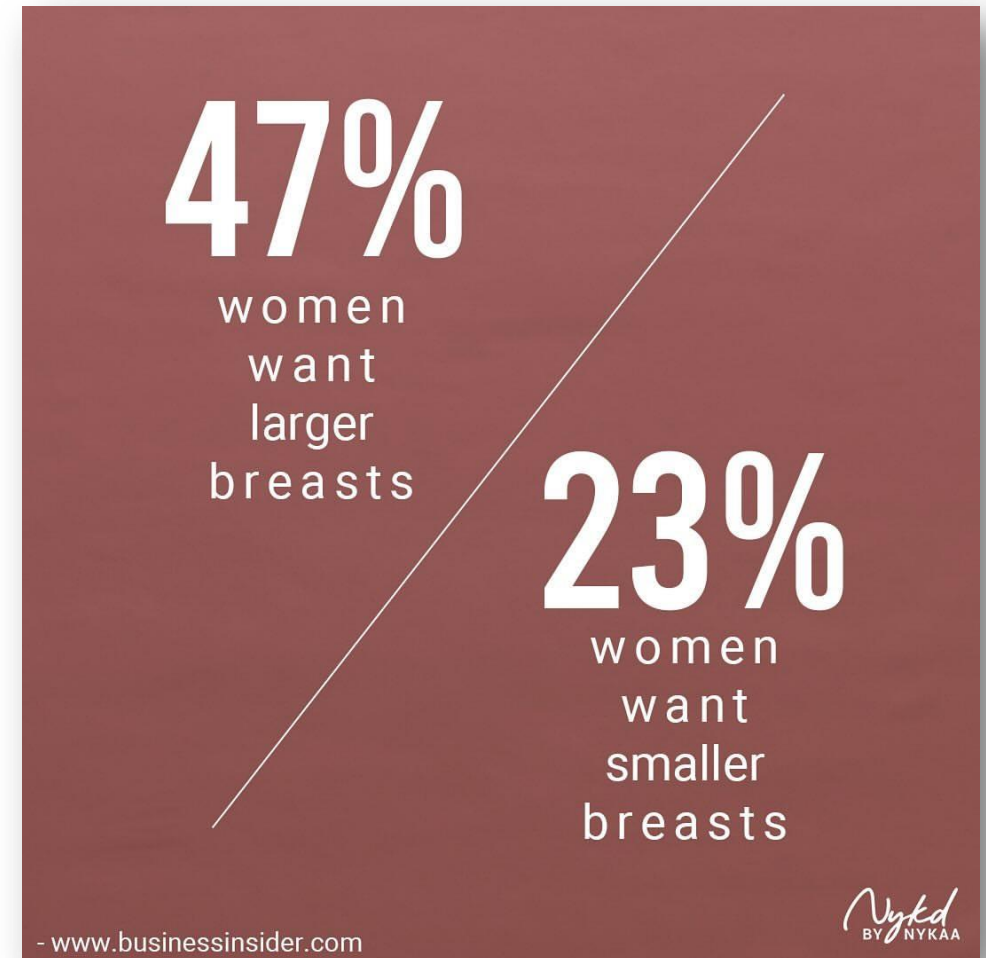


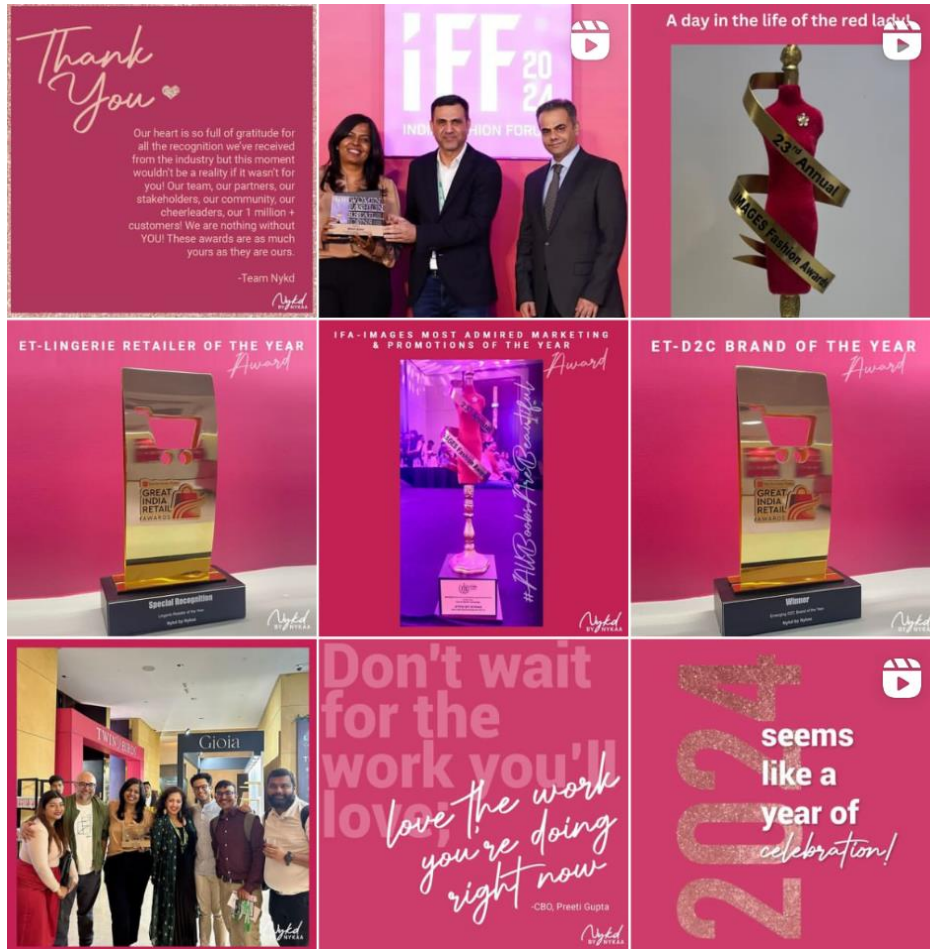
#AllBoobsAreBeautiful

Nykd  
BY NYKAA

There is nothing called as “**Perfect**”  
**All Boobs are Beautiful** the way they actually are.

- **70% of women** worldwide are not happy with their breasts.
- Some want it to be bigger, some want it to be smaller.
- One **women's imperfect is another women's perfect.**
- Question is: **What exactly is perfect?**





*#1 Lingerie Retailer of the Year*



*Emerging D2C brand of the year*



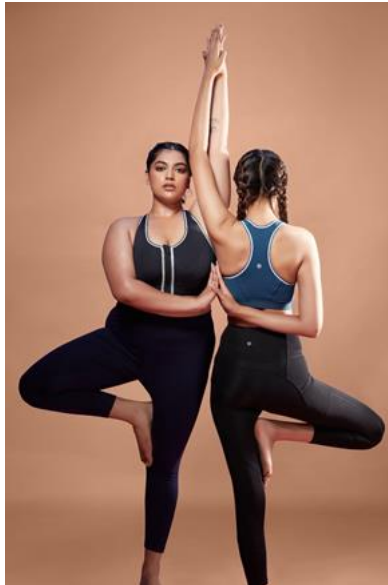
Where have you been my entire life????!!!

I purchased the low back bra last month and I have never felt so comfortable to wear a bra for the whole day. Also ordering it in all the colours! Thank you!!!





Nykd  
BY NYKAA



# Ambition to become one of the Top Lingerie Brands in the country

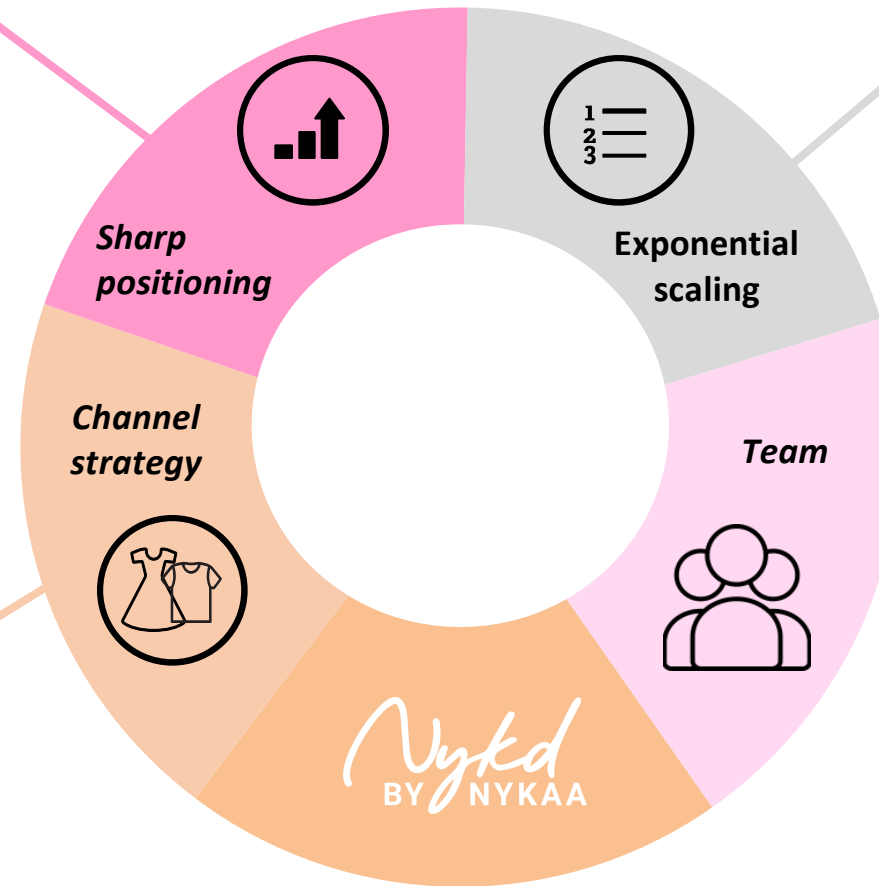
## Sharp positioning in a cluttered market

Hyper focussed on consumer

Solving real consumer problems

## Strong team of category experts

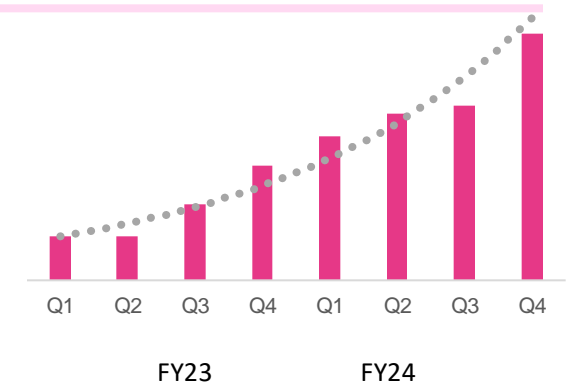
Obsessed with  
operational execution



## Be where the consumer is



## Strong acquisition + repeats = exponential scale





***NYKAA***  
**Financial  
Performance**

# FY24 Financial snapshot

## Strong topline growth

**GMV**

**Rs. 1,24,461 mn**

**+28%** YoY Growth

**Revenue from Operations**

**Rs. 63,856 mn**

**+24%** YoY Growth

## Improving profitability

**EBITDA**

**Rs. 3,462 mn**

**+35%** YoY Growth

Margin\* **5.4%** (↑44 bps YoY)

**Adj. EBITDA**

**Rs. 3,807 mn**

**+43%** YoY Growth

Margin\* **6.0%** (↑80 bps YoY)

**PBT**

**Rs. 690 mn**

**80%** YoY Growth

Margin\* **1.1%** (↑33 bps YoY)

**PAT\*\***

**Rs. 397 mn**

**90%** YoY Growth

Margin\* **0.6%** (↑21 bps YoY)

**NSV + service income of Rs 70,005 mn [25% YoY]**

Adj. EBITDA is before ESOP expenses, GCC business and corporate restructuring expenses

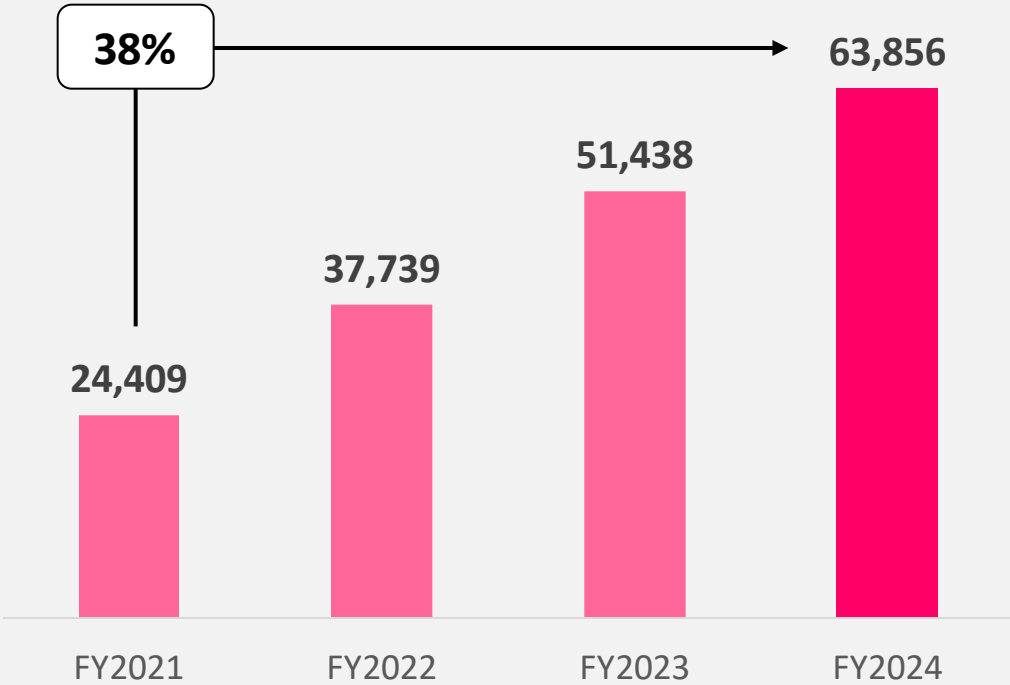
\* Margin% is on Revenue from Operations

\*\* PAT is after considering share of loss of associate

Scaled ~3x in the last three years

CAGR %

Revenue from operations (Rs mn)



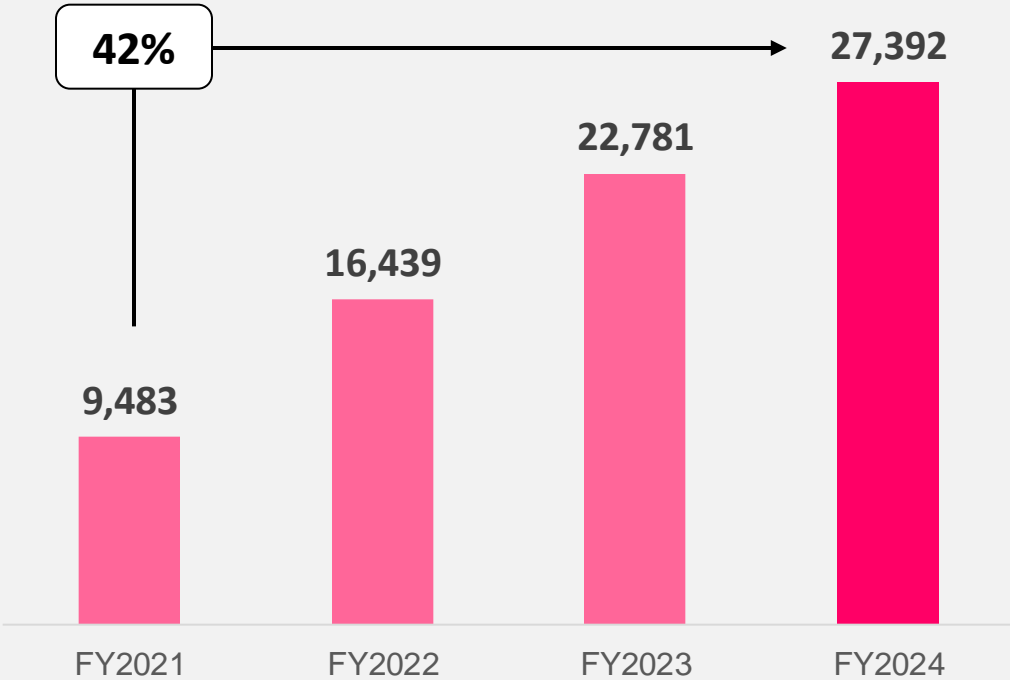
NSV + Service Income



40%  
CAGR  
[FY21 – FY24]

\* As % of Revenue from Operations

Gross Profit (Rs mn)



