

CSR Projects approved by the Board of Directors of FSN E-Commerce Ventures Limited for the Financial Year 2024-25

[Pursuant to Section 135 of the Companies Act, 2013 and the Companies (Corporate Social Responsibility Policy) Rules, 2014]

(A) BACKGROUND:

At Nykaa, our vision is to bring inspiration and joy to people everywhere, every day. This along with our Mission and Values is the DNA of our CSR agenda. From our founding days, giving back has been part of our journey. Over the years, we have made strong strides with consistent efforts and focus on underprivileged women and children. We aim to be an ally that inspires positive change in people and their communities as we believe this will go a long way in building a more inclusive India.

The Company through its CSR projects aims to be a champion of authentic self-expression and one that inspires positive change. The philosophy centres around driving Empowerment and Inclusion for all. This includes the communities our business operates in, and the marginalised – socially and economically, as well as society at large. Nykaa's CSR projects seamlessly align with its social voice and business behaviour. Our intention and efforts will be to ensure programs that are meaningful, scalable, sustainable and timeless.

The objective of CSR policy of the Company is to lay down the guidelines and mechanism to carry out CSR projects/programs by the Company and its subsidiaries and to report its CSR efforts in the format provided by the rules under the Act.

In order to build focus and have a more impactful execution – with a view to make a difference, Company's focus areas for CSR are as follows:

- Upliftment and mentoring of vulnerable age groups
- Education, skilling & entrepreneurship
- Access to healthcare
- Sustainability and environmental responsibility
- Support to research & technology
- Promote sports

Over and above these, from time to time, on need and criticality basis the Company will review additional CSR activities which are prescribed under Schedule VII of the Companies Act 2013, such as:

- Contribution to Government's various Relief funds
- Support Armed forces welfare
- Protection of National heritage

The CSR initiatives will be implemented by the Company and its subsidiaries either directly or through Nykaa Foundation, a Section 8 Company incorporated to converge the CSR efforts of Nykaa group companies.

(B) GUIDING PRINCIPLES FOR FY 24-25:

- **Co-create or fund programs** aligned with our CSR focus areas, our business and our social voice
- **Partner with the trusted** – Identify authentic implementation partners and allies that are small or niche, yet committed vs. those flushed with funds
- **Focus on Impact over scale** – Create programs that make a long-term impact rather than spreading wide

(C) FUND UTILIZATION STRATEGY – LIST OF PROJECTS APPROVED FOR FY 2024-25:

The following annual plan as approved by the Board gives details of the CSR projects proposed to be undertaken in FY 2024-25:

#	Name of the Project/ NGO	Description	Nykaa entity mapped for the Project
1	NCAER*	In partnering with India's oldest and largest independent, non-profit, economic policy research think tank – National Council of Applied Economic Research ('NCAER') Nykaa has instituted a nationwide study to assess the social, economic and financial empowerment of women through a ground-level survey in 11 states of India during the first phase of the survey. The outcome of the study will be an index of women's empowerment and will help in measuring progress and identifying barriers to women's empowerment so that appropriate policies can be designed to overcome these barriers.	FSN E-Commerce Ventures Limited
2	Akanksha Foundation	Nykaa collaborated with the Akanksha Foundation to support a school in Pune, which provides free, high-quality education to 877 students from Junior Kindergarten to Grade 10. The school serves children from low-income families, many of whom are first-generation learners whose parents are engaged in daily wage labour and have limited educational opportunities themselves. Through this initiative, Nykaa is helping to break the intergenerational cycle of poverty by ensuring that these young learners have access to strong academic foundations, holistic development programs, and a nurturing environment. By supporting their education, the program empowers students with the knowledge, skills, and confidence needed to build brighter, more secure futures for themselves and their communities.	FSN E-Commerce Ventures Limited
3	Delhi Council for Child	In partnership with DCCW, Nykaa supports 10 vocational training centres dedicated to empowering girls and young women from low-income communities. Through this initiative, girl/ young women participants are gaining practical, industry-	FSN E-Commerce Ventures Limited

