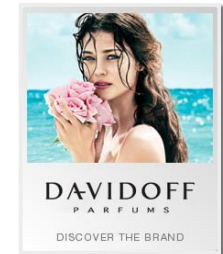


New Delhi's T3 Terminal Gets a Brand New Beauty Destination Nykaa.com to launch their first store at T3 in Delhi

Store will retail luxury skin-care and perfumes for Indian and International travellers

New Delhi, July 2014: Having established itself as the number one beauty e-commerce portal, Nykaa.com is now ready to add another feather to their hat with the launch of their first offline store. Creating a fine balance between online and offline retailing, Nykaa.com has carved a niche for itself as the best omni-channel retailer with the launch of their first store. The location of the first Nykaa store is the posh T3 Terminal of New Delhi, making it a hub for all things beauty for Indian and International travellers using this terminal. This luxury beauty hub, will retail fragrances and skincare products from some of the most renowned brands including:

Yves Saint Laurent
Diesel
Polo
Giorgio Armani
Givenchy
Fendi
Roberto Cavalli
Calvin Klein
Davidoff
Salvatore Ferragamo
Bvlgari
Crabtree & Evelyn
L'Occitane



Going beyond regular retailing, Nykaa.com will also offer state of the art features within the store such as two touch screen TVs displaying their virtual makeover tool and Nykaa.com's top sellers. The store will be customer centric providing visitors with an amazing digital experience; wherein the customers can play around with the virtual makeover tool, digitally experience a makeover as well as purchase the products and have them delivered to their homes.

Falguni Nayar, CEO, Nykaa.com said, "Nykaa is India's largest e-commerce retailer focused on beauty. Straddling from Dove to L'Occitane, Nykaa is a one-stop beauty shop. While Nykaa.com will continue to have a strong presence online, we are excited to launch our store at Delhi's T3 Terminal. This brick-and-mortar store will be central to our omni-channel approach and will house luxury brands such as Bvlgari, Yves Saint Laurent and Crabtree & Evelyn. Visitors can shop our luxury selection at the store, use our makeover tool, browse our online store and even purchase products instantaneously to be delivered to their homes. This will give us a chance to share with our customers the complete Nykaa experience."

Catch a glimpse of what the store will look like.



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 the BeautyBook which features articles on beauty trends, tutorials and celebrity looks.