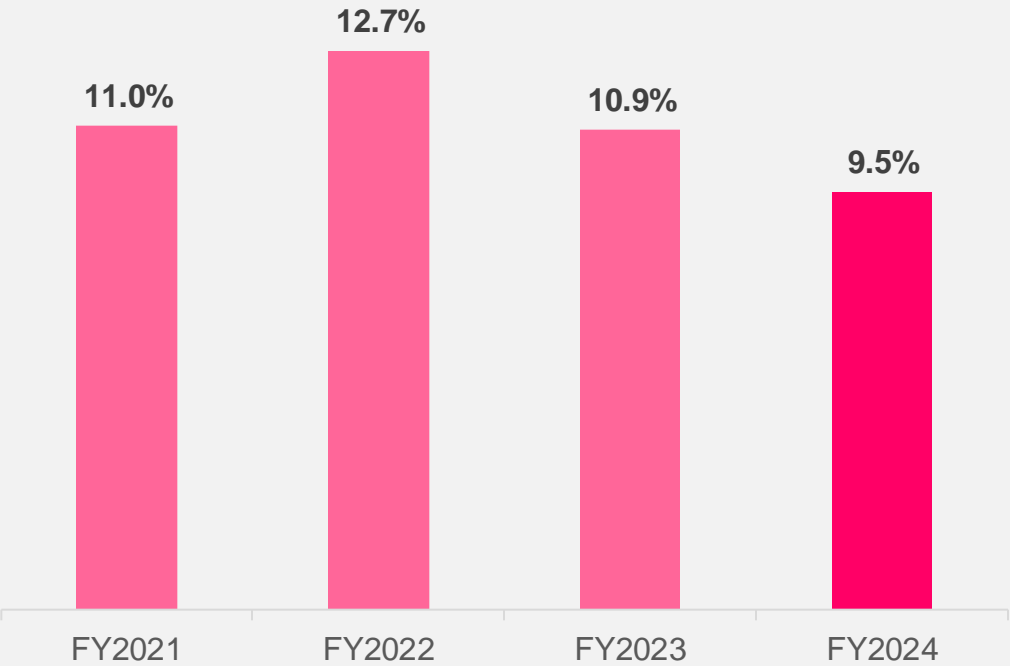
Gross  
Margin %\*



38.9%      43.6%      44.3%      42.9%

Focused regionalization strategy has brought us closer to the customers

Fulfilment expenses (% of Revenue)



	FY21	FY22	FY23	FY24
Fulfilment centres	18	23	44	44
Cities	7	11	16	16

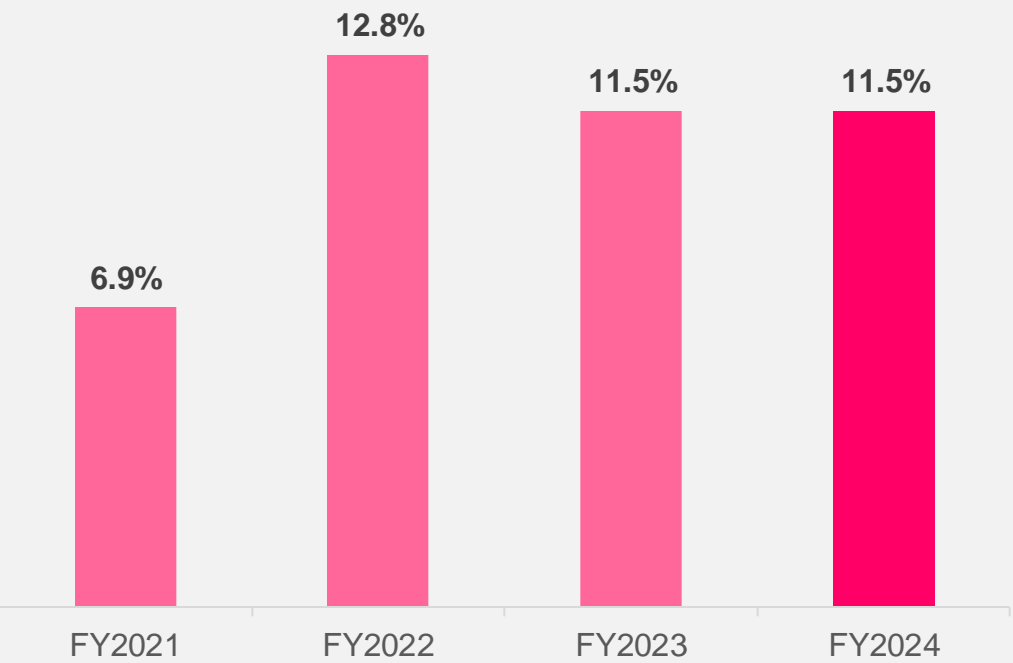
Key Improvements seen in Beauty

- 1. Reduction in split shipment ratio
- 2. Reduction in air shipment
- 3. Achieved better order to delivery timelines

Key Improvements seen in Fashion

- 1. Significant improvement in leakages reducing reverse logistic cost
- 2. Collaborating with brands to drive fulfilment efficiencies

Marketing expenses (% of Revenue)



Key drivers of improvement

1 Improvement in conversion

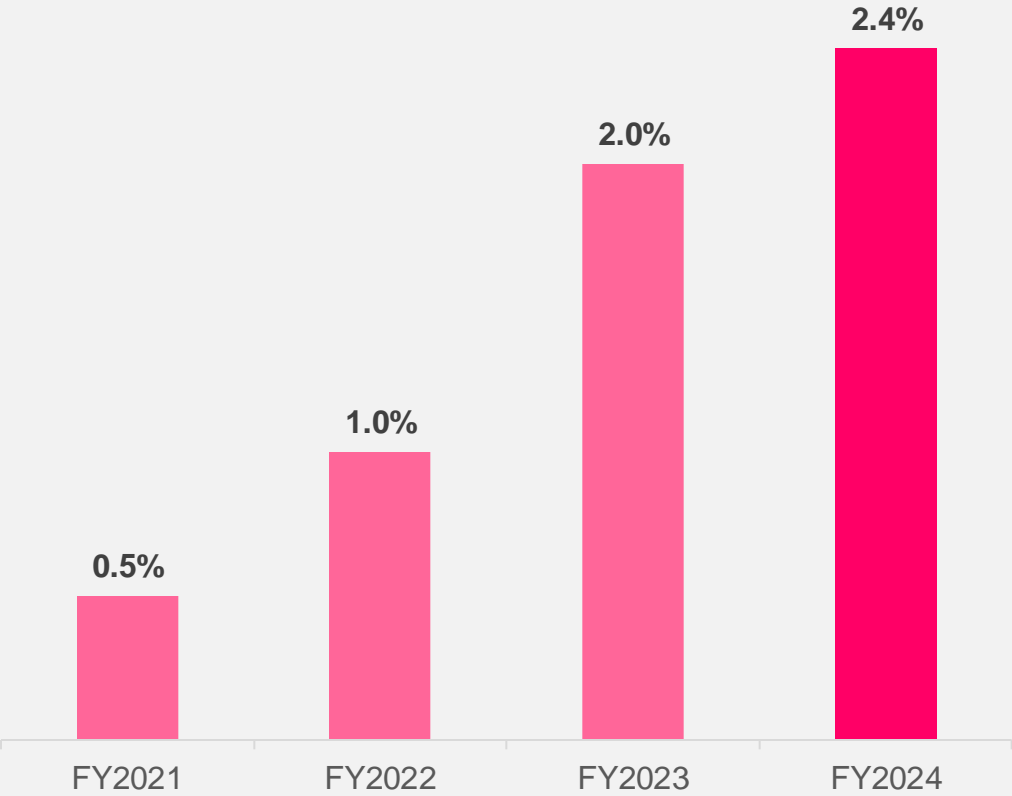
Order to unique visitors	FY21	FY22	FY23	FY24
Beauty Platform	10.9%	11.8%	12.8%	12.5%
Fashion Platform	1.5%	1.8%	2.3%	2.9%

2 Increasing share of GMV from existing customers

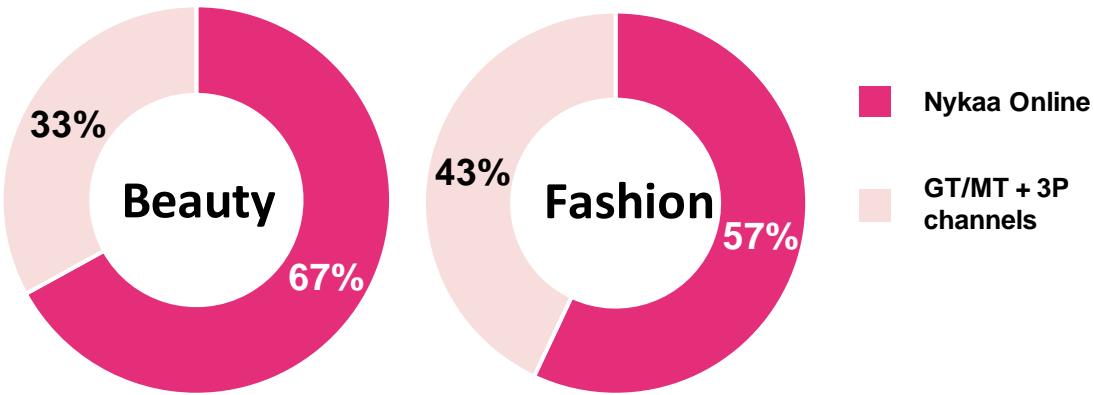
GMV from existing customers	FY21	FY22	FY23	FY24
Beauty Platform	70%	73%	78%	79%
Fashion Platform	9%	17%	36%	48%

# Widening distribution of our owned brands beyond Nykaa Ecosystem

## Selling and Distribution expenses (% of Revenue)

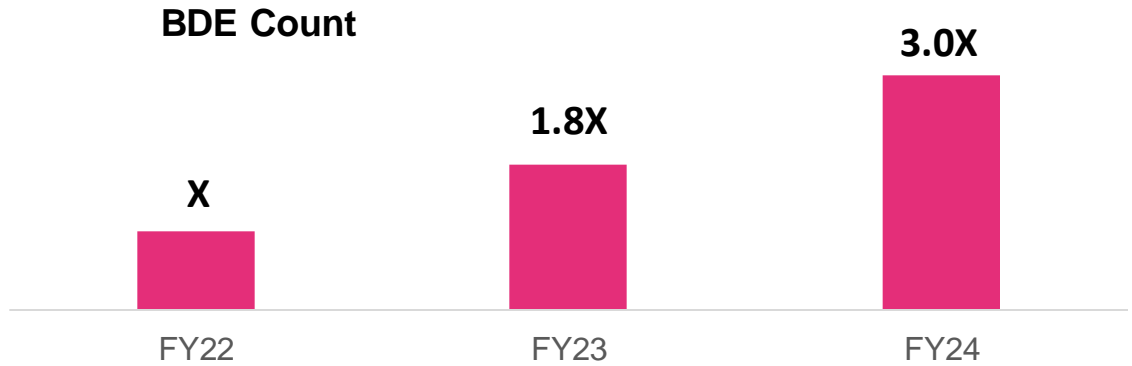


## FY24 owned brands GMV Channel Mix (%)



	FY23	FY24
Total share of GMV from GT/MT + 3P channels (Beauty + Fashion)	31%	35%

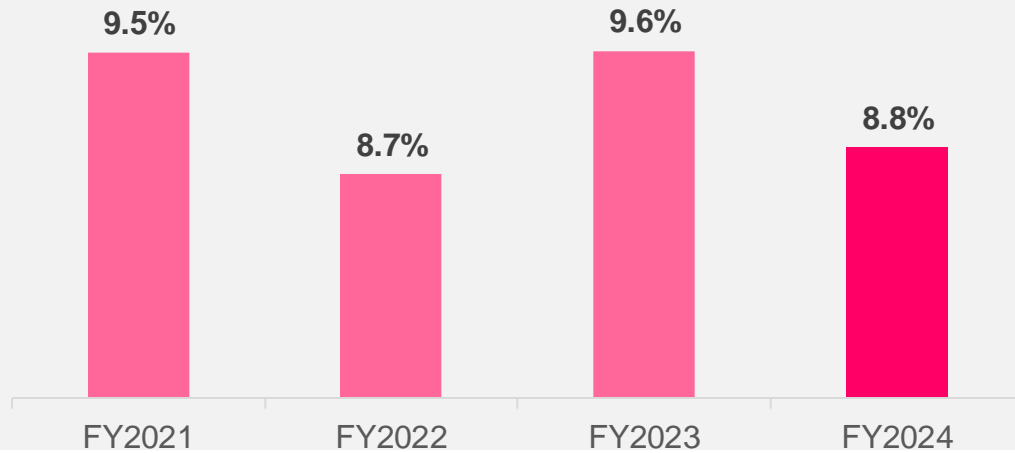
## Ramping up our eB2B business



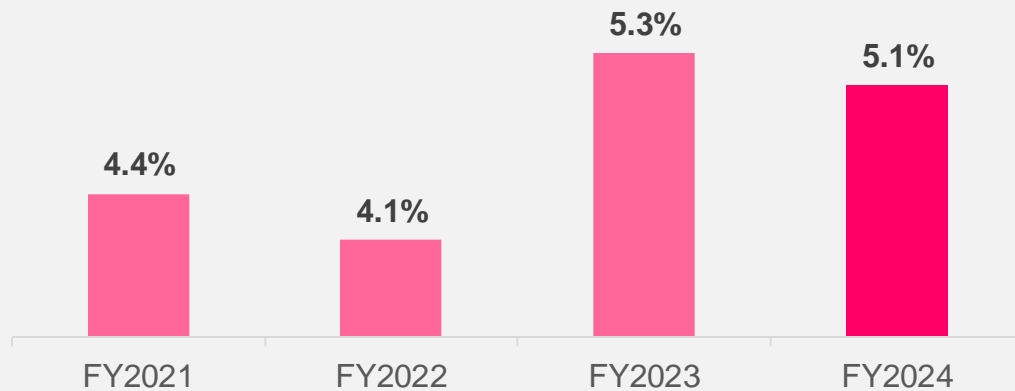
\*Others primarily includes other online marketplaces

# Cost optimization and Scale efficiencies improving profitability

## Employee expenses (as % of Revenue)

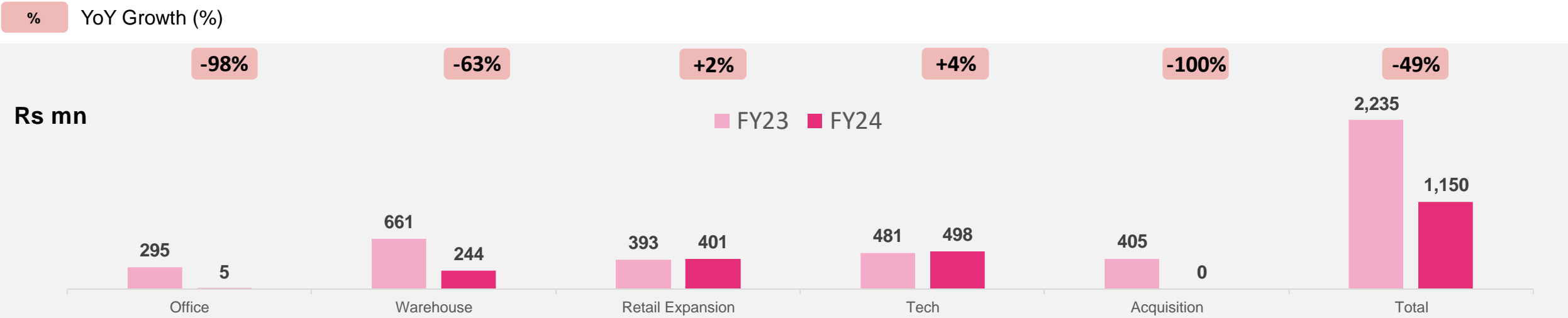


## Other expenses (as % of Revenue)



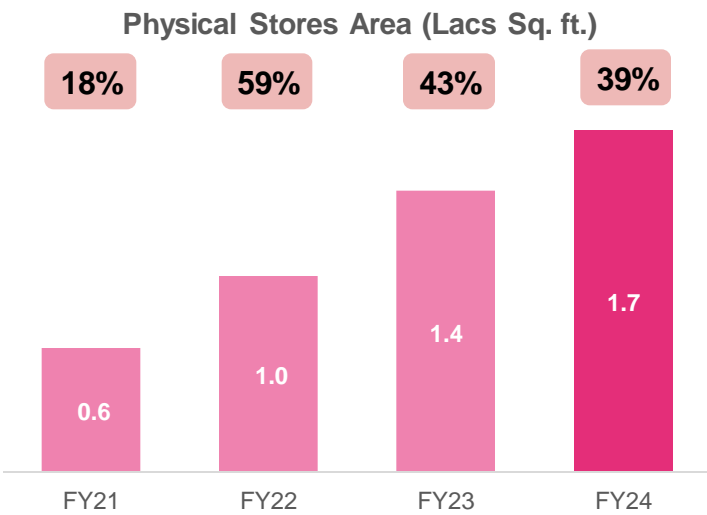
1. **Ahead of the curve investment in employee and tech in FY23**
2. **Scale efficiencies and G&A optimization in FY24, while we continue to invest in Web & Technology**

# Peak investment in warehouse/office infra behind us, retail expansion to continue

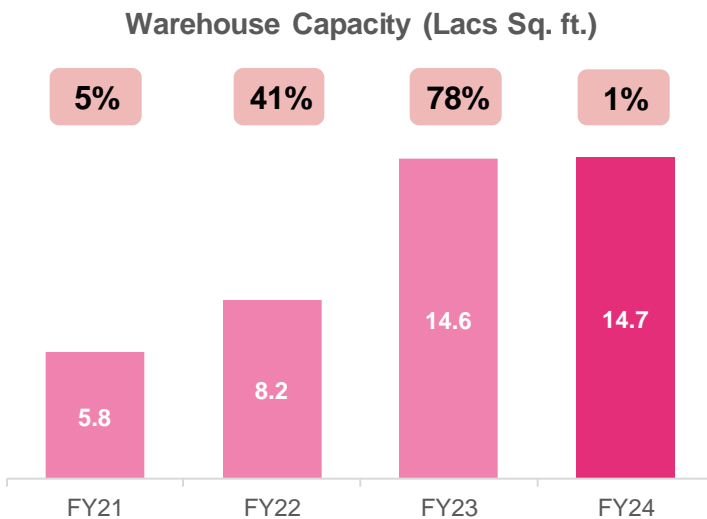


- 1. Peak capex in FY23, normalizing in FY24 with retail expansion still a focus
- 2. Warehouse capex in FY24 was majorly due to movement from 3PL to own