	Welfare (DCCW)	relevant skills in Beauty & Wellness and Stitching. The year-long courses, conducted through daily two-hour sessions, are thoughtfully designed to enhance employability, build self-confidence, and foster self-reliance. By equipping them with marketable skills, the program is opening doors to dignified work opportunities, sustainable income generation, and a future marked by greater independence and empowerment.	
4	Nykaa Chair in Consumer Technology implemented by IIM-A*	Nykaa has joined hands with IIM-A Endowment Fund to set up the Nykaa Chair in Consumer Technology. The three-year focuses on research and education that will promote the scientific practice of marketing, and present insights on the impact of digital, social, and mobile technologies on business models, customer behaviour, and social changes at large to facilitate the incorporation of AI and machine learning insights in a disrupted marketplace. Additionally, collaborated for a 24-hour hackathon to identify and empower student-led tech innovations.	FSN E-Commerce Ventures Limited and Nykaa E-Retail Limited
5	Rise Against Hunger India	In alignment with Rise Against Hunger India's mission to end hunger and empower communities, Nykaa supported the preparation of 47,000 nutrient-rich, fortified meals. These meals are distributed to underserved communities across India, providing vital nutrition to those who need it most. By addressing immediate hunger and combating malnutrition, this initiative not only offers urgent relief but also contributes to the long-term health, resilience, and well-being of vulnerable populations. Through this partnership, Nykaa is reaffirming its commitment to building stronger, healthier communities and supporting a future free from hunger.	FSN E-Commerce Ventures Limited and Nykaa E-Retail Limited
6	American India Foundation Trust	Supported by Nykaa, the STEM SPARK Program is transforming the landscape of STEM education in 30 government schools across Nandurbar, an aspirational district in Maharashtra. This initiative focuses on strengthening the capacity of teachers through capacity building sessions, while introducing innovative, hands-on STEM Kits and setting up fully equipped STEM Labs in schools. By making science and technology learning more interactive and inquiry-driven, the program engages 4,597 students — including 2,352 girls — to spark greater curiosity and creativity in the classroom. Through this initiative, Nykaa is helping empower young minds, particularly girls in grades 6 to 8, to dream bigger, build confidence, and envision futures in Science, Technology, Engineering, and Mathematics (STEM).	FSN E-Commerce Ventures Limited and Nykaa E-Retail Limited

7	Sambhav Foundation*	In line with one of Nykaa's key CSR priorities — skilling for empowerment — the company has partnered with Sambhav Foundation to help young women from low-income communities transition into the mainstream workforce as skilled beauty professionals. These women possess the ambition and drive to become independent and contributing members of society but often lack access to the right opportunities. Through this partnership, Nykaa is helping bridge that gap. Operating out of five centres in Bengaluru, Guwahati, Noida, Pune, and Mysore, each centre is fully equipped with beauty stations to provide hands-on, practical training. Here, participants undergo months-long courses in Beauty & Wellness, complemented by On Job Training that offer real-world exposure. Upon completion, these women are prepared to join beauty salons, unlocking a new and sustainable career path — one that promises personal growth, financial independence, and the chance to inspire others in their communities.	Nykaa E-Retail Limited
8	Aatapi Seva Foundation	With Nykaa's support, Aatapi Seva Foundation is empowering rural women to chart their own paths as beauty care entrepreneurs, combining skill development with financial literacy and business acumen training. Through this carefully designed initiative, women from rural communities first receive foundational training in beauty services, ensuring they master essential techniques and customer service practices. As they progress, participants move on to advanced modules focused on entrepreneurship — covering topics like business setup, financial management, and marketing. By nurturing both technical skills and entrepreneurial confidence, the program is helping women transform their aspirations into sustainable livelihoods and creating ripple effects of empowerment within their communities.	Nykaa E-Retail Limited
9	Beauty & You Program with Estée Lauder International	Nykaa has partnered with Estée Lauder International as a lead partner for Beauty & You Grants. The primary objective of these Grants, is to discover and propel the next generation of beauty entrepreneurs and to help founders, innovators, and creators build their businesses holistically, incorporating innovative and research-oriented ideas and by identifying brand goals, achieving scale ambitions, and curating product portfolios for Indian consumers. The Awardees receive a Grant that can be utilized to take forward their ideas and build their innovative and research-oriented business models in the beauty space, along with receiving mentorship, guidance, training and awareness	Nykaa E-Retail Limited

