

For Immediate Release

## **Nykaa Wins 'The Most Innovative eCommerce Company' at The eTales Awards 2015**

**The eTales Awards 2015 celebrates the best work and finest minds in the retail and eCommerce industry in India.**

**Mumbai February 26, 2014:** [Nykaa.com](http://Nykaa.com), India's premier one-stop ecommerce destination for beauty products won as 'The Most Innovative eCommerce Company' at **The eTales Awards** 2015. The awards were given to companies that represent the vanguard of Retail and eCommerce sectors, bringing brilliance to this trend oriented environment.

Promoted by FSN E-Commerce Ventures Pvt. Ltd. and founded by Falguni Nayar, the former MD of Kotak Mahindra Investment Bank turned entrepreneur, Nykaa has been in the fast lane since its inception, achieving growth of 323% in the last nine months and reaching over 300,000 consumers all over India. In 2014 the startup has ventured offline with the opening in August 2014 of its first Travel Store at Domestic Departures Area of Terminal 3 at IGI Airport in Delhi.

For Nykaa, 2015 has started on a high note with the launch of their unique initiative to celebrate consumer's choices, the first ever "Nykaa Femina Beauty Awards" and it won't stop there. Future plans include expansion of offline stores, development of a Private label and an iOS app.

Falguni Nayar, Founder & CEO upon being awarded, said: "The award recognises a unique e-tailing model Nykaa has put in place through a curated catalog, well-structured website and providing customers with advice through various channels including the chat functionality, Beautybook e-magazine, experts online, YouTube tutorials and the interactive virtual makeover tool. Going forward, Nykaa plans to integrate its online presence with offline stores using CRM tools to provide a one-stop beauty solution to women all across India".

The prestigious ceremony that recognized this great trajectory was an initiative of eTailing India in partnership with Ernst & Young. The awards were judged by the most influential people in the eCommerce space, including Entrepreneur and Angel Investor Jaspreet Bindra; Kirthiga Reddy, Facebook India Managing Director and Motorola Solutions Country Manager Jayant Rastogi. Other awardees include Myntra and Jabong.

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**#Nykaa:** Twitter: @MyNykaa | Facebook: MyNykaa | Instagram: @MyNykaa

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### **About Nykaa.com:**

Nykaa.com is a premier online beauty destination. With over 350 brands and 20,000 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. Authenticity is at the core of Nykaa, with all products 100% authentic, sourced directly from the brands or authorized distributors. Visit [www.nykaa.com](http://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.

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