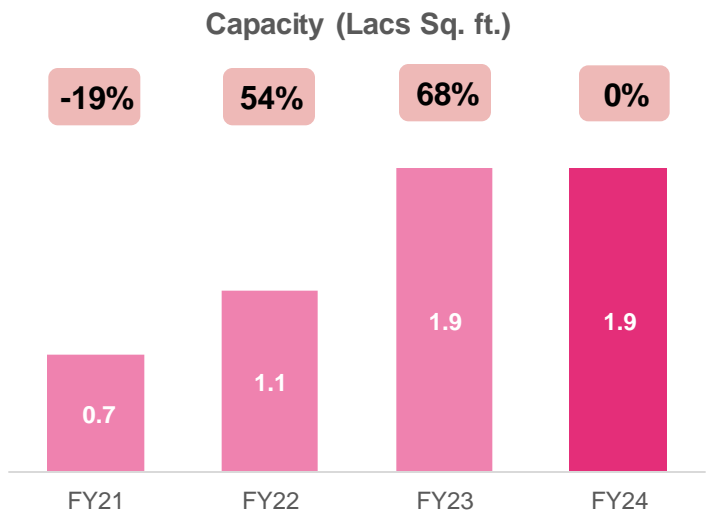
## Physical Stores



## Warehouse



## Office Space



# Vertical Reporting (Current Definition)

(All amounts in Rs mn, unless otherwise stated)

Particulars	FY24				FY23			
	BPC	Fashion	Others	Total	BPC	Fashion	Others	Total
GMV	83,409	32,699	8,353	<b>1,24,461</b>	66,491	25,696	5,245	<b>97,433</b>
<i>Growth</i>	<i>25%</i>	<i>27%</i>	<i>59%</i>	<i>28%</i>	<i>33%</i>	<i>47%</i>	<i>204%</i>	<i>41%</i>
NSV	49,499	9,376	4,679	<b>63,554</b>	40,765	7,444	2,416	<b>50,625</b>
<i>Growth</i>	<i>21%</i>	<i>26%</i>	<i>94%</i>	<i>26%</i>	<i>32%</i>	<i>30%</i>	<i>327%</i>	<i>36%</i>
Revenue from Operations	53,855	5,302	4,699	<b>63,856</b>	44,820	4,347	2,271	<b>51,438</b>
<i>Growth</i>	<i>20%</i>	<i>22%</i>	<i>107%</i>	<i>24%</i>	<i>32%</i>	<i>34%</i>	<i>366%</i>	<i>36%</i>
Gross Profit	22,318	4,058	1,016	<b>27,392</b>	18,907	3,289	584	<b>22,781</b>
Fulfilment expenses	4,524	1,069	492	<b>6,085</b>	4,315	912	379	<b>5,606</b>
Marketing & advertisement expense	4,412	2,380	410	<b>7,202</b>	3,268	2,085	307	<b>5,660</b>
Selling and Distribution expenses	779	152	610	<b>1,541</b>	528	132	380	<b>1,040</b>
Contribution Profit	12,602	457	-495	<b>12,564</b>	10,796	161	-482	<b>10,476</b>
<b>Key Ratios as a % to NSV</b>								
Gross Profit Margin %	45.1%	43.3%	21.7%	<b>43.1%</b>	46.4%	44.2%	24.2%	<b>45.0%</b>
Fulfilment expenses %	9.1%	11.4%	10.5%	<b>9.6%</b>	10.6%	12.2%	15.7%	<b>11.1%</b>
Marketing and Advertisement expense %	8.9%	25.4%	8.8%	<b>11.3%</b>	8.0%	28.0%	12.7%	<b>11.2%</b>
Selling and Distribution expenses %	1.6%	1.6%	13.0%	<b>2.4%</b>	1.3%	1.8%	15.7%	<b>2.1%</b>
<b>Contribution Margin %</b>	<b>25.5%</b>	<b>4.9%</b>	<b>-10.6%</b>	<b>19.8%</b>	<b>26.5%</b>	<b>2.2%</b>	<b>-19.9%</b>	<b>20.7%</b>

1. Branding Media & Production Cost is not considered for Contribution Profit as it is not allocatable, and its benefit accrue over long term
2. Fulfilment expenses include freight, payment gateway charges, warehouse off-roll manpower, warehouse operation expenses and packaging expenses
3. Selling and distribution expenses include BA/BDE cost, 3P channel commission, distributor expenses and customer care service charges

# Vertical Reporting (New Definition) (1/2) – Contribution Margin

All values in Rs mn, unless mentioned otherwise

Particulars	FY24					
	Beauty	Superstore (included in Beauty)	Beauty (excluding Superstore)	Fashion	New business	Total
GMV <i>Growth</i>	90,540 28%	5,973 84%	84,567 26%	33,854 26%	67 72%	1,24,461 28%
NSV <i>Growth</i>	53,619 25%	3,483 120%	50,136 22%	9,878 27%	56 27%	63,554 26%
Revenue from Operations <i>Growth</i>	58,099 24%	3,606 122%	54,493 20%	5,683 26%	74 24%	63,856 24%
Gross Profit	22,916	377	22,539	4,429	47	27,392
Fulfilment expenses	4,965	381	4,583	1,097	23	6,085
Marketing & advertisement expense	4,621	4	4,617	2,551	31	7,202
Selling and Distribution expenses	1,380	598	782	162	0	1,541
Contribution Profit	11,951	-607	12,557	620	-6	12,564
<b>Key Ratios as a % to NSV</b>						
<b>Gross Profit Margin %</b>	<b>42.7%</b>	<b>10.8%</b>	<b>45.0%</b>	<b>44.8%</b>		<b>43.1%</b>
Fulfilment expenses %	9.3%	11.0%	9.1%	11.1%		9.6%
Marketing and Advertisement expense %	8.6%	0.1%	9.2%	25.8%		11.3%
Selling and Distribution expenses %	2.6%	17.2%	1.6%	1.6%		2.4%
<b>Contribution Margin %</b>	<b>22.3%</b>	<b>-17.4%</b>	<b>25.0%</b>	<b>6.3%</b>		<b>19.8%</b>

1. Beauty includes BPC, Nykaa Man Grooming, Nudge, and Superstore by Nykaa

2. Fashion includes Nykaa Fashion, LBB, and Nykaa Man Lifestyle

3. New businesses includes GCC business and International business

4. Fulfilment expenses include freight, payment gateway charges, warehouse off-roll manpower, warehouse operation expenses and packaging expenses

5. Selling and distribution expenses include BA/BDE cost, 3P channel commission, distributor expenses and customer care service charges

# Vertical Reporting (New Definition) (2/2) - EBITDA

All values in Rs mn, unless mentioned otherwise

Particulars
GMV <i>Growth</i>
NSV <i>Growth</i>
Revenue from Operations <i>Growth</i>
Contribution Profit
Other Expenses (including G&A and employee expenses) Share of other expenses
EBITDA
<b><u>Key Ratios as a % to NSV</u></b>
<b>Contribution Margin %</b>
<b>Other Expenses %</b>
<b>EBITDA Margin %</b>

FY24			
Beauty	Fashion	New business	Total
90,540 <i>28%</i>	33,854 <i>26%</i>	67 <i>72%</i>	<b>1,24,461</b> <i>28%</i>
53,619 <i>25%</i>	9,878 <i>27%</i>	56 <i>27%</i>	<b>63,554</b> <i>26%</i>
58,099 <i>24%</i>	5,683 <i>26%</i>	74 <i>24%</i>	<b>63,856</b> <i>24%</i>
11,951	620	-6	<b>12,564</b>
7,141 80%	1,620 18%	172 2%	<b>8,933</b> <b>100%</b>
4,656	-1,016	-179	<b>3,462</b>
<b>22.3%</b>	<b>6.3%</b>		<b>19.8%</b>
13.3%	16.4%		14.1%
<b>8.7%</b>	<b>-10.3%</b>		<b>5.4%</b>

1. Beauty includes BPC, Nykaa Man Grooming, Nudge, and Superstore by Nykaa

2. Fashion includes Nykaa Fashion, LBB, and Nykaa Man Lifestyle

3. New businesses includes GCC business and International business

4. Branding Media & Production Cost is not considered for Contribution Profit and its benefit accrue over long term but the same is allocated in the ratio of revenue from operations to arrive at the vertical EBITDA

5. Fulfilment expenses include freight, payment gateway charges, warehouse off-roll manpower, warehouse operation expenses and packaging expenses

6. Selling and distribution expenses include BA/BDE cost, 3P channel commission, distributor expenses and customer care service charges

# Delivering on Balance Sheet strength

FY24

FY23

Fixed Assets  
(Rs mn)

6,979 | 7,297

Net Working Capital  
(Rs mn)

10,499 | 9,033

Fixed Assets Turnover  
(x)

9.1 | 7.0

Working Capital turnover  
(x)

6.1 | 5.7

Debt Equity Ratio  
(x)

0.5 | 0.3

Debt to total Liab.  
(x)

0.3 | 0.3

Capital Employed  
(Rs mn)

16,970 | 15,437

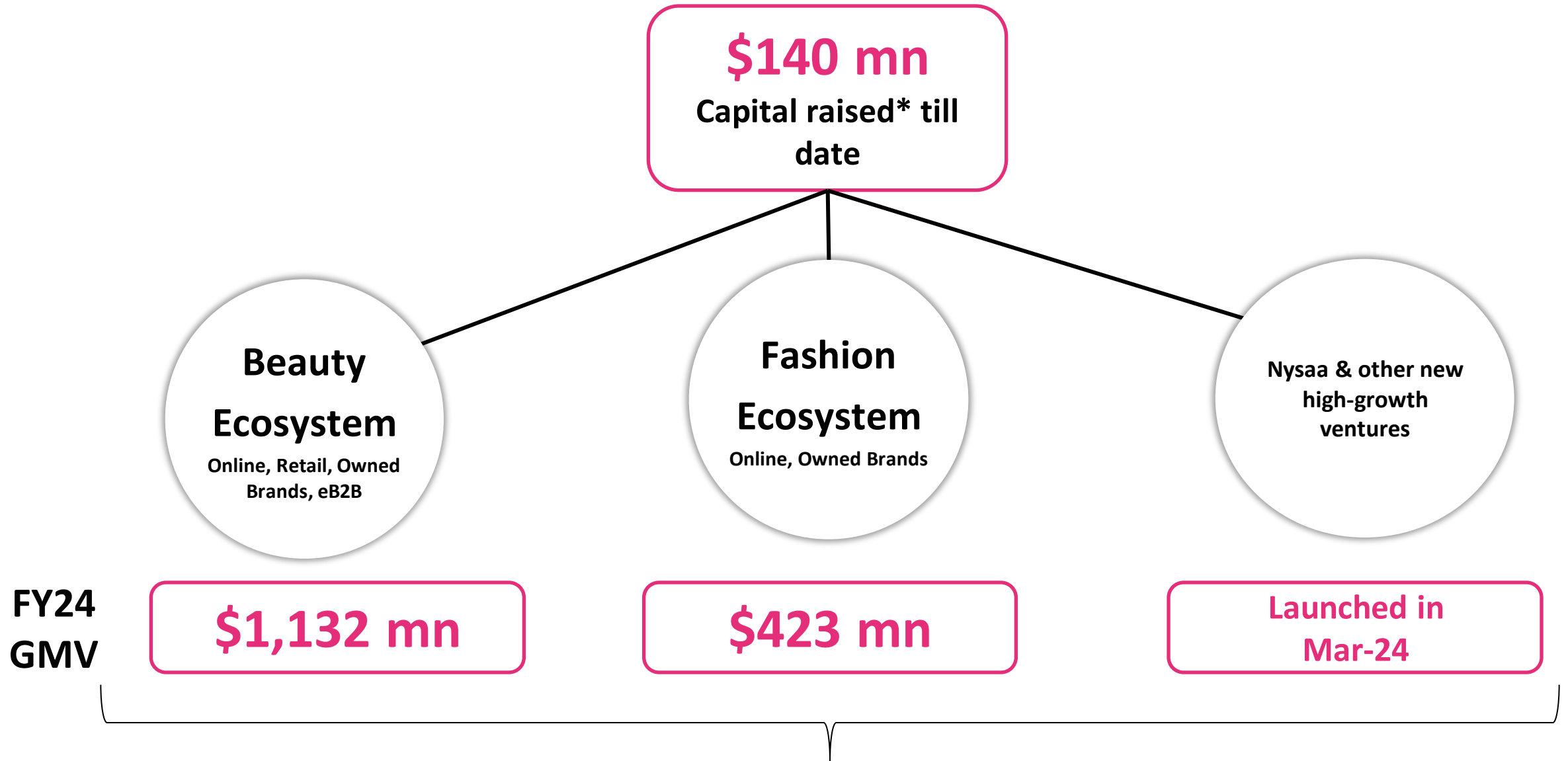
ROCE\*  
(%)

7.5% | 6.6%

\* ROCE is calculated by dividing EBIT by capital employed (Net Worth + Net Debt)

# Building Value with Capital Efficiency

**We have built a large & growing lifestyle ecosystem with a total capital raise of \$140mn**



**Consolidated FY24 GMV of \$1.6 bn**

1. Conversion rate: 1 USD = INR 80

\* From external investors

Our newer businesses are witnessing high growth & profit path with limited capital investment

Business	Total Investment till date (\$ mn)	FY24 NSV (\$ mn)	Expected Incremental investment till breakeven (\$ mn)
Fashion	48	123	~12 - 15
eB2B	31	44	~25

\* Conversion rate: 1 USD = INR 80  
Forward looking statements are subject to inherent risk and the Company, therefore, cannot guarantee that they shall be realised.

# Industry & One Nykaa

# Nykaa: India's preferred lifestyle retailer



33 mn  
**Customer Base**



~138 mn  
**App Installs**



1.7 bn+  
**Annual Visits**



~17 mn  
**Social Followers**



6,700+  
**Brands**



187  
**Beauty Stores**



3,250+  
**Strong Team**



19,000+  
**Pincodes Serviced**

**30%+**  
Online Market Share  
In Beauty

**15-18%**  
Online Premium  
Market Share In  
Fashion

**\$ 1.6 bn**

Consolidated GMV in FY24



# Nykaa Journey Over the Years



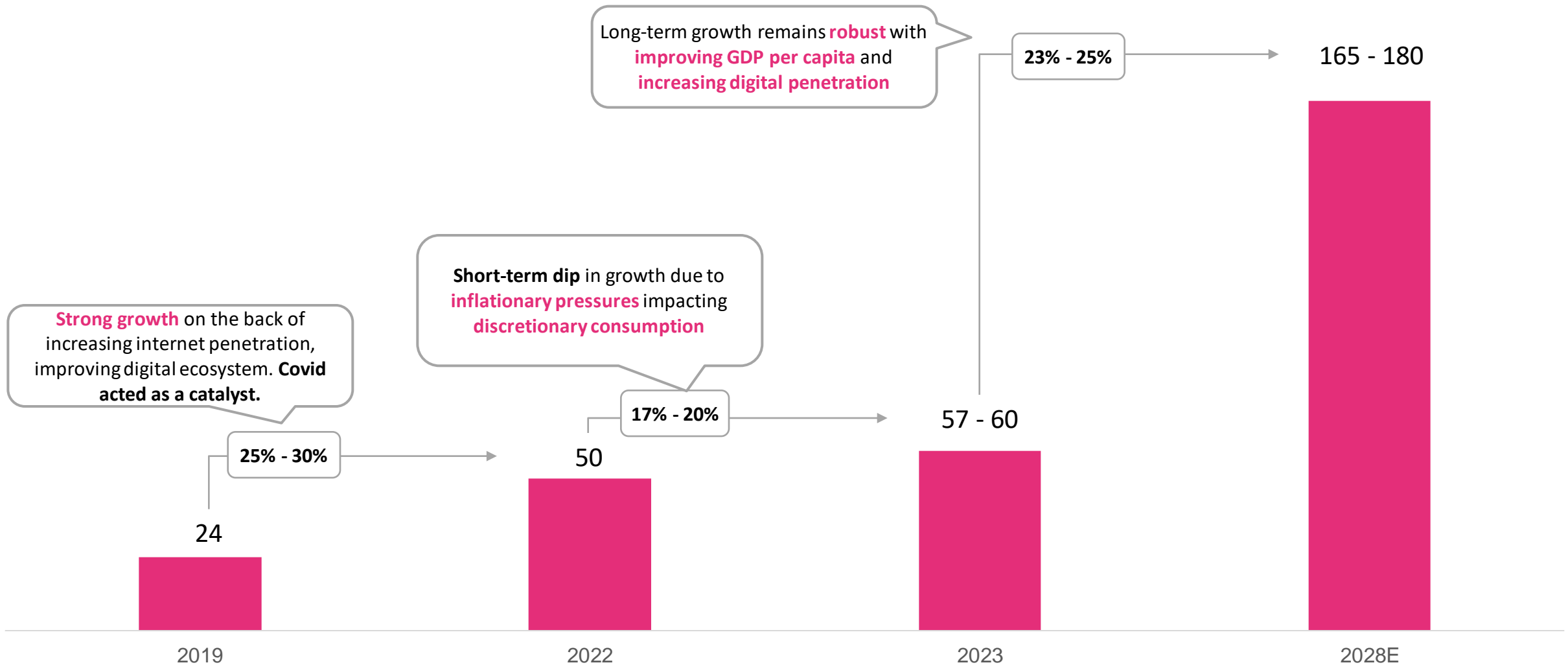
Notes:

