



NYKAA.COM
Your Beauty. Our Passion.

Nykaa.com celebrates consumer's choice with unique Beauty Awards

Nykaa.com, India's premier one-stop ecommerce destination for Fashion and Beauty products launches the unique and first time ever Indian consumer's choice beauty awards. Nykaa has tied up with India's leading women's magazine, Femina, to present **Nykaa.com Femina Beauty Awards 2015**.

Designed to be a glittery ceremony with the who's who in India as invitees including celebrities, captains of industry, beauty and fashion icons. The Awards distribution ceremony will be held on February 11, in Mumbai.

For one month, 20,000 customers from all over the country participated in the online contest to choose India's favourite beauty products in more than 35 products categories. The ones with the highest numbers of votes had to go under the scanner of the jury panel, a team formed by Dia Mirza, Clint Fernandes, Coleen Khan, Carol Gracias, Jatin Kampani, Tanya Chaitanya and Falguni Nayar.

This initiative is aligned to Nykaa's philosophy in more ways than only beauty. Educating the consumers and knowing their desires is extremely important when it comes to the dynamic and evolving ecommerce market.

The company founded by former Managing Director of Kotak Mahindra Capital Company, Ms. Falguni Nayar has been successful in this tough task, being on a fast but steady growth path since its inception, one of the company's goals is to reach the amazing number of 1.5 million customers by December 2015.

Announcing the Awards, Ms. Falguni Nayar, Founder & CEO said: "Nykaa is thrilled to be hosting the first-ever Nykaa.com Femina Beauty Awards, where we will celebrate the top products and brands. It's the first award in this category to be public opinion-led - with over 20,000 votes in from consumers. The format of this award reiterates our focus on customers and celebrates the innovation across the industry."

Following an omni-channel strategy, 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. The store has received a great reception and will provide Nykaa.com pan-India visibility to 6 million yearly domestic passengers.



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There is much to commemorate and this coming week, Nykaa will host the Awards to celebrate women and their passion for pursuing beauty in every single way.

About Nykaa.com:

Nykaa.com is a premier online beauty destination. With over 300 brands and more than 10,000 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 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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