

For Immediate Release

Nykaa.com raises Rs. 20 crores for expansion in omni-channel retailing

Nykaa, first beauty focused e-commerce portal to also launch a store at T3, Delhi Airport

Mumbai – 2nd July 2014: Nykaa.com, the brainchild of investment banker turned entrepreneur, Falguni Nayar is fast becoming a force to reckon with in the e-commerce sector. Nykaa.com has raised Rs. 20 crores through private investors including HNIs and NRIs to boost the expansion plans of the brand in the omni-channel retail space, including mobile.

With, this capital, Nykaa.com aims to grow 4x this year and another 3.5x by 2016. The capital raised is primarily to support Nykaa's approach to straddle the online and offline space in beauty and ecommerce industry. Nykaa plans to use these funds to enhance the brand's marketing initiatives, introduce new technology and manage their extensive inventory which includes over 300 brands and 10,000 SKUs.

With projections to achieve 10x growth by fiscal 2015, Nykaa.com is also venturing into offline retailing space with their first store set to launch at the posh Terminal 3 – New Delhi Airport in mid-July. This store will give consumers access to the top luxury cosmetic brands along with the option of placing orders online through interactive screens and make-over tools.

Falguni Nayar, CEO, Nykaa.com said, *"It is very encouraging to see the belief our investors have shown in Nykaa's business model, and have solidly supported our growth plans.. While our focus is online, Nykaa will soon be embracing multiple channels in our approach; such as desktop, mobile and brick-and-mortar. We aim to have seamless integration between these channels to cater to the young and savvy customers who demand unparalleled brand accessibility and availability. Our aim through 2014 -15 will be to make Nykaa.com the #1 e-retailer for multi-brand cosmetics."*

Nykaa is India's largest e-commerce retailer focused on beauty, offering the best and widest selection of beauty and wellness products. Straddling from Dove to L'Occitane, Nykaa is a one-stop shop for beauty online. Nykaa has created an engagement platform for beauty lovers through a variety of offerings like our BeautyBook-an online magazine, DIY videos on YouTube and a wide fan base on social media platforms like Facebook and Twitter. Nykaa.com also celebrated immense success with their three-day sale where they far surpassed industry benchmarks

About Nykaa.com:

Nykaa.com is a premier online beauty and wellness destination. 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 authorized distributors. Visit Nykaa 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.