1. Events refer to calendar year events

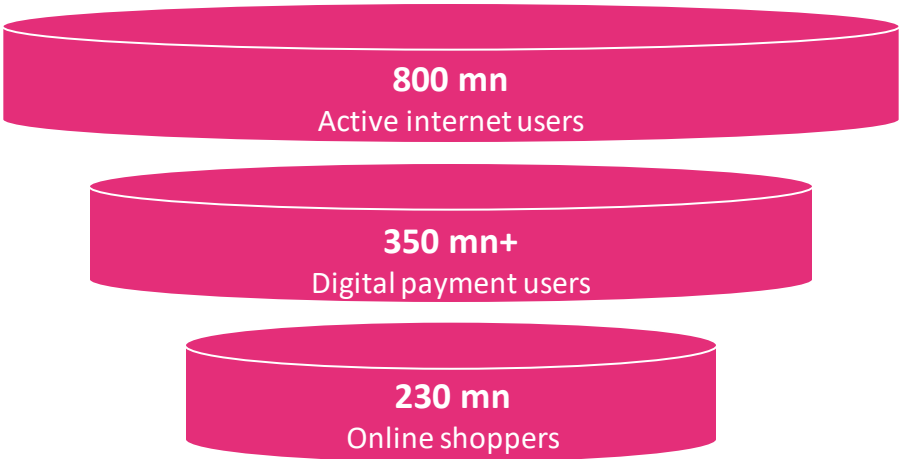
# Industry Outlook

# E-commerce in India – long runway for growth

India E-commerce market size (USD bn)

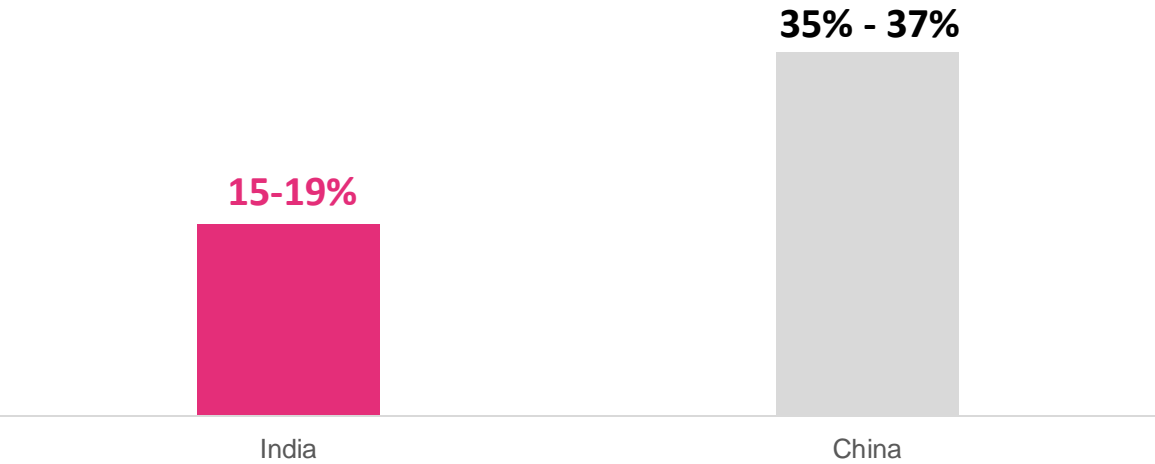


# Significant headroom for E-commerce penetration in comparison to China

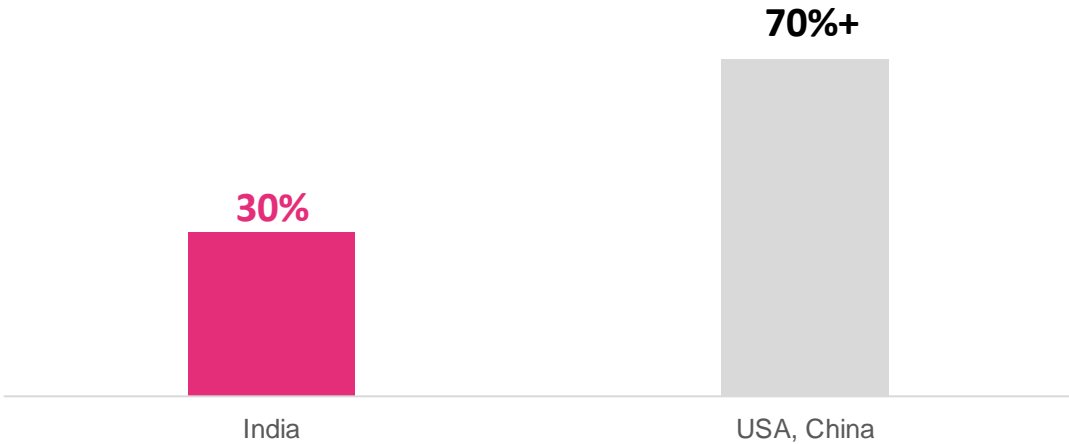


E-commerce penetration headroom (2023)

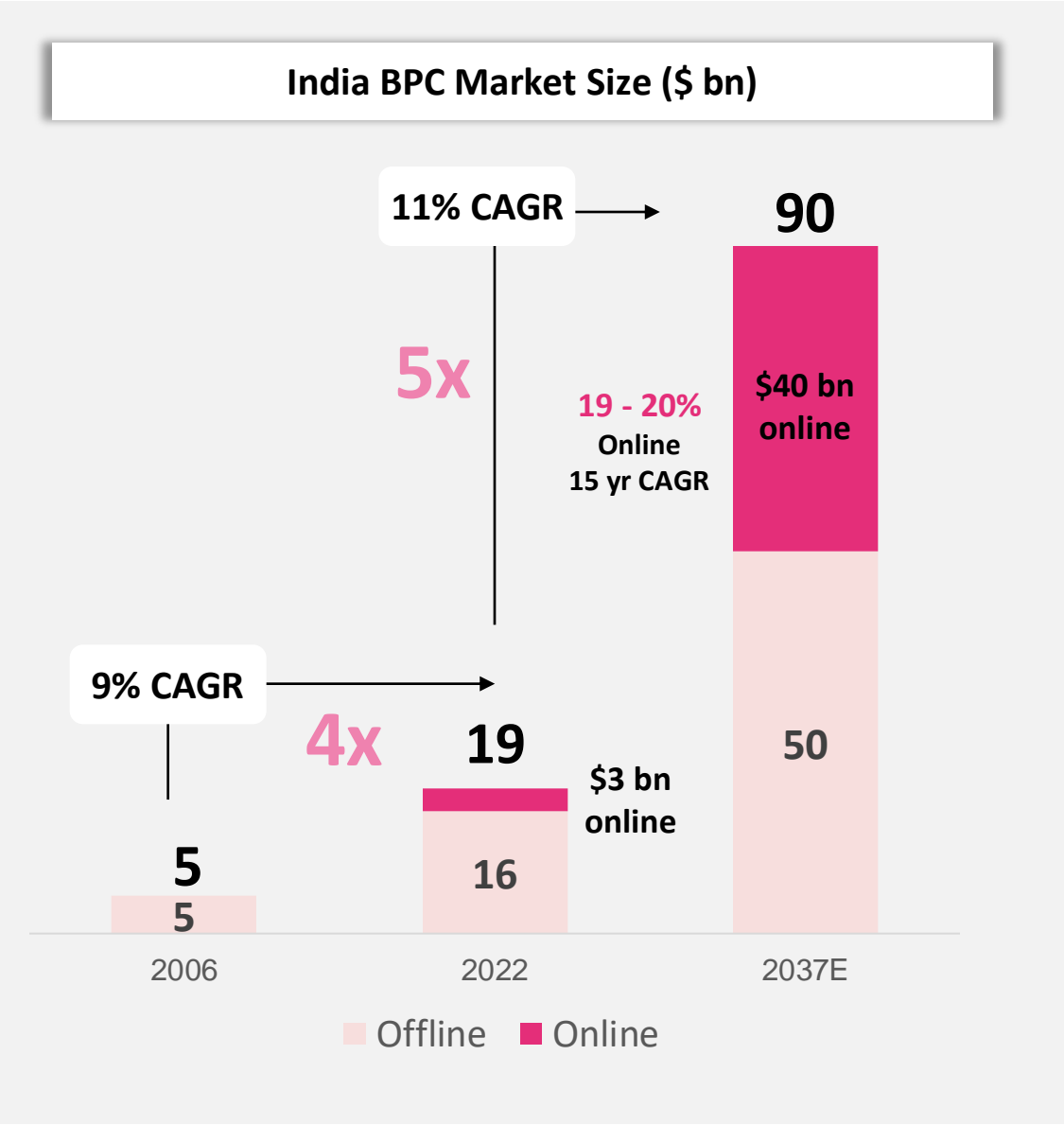
*as % of total retail*



Online shoppers (2023) – as % of internet users



Nykaa leading with market creation - India BPC, a \$90 bn opportunity in the next decade



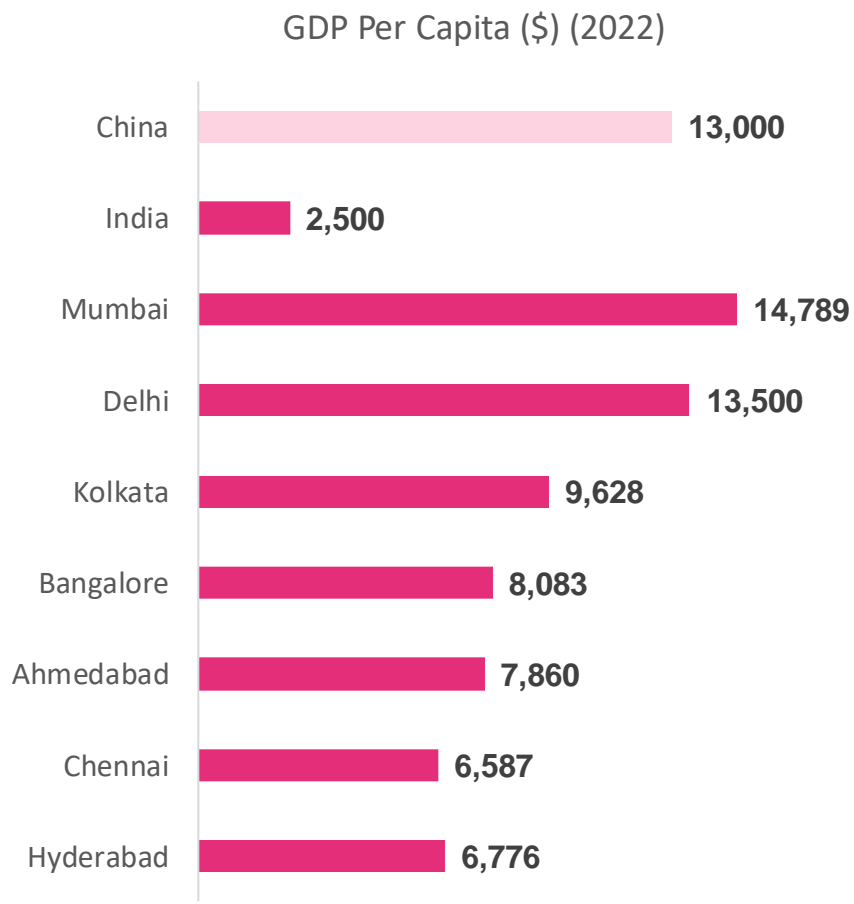
India is headed on China’s trajectory –  
India today resembles China from 2007

Year	2007	2023	2037
Country	China	India	China
GDP per capita (\$)	2,700	2,730	13,000
BPC spend per capita (\$)	15 - 18	15	40 - 45

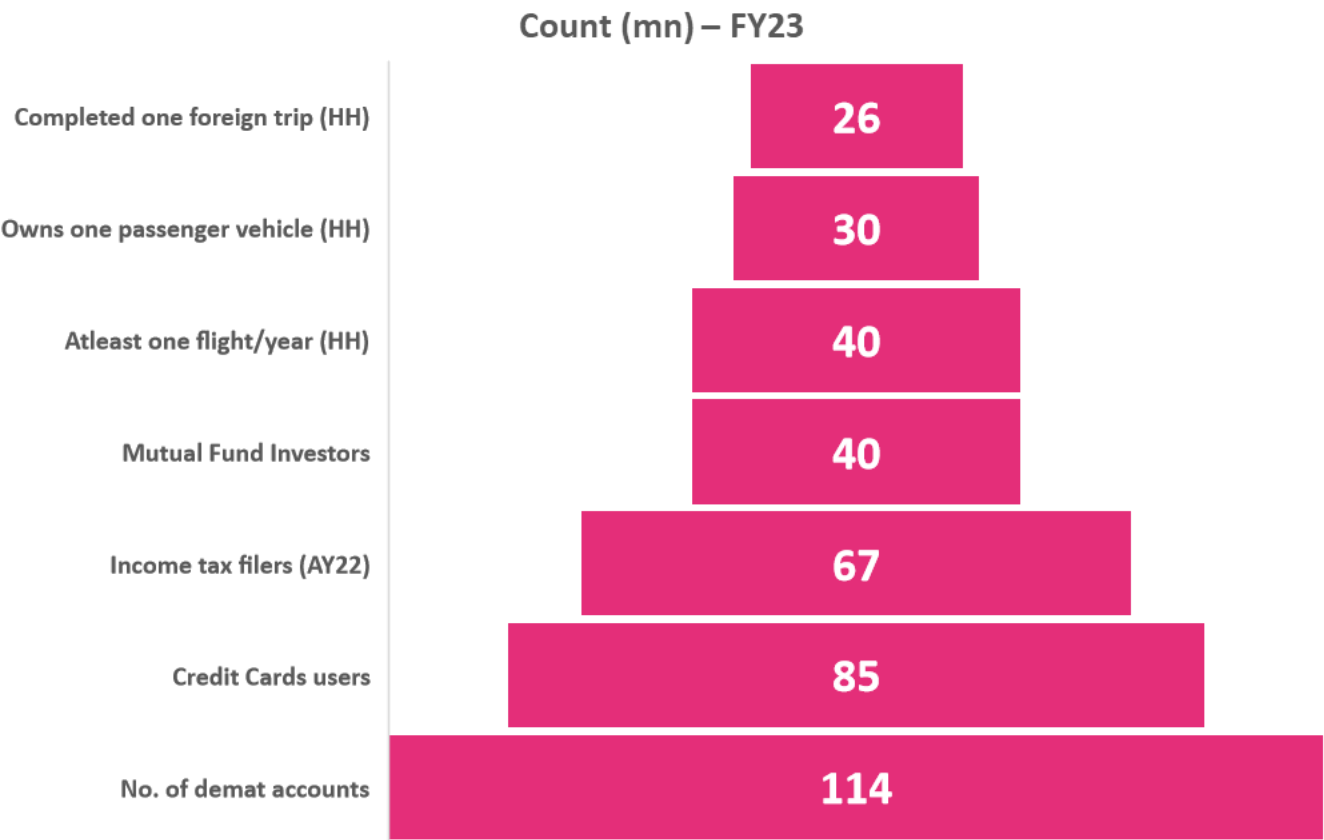
China’s BPC market today gives a  
glimpse into India’s possible 2037

# Increasing affluence in India to drive discretionary spends

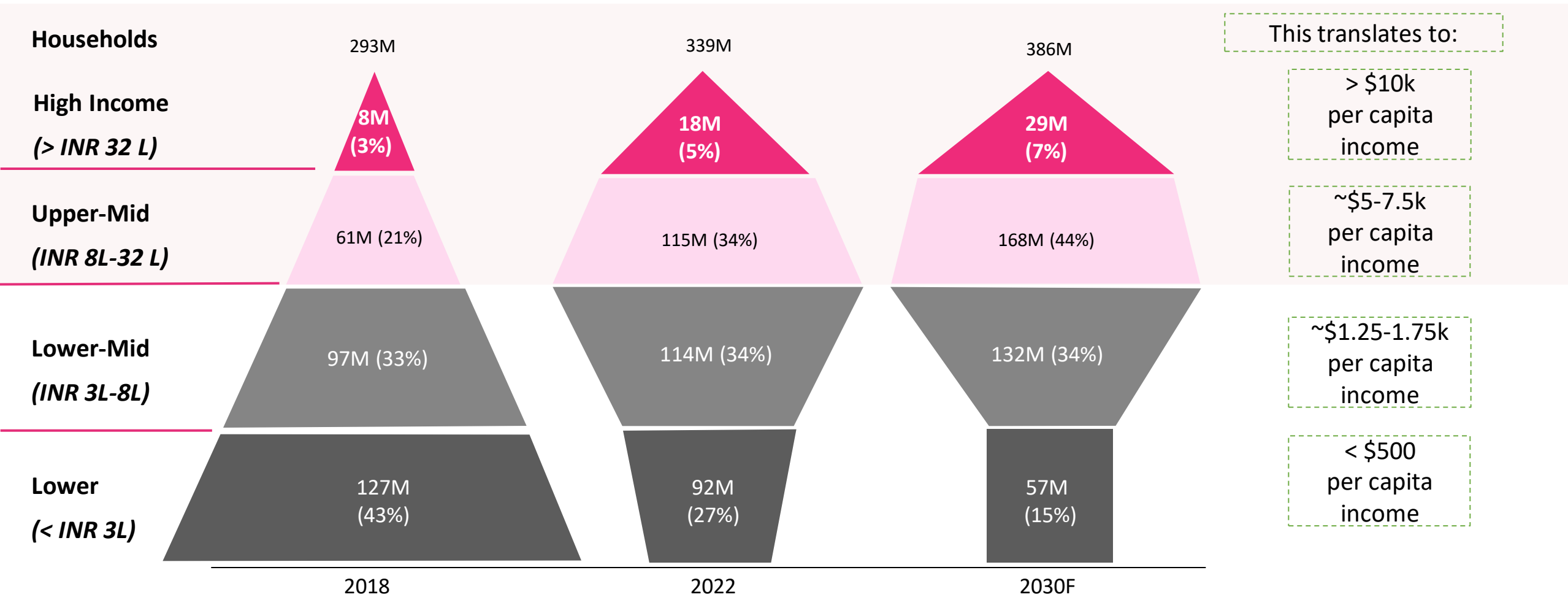
## GDP per capita of India in metro cities comparable to China