		that would facilitate their progress in the beauty industry. This year, Nykaa supported three women-led organisations.	
10	Latika Roy Memorial Foundation	Nykaa has partnered with Latika Foundation to establish a state-of-the-art salon specially designed for children with sensory needs, located at the Foundation's purpose-built, universally accessible campus in Dehradun. This forward-thinking Diversity & Inclusion initiative goes beyond providing essential beauty services — it also functions as a specialized training centre for differently-abled youth enrolled in Latika Foundation's skilling programs. By creating a supportive, accessible environment, the project aims to directly impact 200 children and young adults, equipping them with practical, marketable skills that open pathways to meaningful employment. Through this partnership, Nykaa is taking a significant step toward fostering a more inclusive, equitable future where every individual, regardless of ability, can thrive and succeed.	Nykaa E-Retail Limited
11	Krida Vikas Sanstha (Slum Soccer)	Nykaa is supporting Slum Soccer to help at-risk underprivileged youth to come together and engage in sports. The young girls and boys are the potential game changers and come from slum/impoverished communities from different states- Jharkhand, Delhi, Maharashtra, Karnataka, Tamil Nadu, Chhattisgarh, Gujarat among others. All the players/youth undergo specially designed training programs focused on equipping them with skills, knowledge, mindset and confidence, determination and motivation to bring a sustainable change in the community by using the power of football. In FY 2024-25, Nykaa proudly backed the National Inclusion Cup in Nagpur, where 250 young athletes – 120 girls and 130 boys from marginalized communities across India trained, competed, and grew together.	Nykaa-KK Beauty Private Limited
12	Anushka Foundation for Eliminating Club Foot	Nykaa is supporting Anushkaa Foundation for Eliminating Clubfoot (AFEC) to treat clubfoot in children across India. Clubfoot is a birth defect wherein one or both feet are turned inwards. Nykaa's partnership with AFEC is aligned with the Rashtriya Bal Swasthya Karyakram (RBSK), an important initiative "aiming at early identification and early intervention for children from birth to 18 years to cover 4 'D's viz. Defects at birth, Deficiencies, Diseases, Development delays including disability". Nykaa is supporting AFEC to skill doctors to develop them as Ponseti Method Trained Practitioners, Medical Trainers and provide Supportive Supervision. The Ponseti	Dot & Key Wellness Limited

		Method is minimally invasive and effective form treatment, and is also considered as the gold standard treatment for clubfoot.	
13	Indian Deaf Cricket Association (IDCA)	Nykaa has been a proud supporter of the Indian Deaf Cricket Association (IDCA), advancing the development, training, and recognition of differently-abled athletes. Through this endowment, the company believes it will be able to provide a unique opportunity for talent from underprivileged backgrounds to excel in the field of disability sports. In FY 2024-25, Nykaa served as the Principal Sponsor of the 2nd IDCA T10 Women's Deaf Premier League held in Mumbai, which empowered 250 women cricketers with training, exposure, and a platform to showcase their talent. This initiative underscores Nykaa's commitment to inclusivity and equal opportunities in sports.	Nykaa-KK Beauty Private Limited

* Ongoing project which was approved in FY 23-24 and will be continued to be undertaken in FY24-25.

Notes:

- (1) This Annual Plan may be revised depending on various factors such as ground assessment, capacity of implementation partner agencies, natural disasters and calamities, events beyond the control of the stakeholders etc. and ad-hoc requests, that may necessitate course correction.
- (2) The CSR & ESG Committee / Board may modify/additionally approve the CSR Projects during the financial year to meet the CSR obligations.
- (3) The projects mentioned above are as per the Schedule VII of the Companies Act, 2013.