



Nykaa.com Femina Beauty Awards 2015

The Night when only the best in Beauty made the cut!

Mumbai 11th February, 2015: Nykaa.com country's premium online beauty retailer and Femina - India's largest and most widely read English women's magazine, came together to host the very first **Nykaa.com Femina Beauty Awards 2015** at ITC Grand Maratha. The awards recognised and rewarded the best products and brands across the Makeup, Hair, Skin & Fragrance categories in the Indian market today.

With an expansive award category, 36 major segments had been identified for the awards. The best beauty products in the industry were chosen by readers of Femina and the vast database of Nykaa.com and further refined by the esteemed jury panel. Within the span of a month, over 15,000 people from across the country voted for their favourite products.

The jury for the awards comprised the best names in the beauty business including: *Hair Expert - Coleen Khan; Ace Make-up artist - Clinnt Fernandes; Renowned Photographer - Jatin Kampani; Actor - Dia Mirza; Model - Carol Gracias; Femina Editor - Tanya Chaitanya and Founder Nykaa.com - Falguni Nayar*

Tanya Chaitanya, Editor Femina said - *"We all have our beauty heroes--the beauty products that save the day, be it for an all-hair-in-place formal board meeting or the go-wild-look-wilder glam evening out. Nykaa.com Femina Beauty Awards comes in to recognise and applaud the goodies that make us look and feel good. Here's our way of saying a big, loud thank you!"*

Falguni Nayar, CEO Nykaa.com said - *"Nykaa.com, India's premier online destination for beauty & wellness, has always been incredibly focused on the consumer. The awards, where our customers & Femina's readers, voted for their favorite products, gives us an opportunity to amplify the voices of consumers. In a world where consumers are becoming increasingly interested in what his/her peers think of a particular product or service, the stamp of approval from a consumer holds great weight. Femina was the natural partner - with their enormous footprint from a distribution perspective and their highly admired brand. It has been an absolute pleasure to work with them".*

The evening saw distinguished personalities such as **fashionista Sonam Kapoor, the gorgeous actresses Kajol, Huma Qureshi, Dia Mirza** alongside the crème de la crème from the corporate world- **Kirthiga Reddy, Nitin Bawankule, Isha Ambani** and the various brand heads in the beauty space.

Audiences were also entertained with enthralling performances by **singer Anushka Manchanda** and the multitalented performer **Ash Chandler**.

About Femina India:

Femina was first published in July 1959 and for over 55 years now, Femina, India's first and largest read women's English magazine has long been the definitive life and lifestyle guide for progressive woman. It is owned by Worldwide Media, a wholly owned subsidiary of the Times Group. *Femina*, published fortnightly, features articles on women achievers, relationships, beauty and fashion, travel, cuisine and health and fitness. In recent years, it has extended its reach by launching its language editions – *Femina* Hindi, *Femina* Tamil and *Femina* Bangla. It also publishes *Femina* Salon and Spa, a magazine targeted at beauty professionals across the country.

About Nykaa.com:

Nykaa.com is a premier online beauty destination. With over 310 brands and more than 16,000 products, Nykaa.com offers a comprehensive selection of makeup, skincare, hair care, fragrances, bath and body and luxury products for women and men at the best prices. All products are 100% authentic, sourced directly from the brands or authorised distributors. Visit www.nykaa.com for a hassle-free shopping experience, the virtual makeover tool, beauty advice and assistance on the phone, free expert advice and articles on beauty trends and tutorials and celebrity looks.