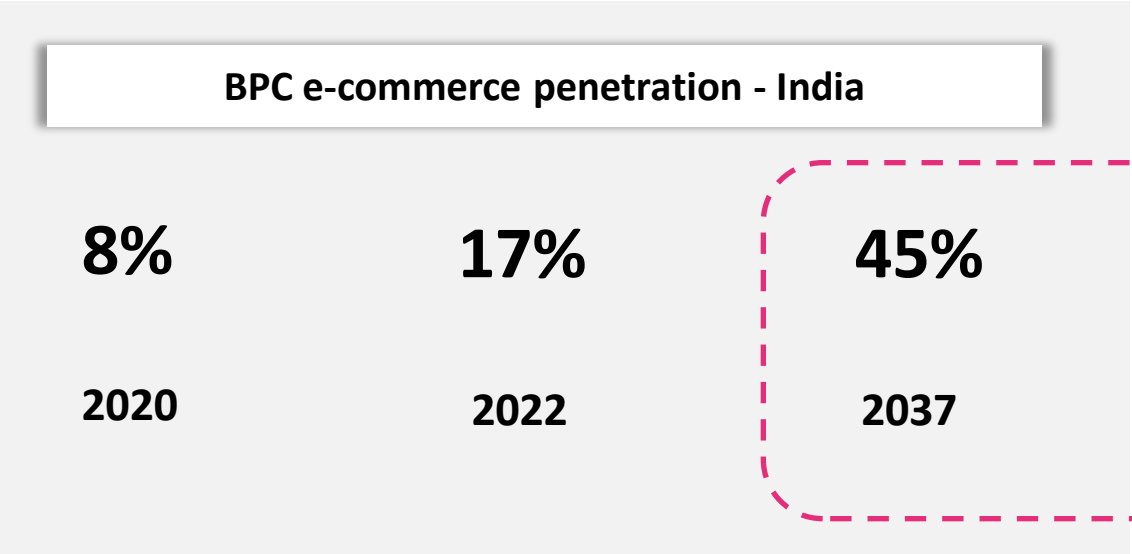
## Increasing discretionary spends with higher disposable income



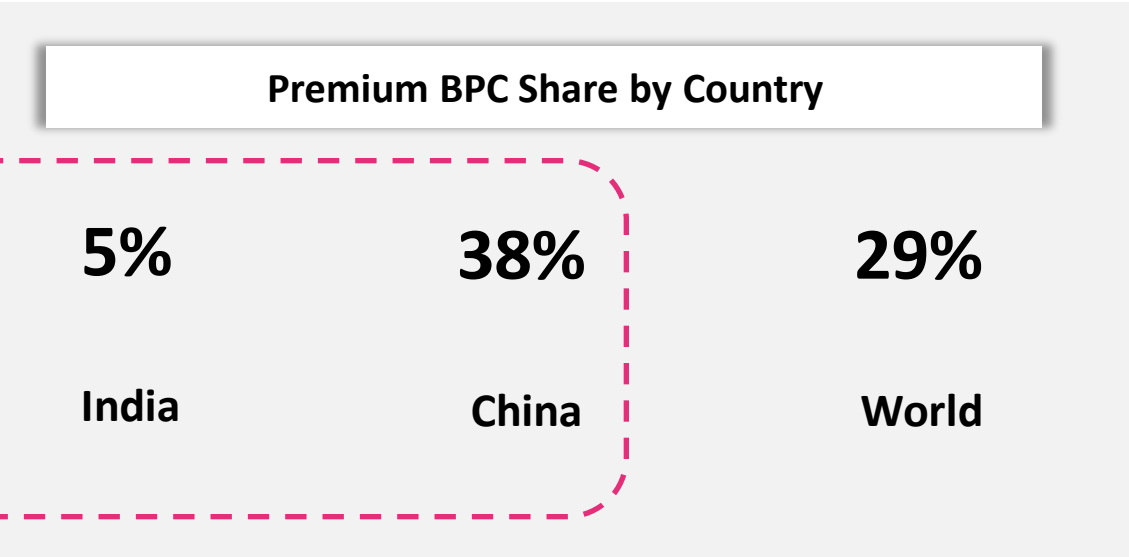
# 29 mn Households in High Income By 2030, 1 in 2 Households with High Purchasing Power



# Key drivers of premiumization & ecommerce to transform the BPC industry



44%  
2023  
China



25% CAGR vs. 11%  
overall BPC in the  
next 15 Years

# One Nykaa Ambition

### Beauty

**Beauty Online**

**Beauty physical stores**

**Owned Brands**

**eB2B**

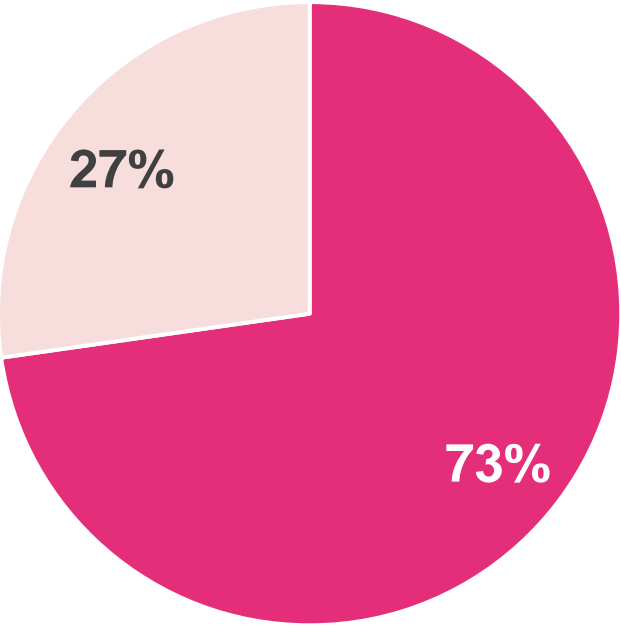
### Fashion

**Fashion Online**

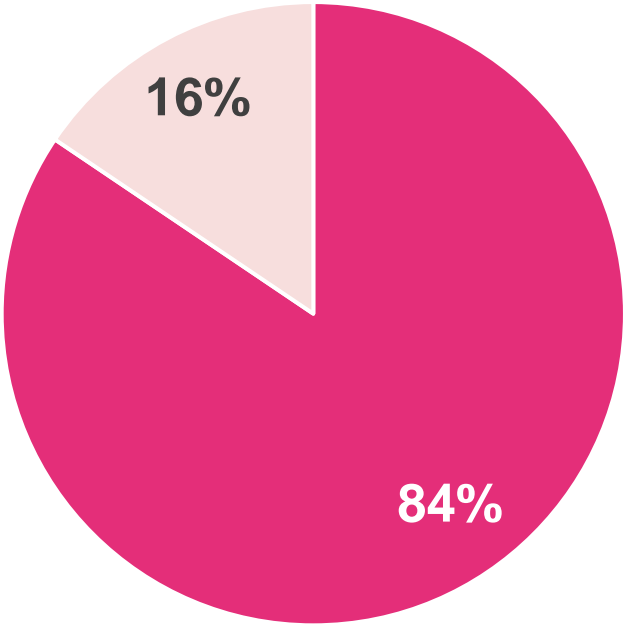
**Owned brands**

# Where we stand today – the composition of One Nykaa (FY24)

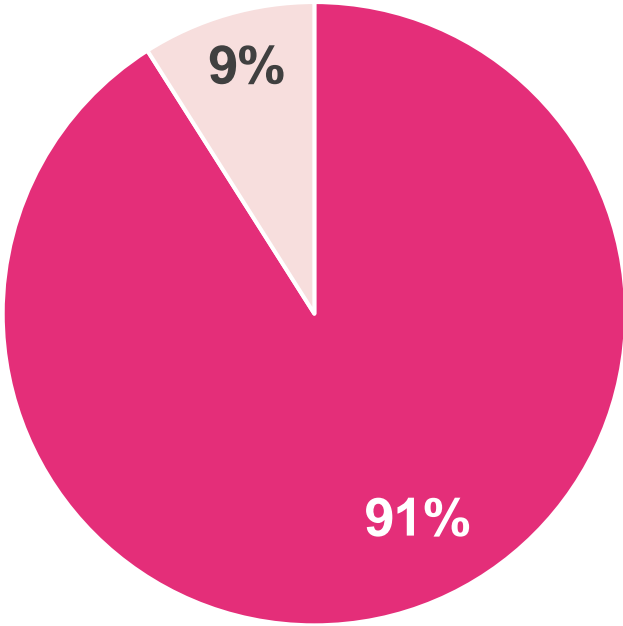
GMV



NSV



Revenue



Beauty

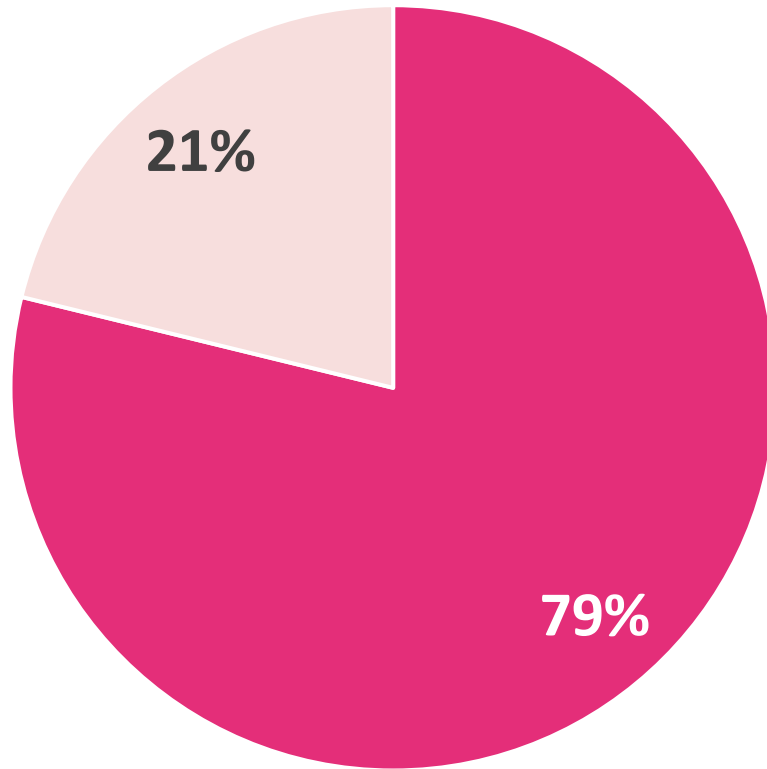
Fashion

Does not include the GCC and international business

# Composition of One Nykaa – 5-year ambition (India Business)

## NSV Mix\* of Nykaa India Business – 5 Year Ambition

**FY29E**



**Beauty**

**Fashion**

**By FY29, Beauty is expected to continue to be the predominant share of One Nykaa**

**Fashion's share can increase from 16% to 21%**

\* Does not include GCC business and international

Forward looking statements are subject to inherent risk and the Company, therefore, cannot guarantee that they shall be realised.

# Ambition: Significant growth and unit economics improvement across businesses

Business

Ambition

Beauty

Maintain market share at 30%+,  
growing ahead of market

Maintaining margins

Beauty

Beauty physical stores

187 Stores – Largest specialty  
beauty retailer in India

FY24

2x Store Count

In 3-4 years

# Ambition: Significant growth and unit economics improvement across businesses

Business

Ambition

Beauty  
**Beauty Owned  
Brands**

**Grow the contribution to overall  
Beauty business & aim for  
profitable growth**

Beauty  
**eB2B**

**900+ bps contribution improvement &  
~2200 bps EBITDA improvement  
FY24  
~2000 bps  
Further EBITDA improvement in 2 yrs**

# Ambition: Significant growth and unit economics improvement across businesses

Business

Ambition

Fashion

**Grow NSV by 2-3x**  
in the next three years

**EBITDA positive**  
in FY26E

Fashion

**Fashion Owned Brands**

**Grow the contribution to  
overall Fashion business &  
aim for profitable growth**

## Ambition: Significant growth and unit economics improvement across businesses

Business

Ambition

GCC

5 new  
stores  
in FY25E

~\$10-15mn  
Revenue in FY25E

*NYKAA*

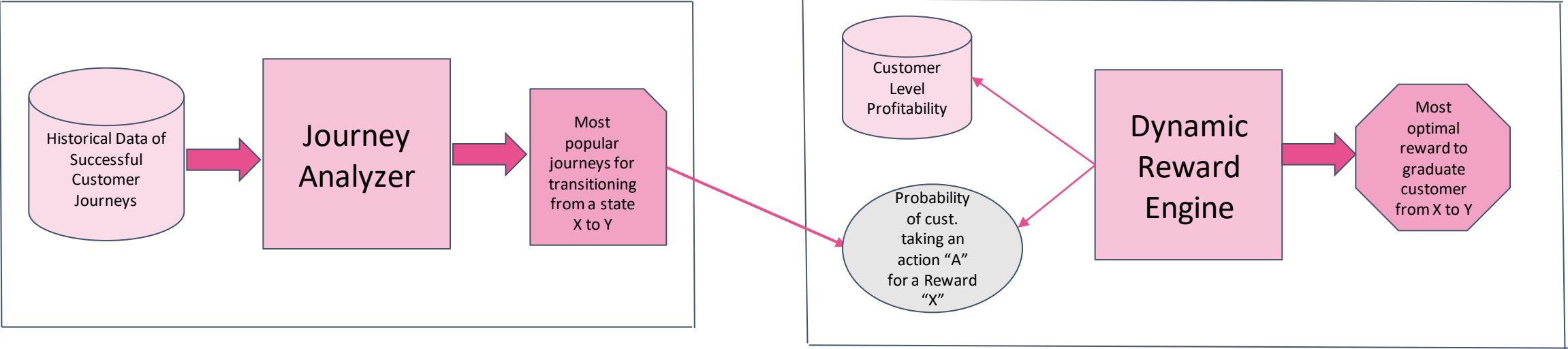
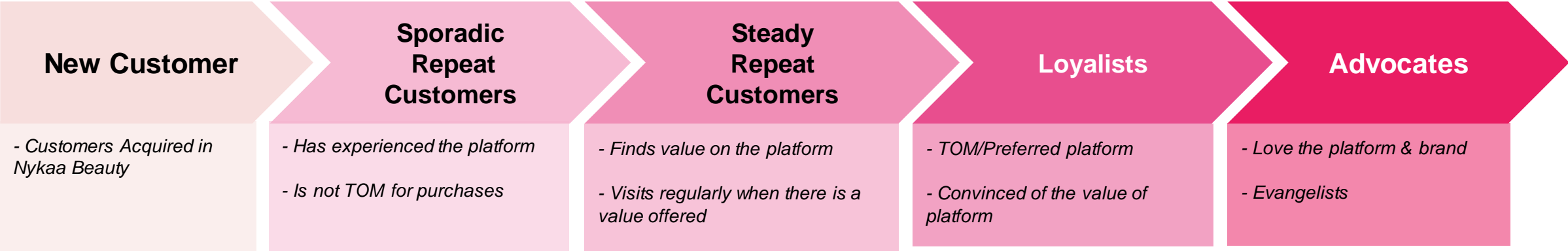
# Technology

AI

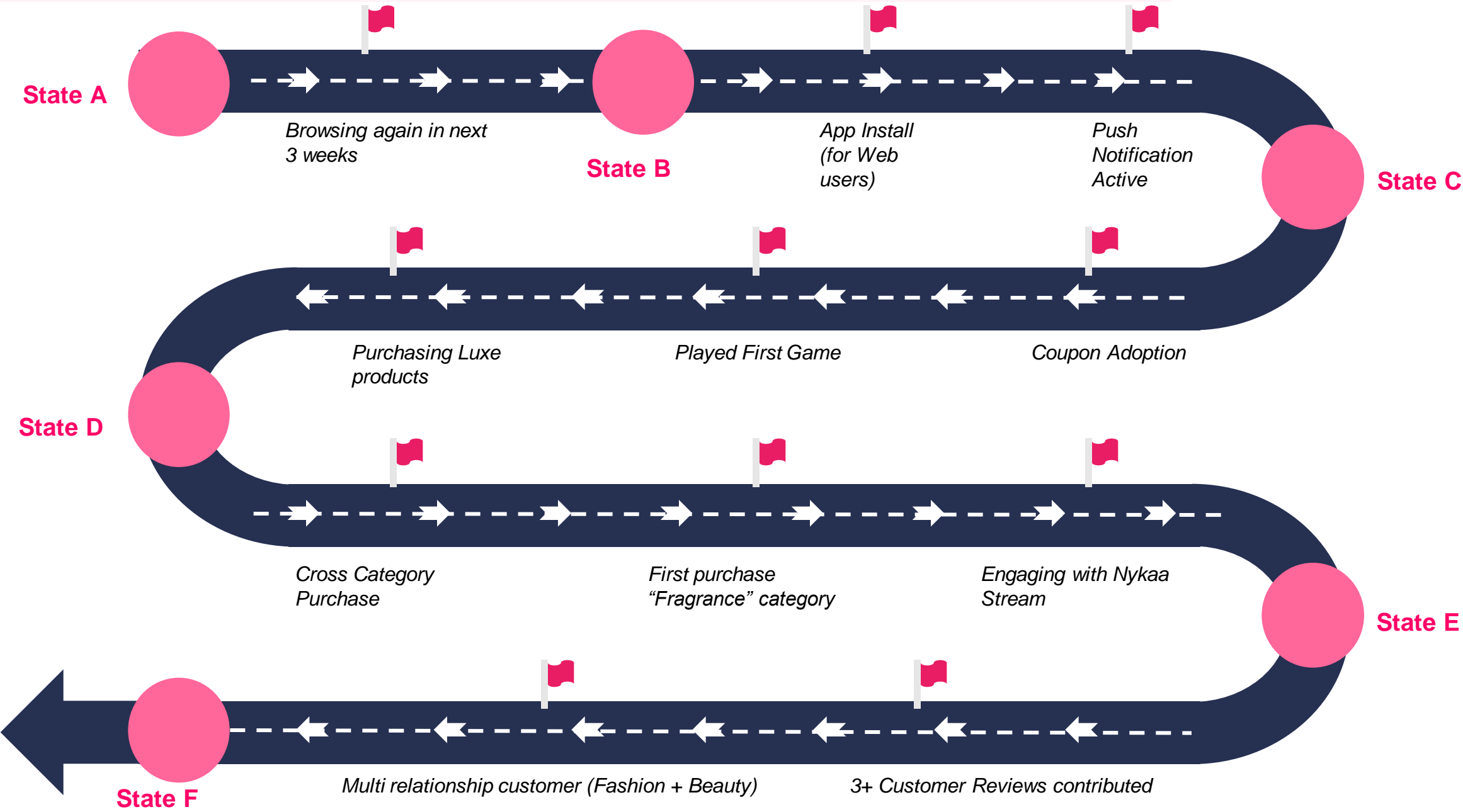
An abstract graphic on the right side of the image. It features a dark pink background with a lighter pink, semi-transparent circuit board pattern. The letters 'AI' are prominently displayed in a large, white, sans-serif font in the center of the circuit board. The circuit board has various lines, dots, and rectangular shapes representing components and connections.

# 1. Data is the new oil !

(Leverage it to serve your customers better)



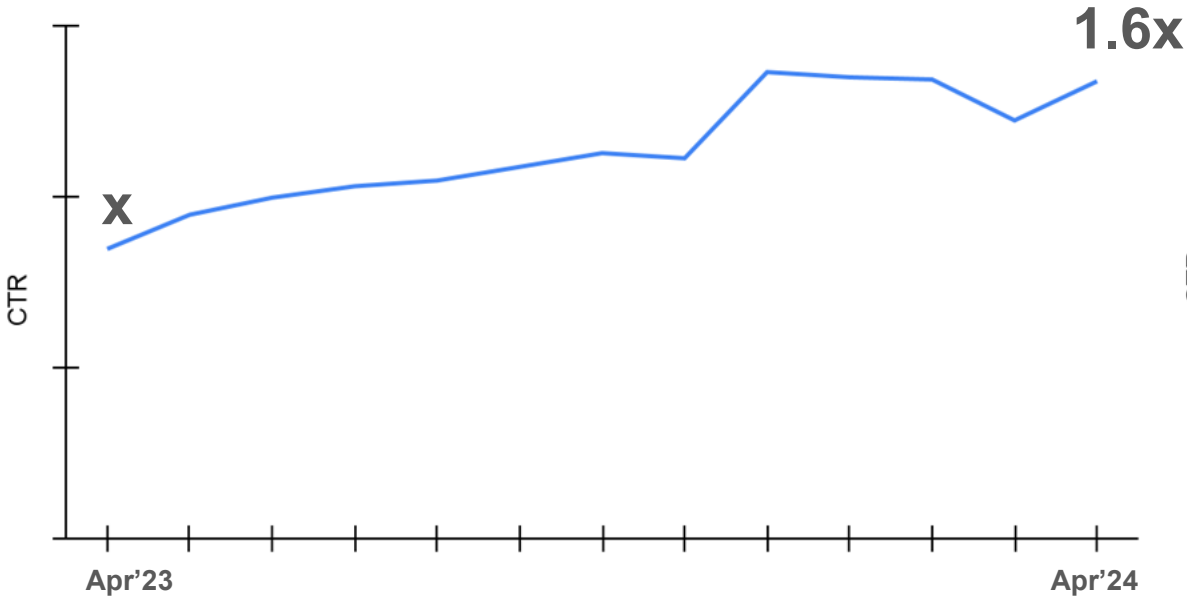
# Customer State Machine (akin to a Snakes & Ladders game)



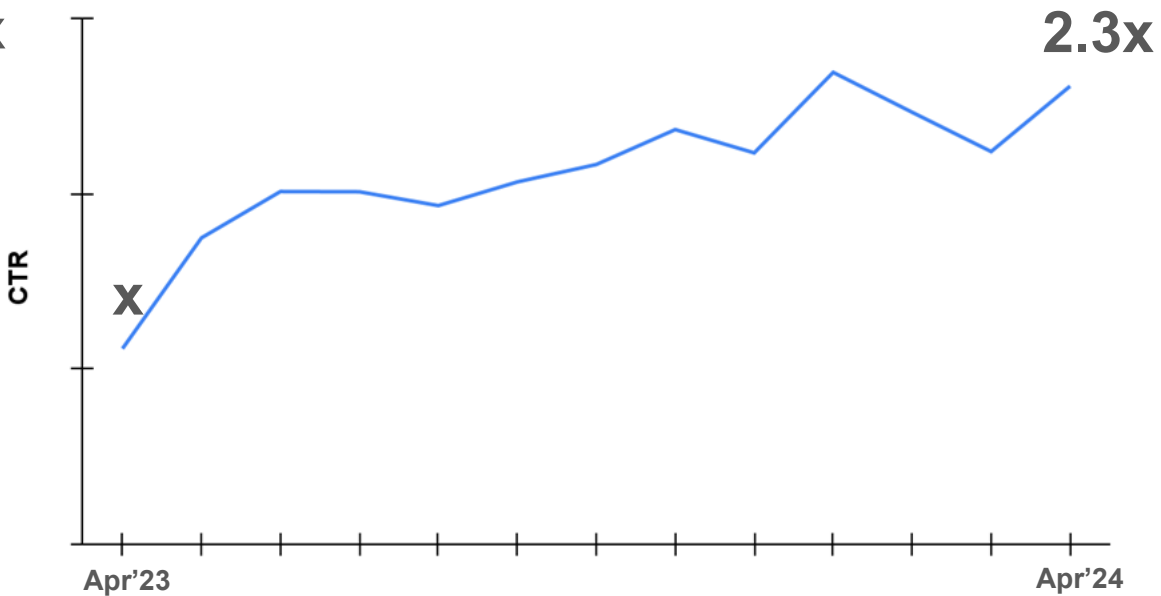
# Homepage Personalisation Impact



Nykaa Beauty -- CTR trends



Nykaa Fashion - CTR trends



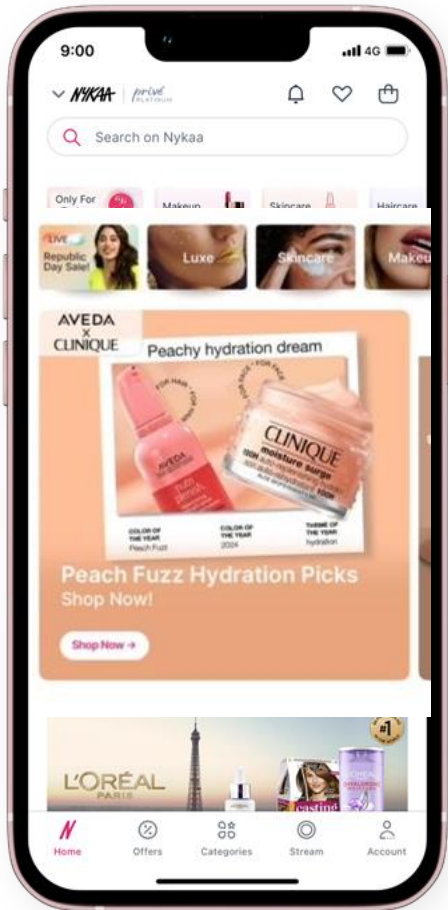
## 2. Empower your partners

(by giving them best in class tools to succeed on Nykaa)

# Ad Offerings for Every Brand Objective

NYKAA

## Awareness

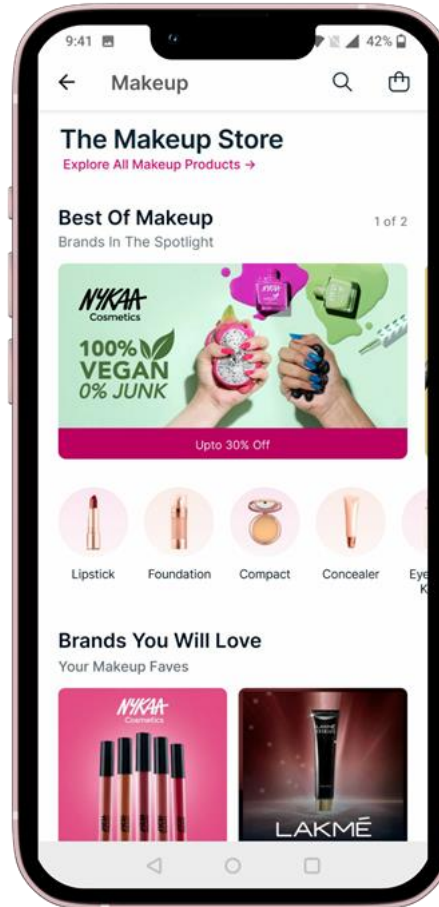


### Homepage Display Ads

Maximize Visibility & Frequency

Build Brand Recall, Launch New Ranges & Campaigns

## Consideration

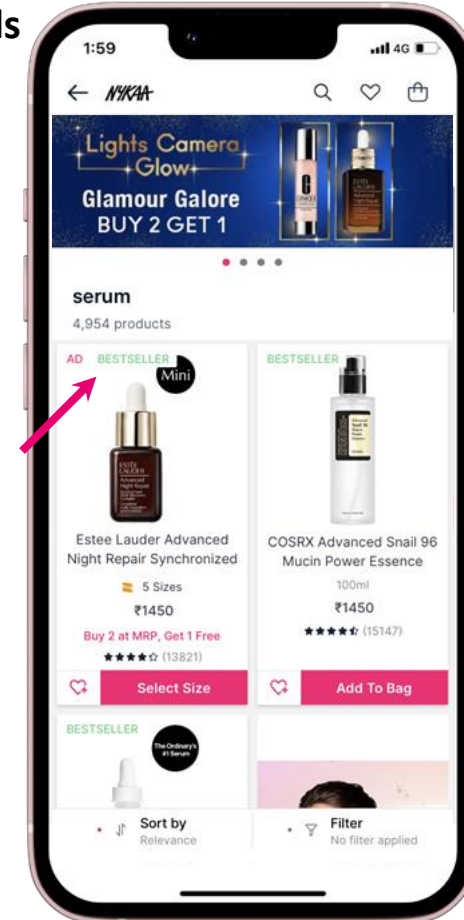


### Category Display Ads

Target "In Market" Customers

Enhance Category Share For Brands, Introduce New Products

## Conversion

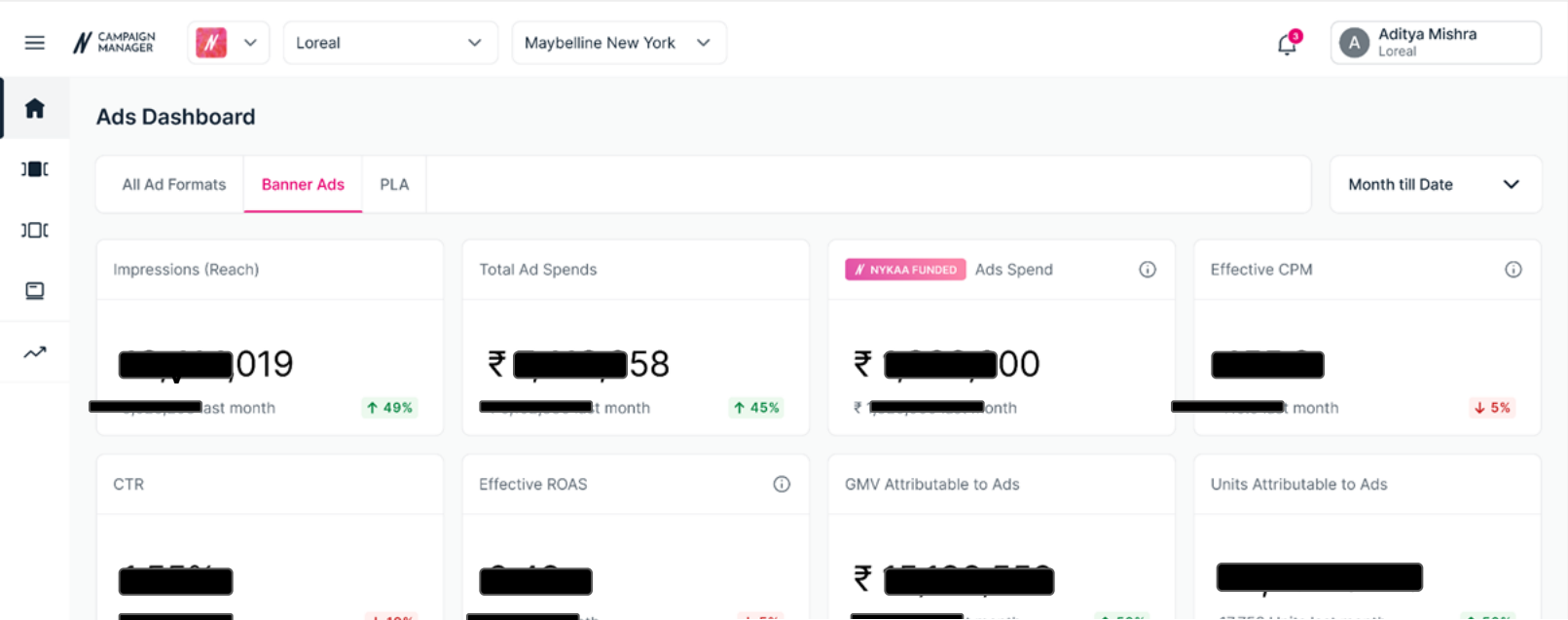


### Product Listing Ads

Drive Consideration to Conversion

Drive Sales for Specific Products in Search & Discovery, Highlight Key Product Attributes

# Ad Tech Reporting Capabilities - Robust Analytics & Bidding to Maximize Ads ROI

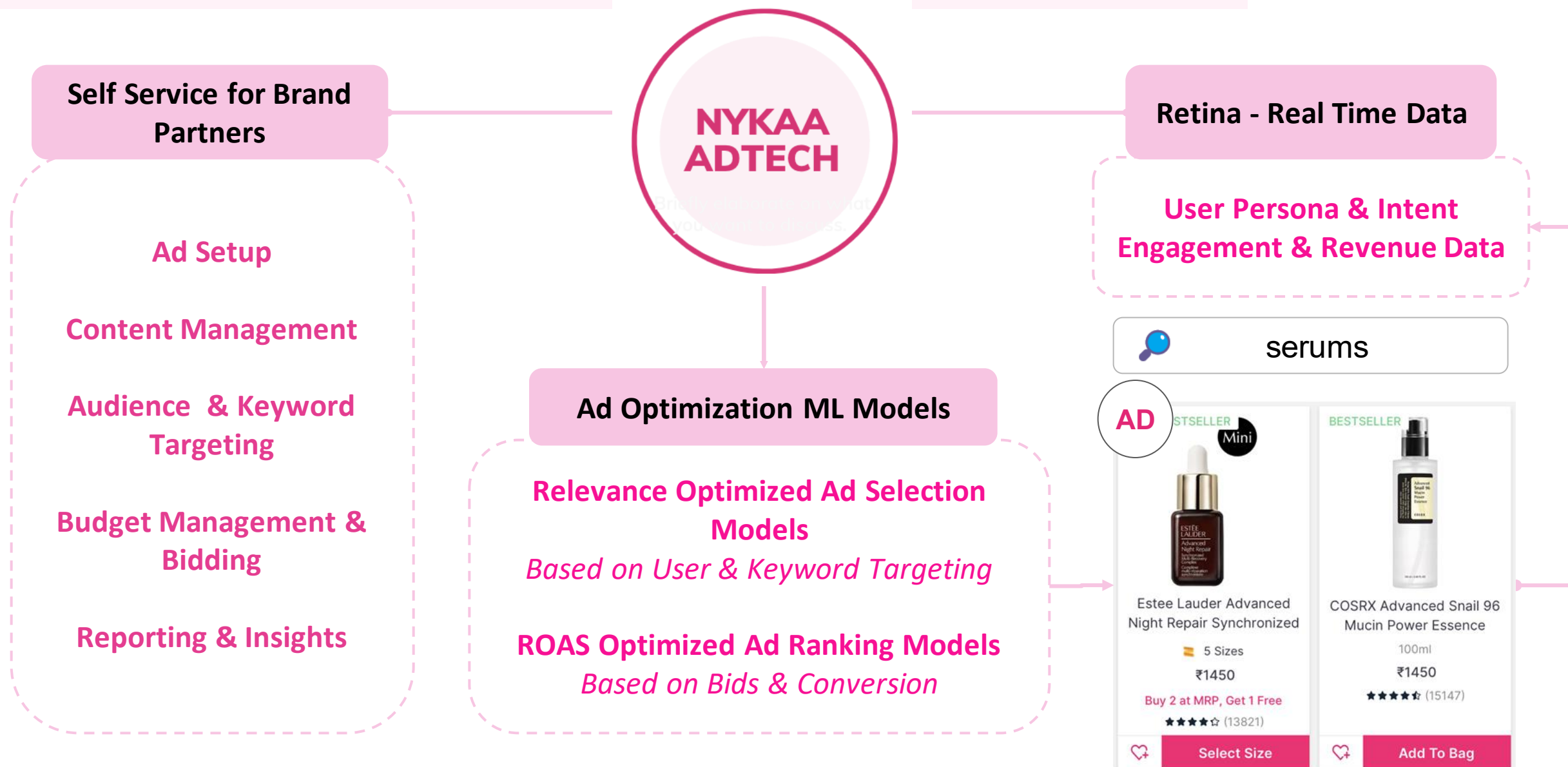


- Comprehensive Data Reporting**
- Impressions
  - Clicks
  - CTR
  - Effective CPM
  - Revenue attributed to Ads
  - ROAS
  - Ad Spend

**ML Driven Insights  
& Ad  
Recommendations**

Keyword	Canonical   1	Canonical   2	Canonical   3	Volume classification	PLA Competition
lip scrub	Skin	Lip Care	Lip Scrubs	Moderate Next 30	Low
pigmentation removal cream	Skin	Moisturis...	Face Moisturizers	Moderate Next 30	High
matte lipstick waterproof	Makeup	Lips	Lipstick	Moderate Next 30	Moderate
makeup combos	Makeup	Makeup K...	Makeup Combos	High Top 50	High
lipstick palette	Makeup	Lips	Lipstick	Moderate Next 30	Low
kits & combos	Skin	Skin Kits ...	Skin Combos	High Top 50	High
aloe vera gel	Skin	Moisturis...	Face Moisturizers	High Top 50	Moderate

# ML Driven Developed Ad Selection Capabilities



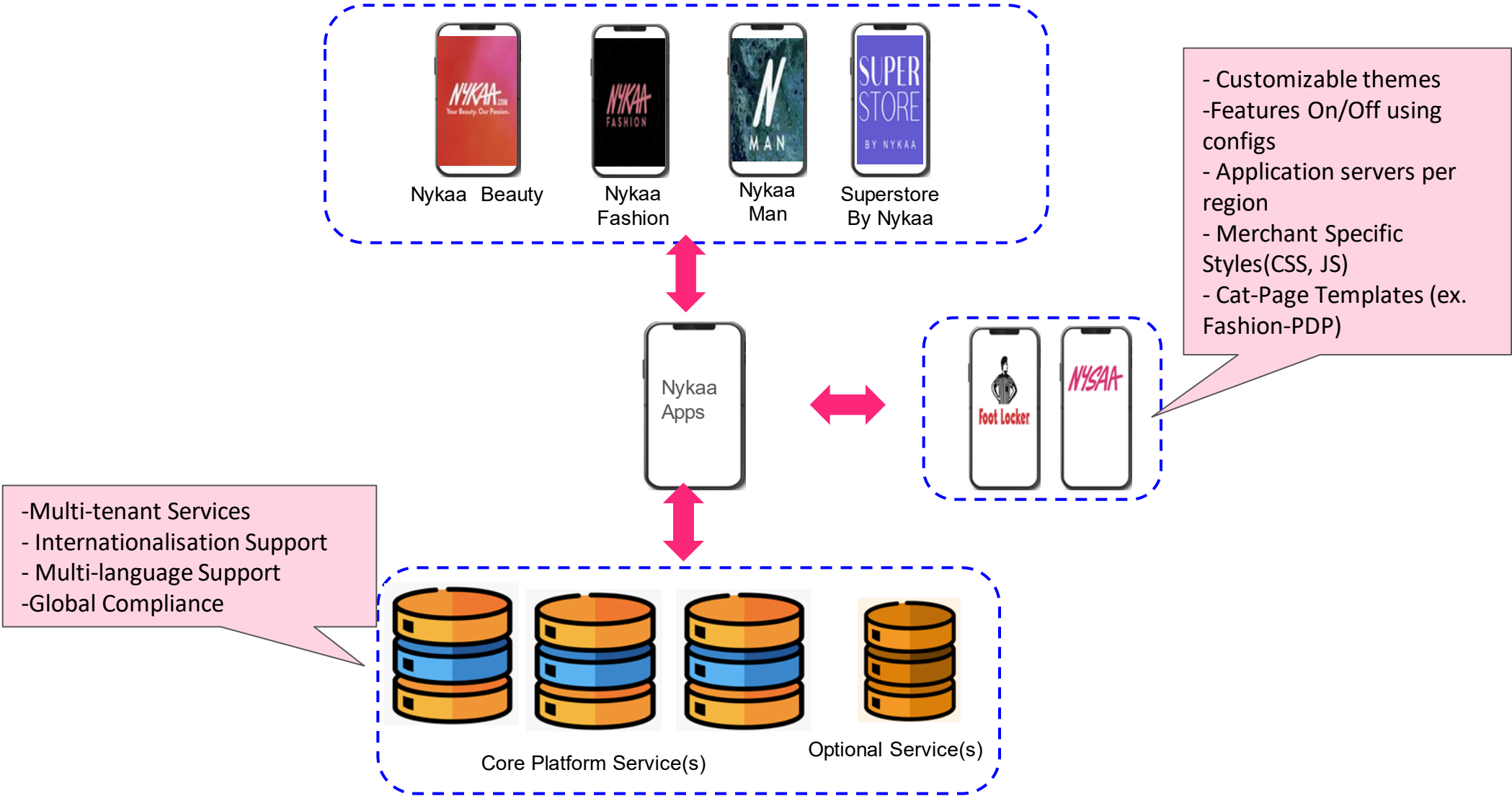
### 3. Create scale and leverage for your business

(challenge arbitrary uniqueness. Build reusable capabilities wherever possible)

# Nykaa Enterprise - Leveraging Platform Tech Stack for Custom Solutions



Unlock Nykaa's tech stack as a SAAS platform, providing brands with online store creation, search engine optimization, personalization, marketing and security



# Nykaa Enterprise - Vision and Value Proposition

**Mission:** Enable our own businesses (Beauty, Fashion, Man, B2B), House of brands and strategic partners (Footlocker, Nysaa) to scale and succeed in their online business by using Nykaa's best in class eCommerce stack

**Key Insight:** Customers are more similar than different across the globe. Re-use the core, customize the context

## Tried and tested features



- **Out of box extension** of Nykaa features built and perfected ( **Advertising platform**, **ML based recommendation widgets**, **affiliate program**, **Nykaa Content stream** etc.)

## Best-in-call Platform



- **Highly robust** scalable platforms like **Identity**, **Catalog**, **Search**, **Cart**, **Checkout**, **Warehouse management...**
- **Horizontally Scalable & Secure** systems with 24X7 availability
- **Data Privacy and compliance** (with local laws) built in to platform.

## Tech expertise



- **Tenured technologists** across Engineering (Android, iOS, full stack), Product Management, UI/UX Design, Analytics and Infosec
- **ML and Data Science :** Best in class Search capabilities, product recommendations and personalised journeys

## Data & Insights

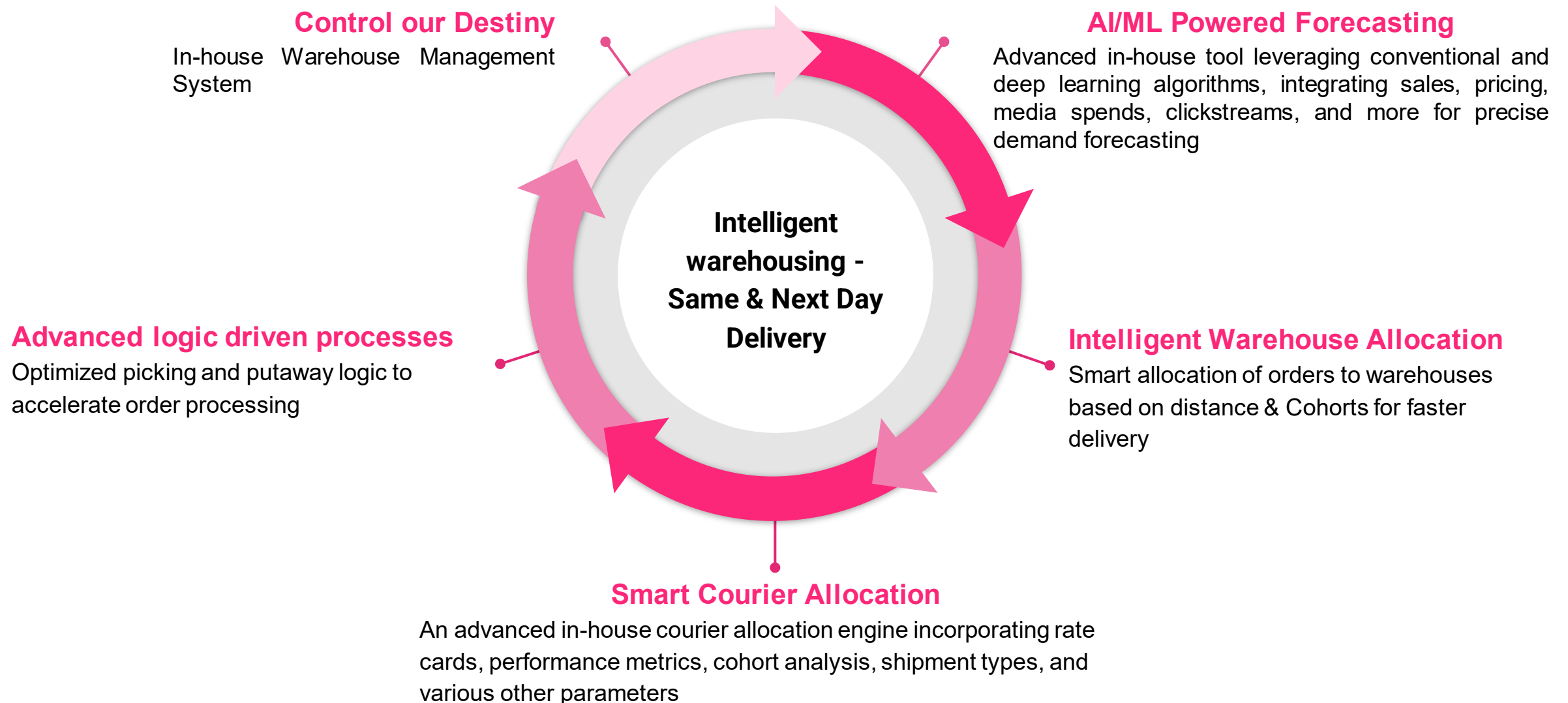


- **Experimentation:** Sophisticated **A/B testing** framework
- Detailed **instrumentation** to track customer behaviour and site performance
- Array of **dashboards and reports** for decoding customer journeys and drop-off's

## 4. Control your destiny (in areas that influence customer convenience)

# In-housing Warehouse Management tech (to invent and shrink delivery times)

*NYKAA*

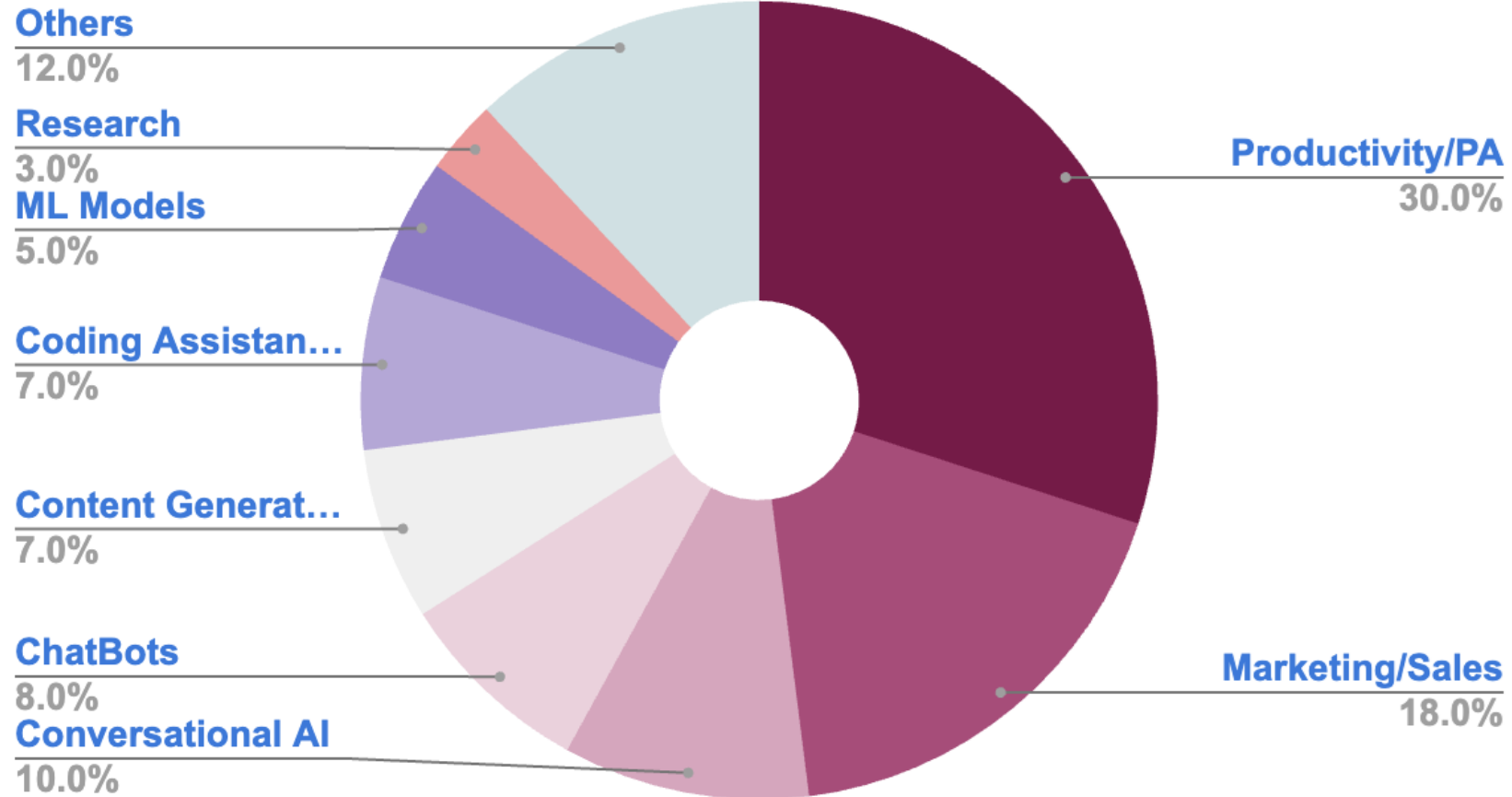


# 5. Embrace External Trends

(If you resist, you risk irrelevance)

# GenAI - Global Usage

## Share of Apps



## Partners



### App Convrsn.

#### Launched:

- Recommendation widgets
- Smart Customer Review filters

#### Pilot phase:

- Semantic Search



### Content Generation

#### Launched:

- Catalog Enrichment

#### Future pilots:

- PzN Banner Generation



### Productivity

#### Pilot phase:

- GitHub Co-Pilot (developers)

#### Future pilots:

- Hiring Assistant
- Sales coaches



### Conversational AI

#### Pilot phase:

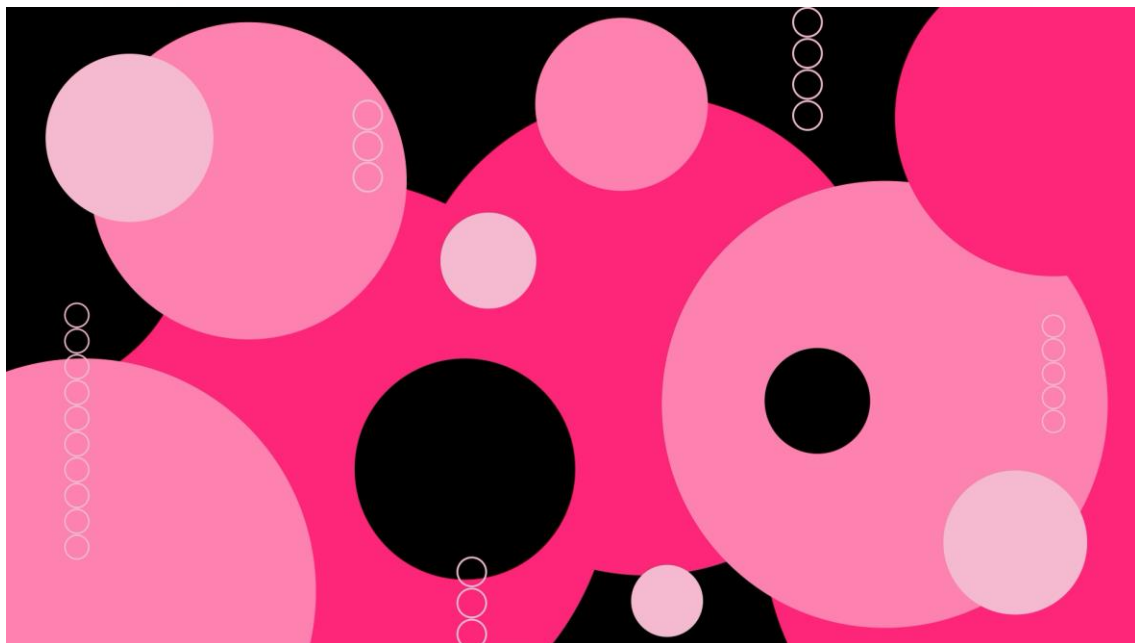
- Store Staff Training Assistant

#### Future pilot:

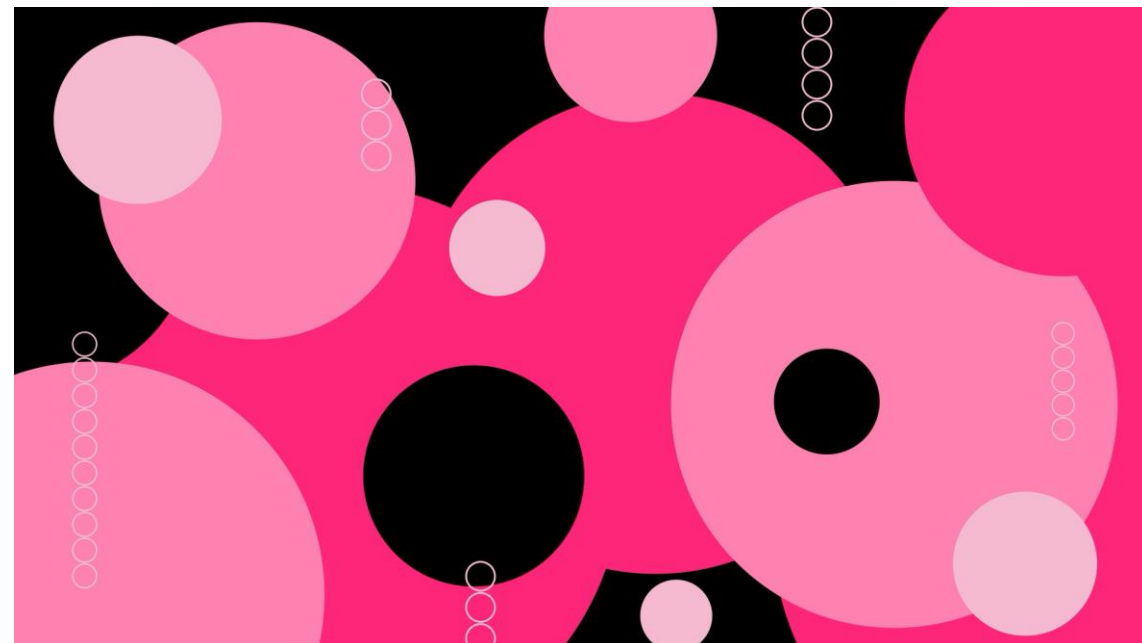
- Cust. Svc. Bot

# (DEMO) Semantic Search - Re-imagining search experience by enriching catalog with additional data and signals

**Current** Results for complex queries

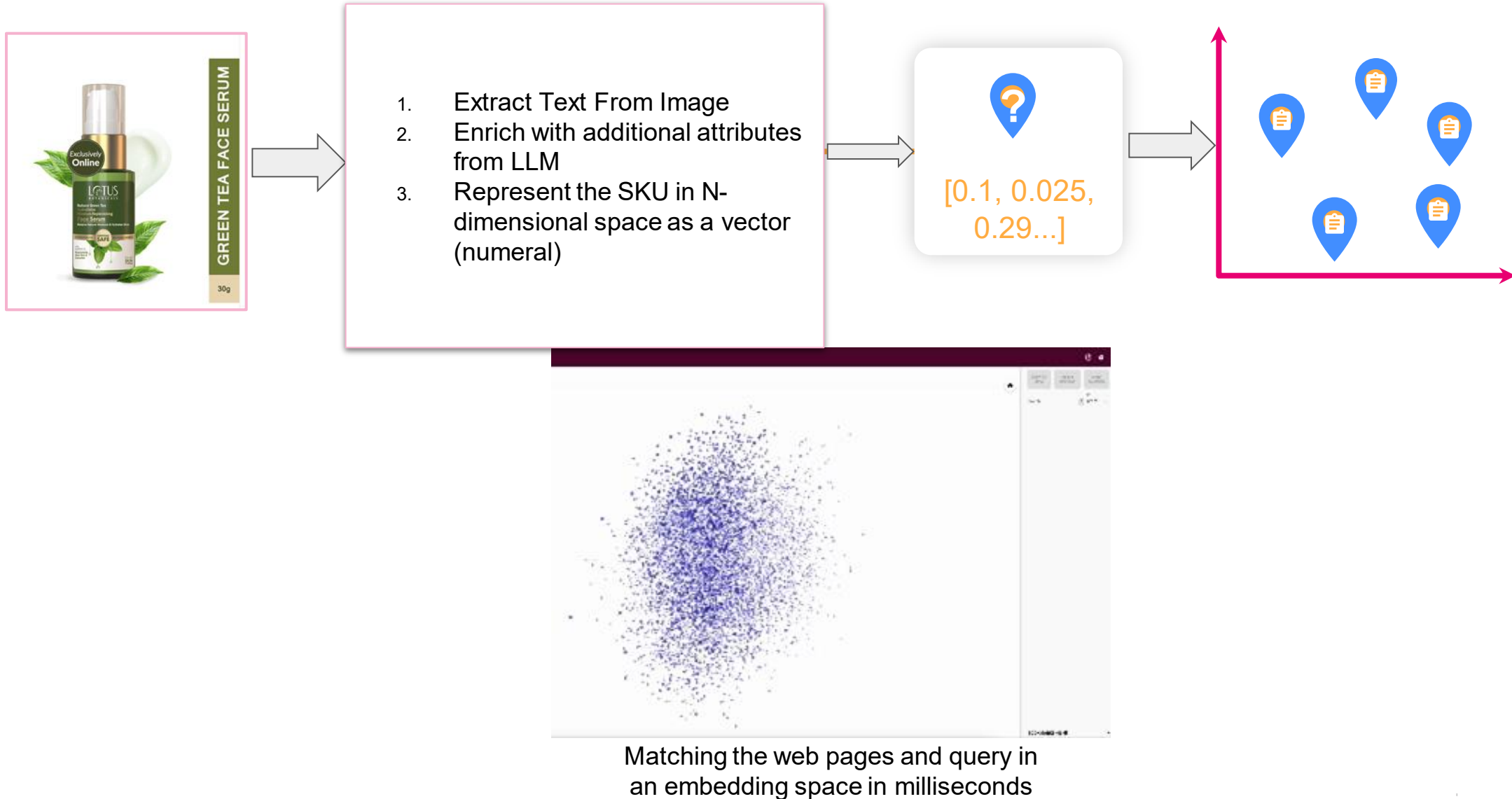


**New** Search Results for complex queries



# Behind the Curtains: Language Model converts enriched catalog and queries to embeddings

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# (DEMO) AI Powered Retail Store Training

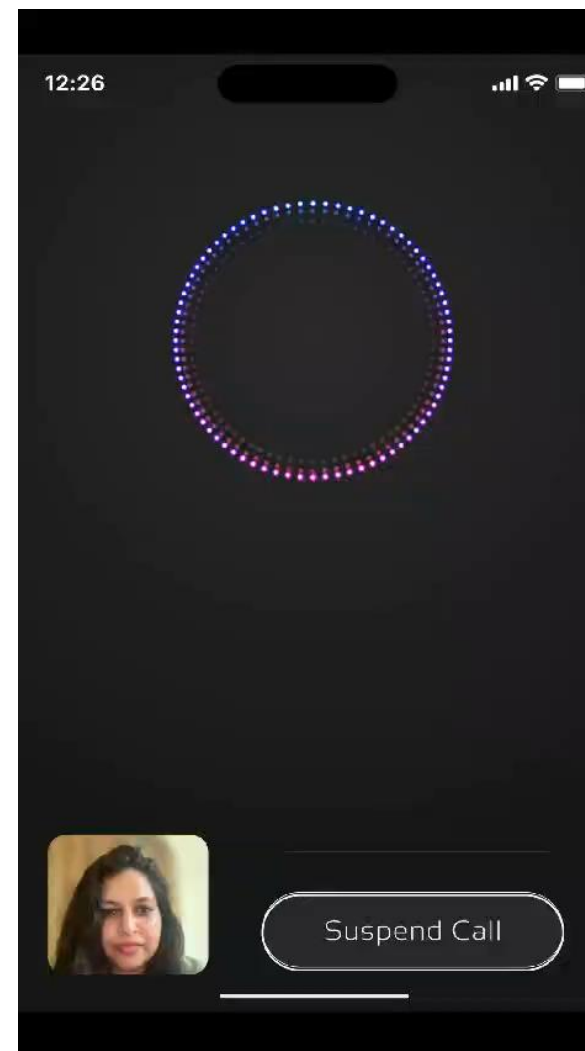
- AI Sales Coach to train Beauty Advisors by simulating different customer personas (ex. New to category) and situations (ex. disgruntled)
- Real time assessment and objective feedback

## Scale:

- Limitless scenarios based on customer personas
- Refresher trainings based on new brand, category and SKU launches

## Leverage:

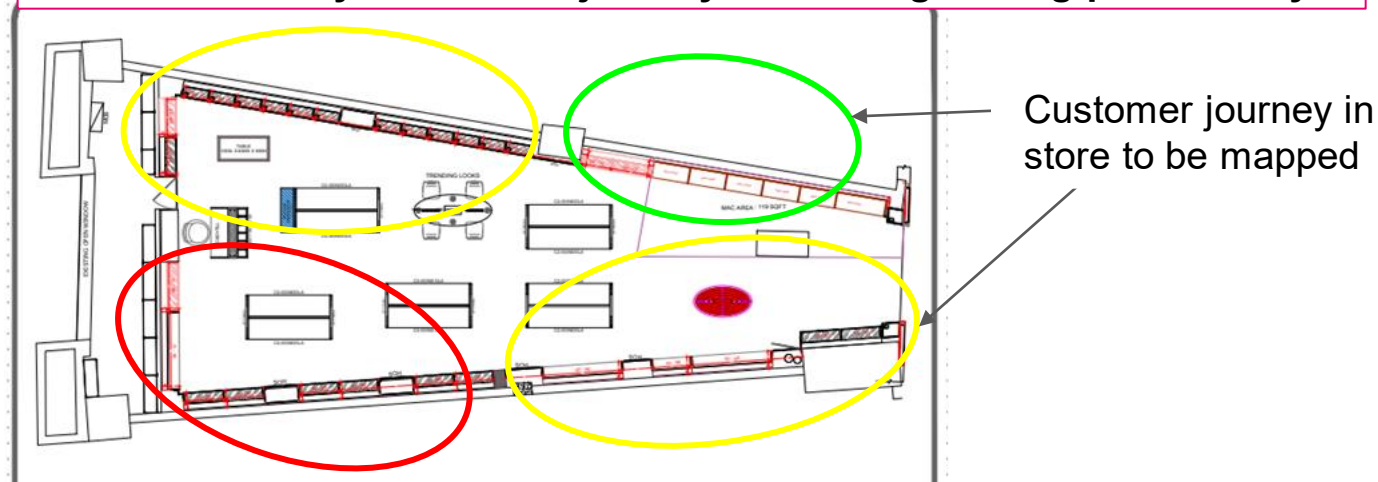
- Extend to hiring of staff (interview assessment)
- Extend to B2B sales training



# AI Powered Store Experiences (tool evaluation phase)

- **Footfall, consumer journey insights**
  - Granular insights on in-store customer journey and **provide heatmaps of their movement**
- **Layouts optimization**
  - Consideration of fixtures, assortments and performance data for **optimized planograms**
- **Execution monitoring**
  - Analyze store merchandize and **identifying gaps in execution**
- **Customer Experience**
  - Skin Analyzer Tool launched in stores. Beauty GPT for personalized recommendations

## Better visibility on in-store journey and strengthening productivity



## Flawless store execution




## Superlative Customer Experience





# Summary

- 1. Leverage data** (to personalize experiences)
  - 2. Empower your partners** (with self serve tools)
  - 3. Create scale & leverage** (through re-usable S/W building blocks)
  - 4. Control your destiny** (in areas directly influencing customer convenience)
  - 5. Embrace External Trends** (to stay relevant)
- 

**ESG**

# Our Values - Sustainability, Inclusivity & Community part of Nykaa's identity

## Our values

01 Be **bold**  
and  
be **good**

02 Be better  
**everyday**

03 Be the  
**customer's**  
champion

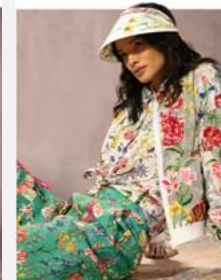
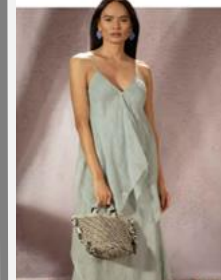
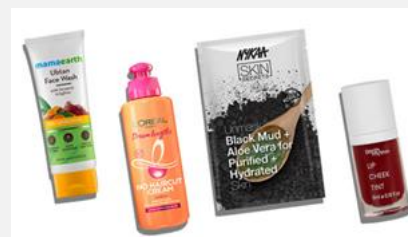
04 One  
**Nykaa**

05 A culture of  
**belonging**

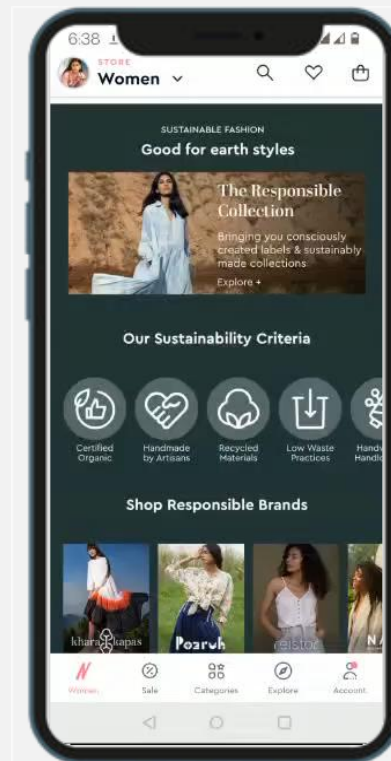
06 **Sustainability**  
in every action



**150+**  
Brands



**600+**  
Brands



## PAPERLESS PICKING

### NYKAA 10x10 INITIATIVES

- **400 tonnes+** plastic recycled
- **80%\* sustainable** packaging



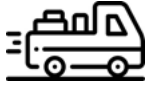
Increased order fulfillment capacity by improving picking process and achieved **zero paper utilization** for orders processed



# Strong relationship with the lifestyle ecosystem



Deep relationship with **6,700+** global and domestic brands



Widespread supply chain with **17,500+** suppliers



Employee strength of **11,500+**



Network of **6,000+** influencers



Fostering symbiotic alliance with **3,800+** MSME vendors

**NYKAA**PRO

Supporting **93K+** beauty professionals across the country

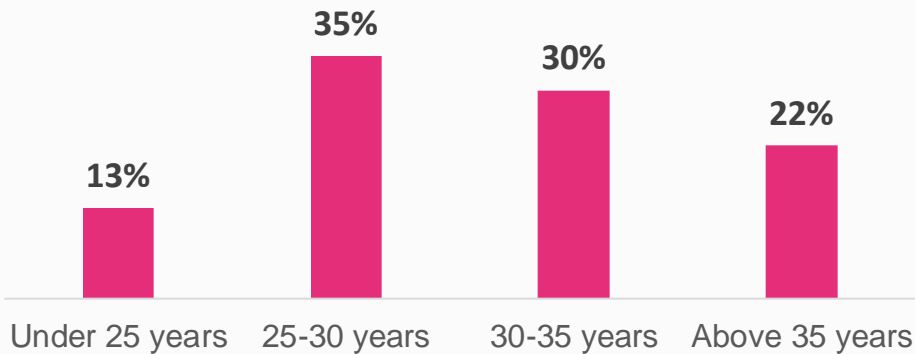


Widespread offline distribution network with **~2.6 Lacs** retailers through Superstore

# NYKAA

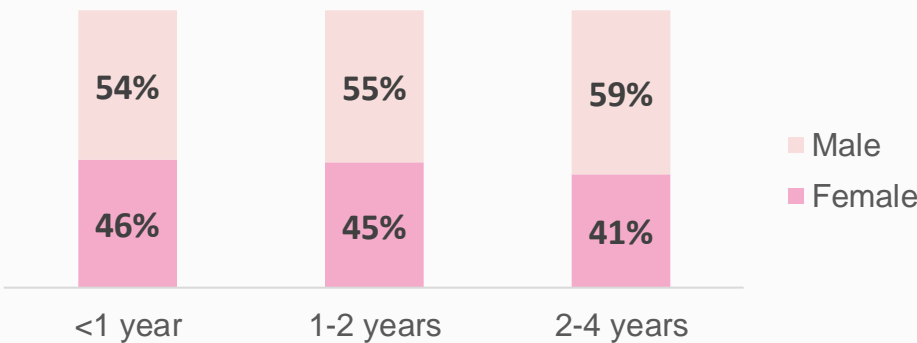
# Promoting a Diverse and Inclusive Workforce

Young Organization



Employees by Age Group

Gender Balanced



Years of Experience in Nykaa

Variance of average pay positioning of our men and women against their benchmark is +/-1%

50%

Committees chaired by women

60%

Nykaa leadership under age 40

43%

Women employees' workforce

40%

Women directors

32%

of Nykaa leadership are women

RECOGNITION



Ranked among **Top 15 workplaces to grow in 2024**: LinkedIn



Recognized by **The Economic Times Edge** as a **Progressive Place to Work 2023**

# Nykaa Foundation: Our CSR arm focused on empowerment

## Empowering future



### Nykaa Chair at IIM-Ahmedabad

Research chair in **consumer technology** to foster innovation

## Empowering women



Falguni Nayar, honored at **American India Foundation's (AIF) Annual Gala 2024**  
Announced **3-year association** between **Nykaa** and **AIF** to promote **STEM education** for girls in India

**NYKAA**  
Foundation

## Transforming Education



**~20,000**  
**Student benefitted**

Partnered with **Rangeet**, to launch an **app-based learning program "SEEK"**

## Transforming Lives



**800**  
**Women trained**

Partnered with **Labournet**, helping **marginalized young women** become skilled beauty professionals

# Nykaa Foundation: Our CSR arm focused on empowerment

## Focus on children's health



Collaborated with **Anushkaa Foundation**, to enable the **skilling of doctors** in treating clubfoot

## Empowering brands & entrepreneur



Nykaa partnered with **Estee Lauder New Incubation Ventures** for the **second year** with a mission to discover and propel the next generation of Indian beauty brands

**NYKAA**  
Foundation

## Uplifting women



**Kay Beauty** partnered with **Daniel Bauer Academy** to provide young women training to become professional makeup artists and begin their own entrepreneurial journey

## Uplifting Community



Nykaa supported **three tournaments** in FY24 to deepen our partnership with **IDCA (Indian Deaf Cricket Association)**

**Thank You**

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