

# Kaya Limited

February 1, 2023

To,  
BSE Limited  
Market Operations Department,  
1st Floor, Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400001  
BSE Scrip Code: 539276

National Stock Exchange of India Limited  
'Exchange Plaza', 5<sup>th</sup> Floor,  
Plot No. C/1, G Block,  
Bandra Kurla Complex,  
Bandra(E), Mumbai 400051  
NSE Symbol: KAYA

## Subject: Performance update

Dear Sir/ Madam,

Please find enclosed performance update on the financial results of the Company for the quarter ended December 31, 2022.

Kindly take the above on record.

For Kaya Limited,

NITIKA  
SUNNY  
NIRMAL

Digitally signed by NITIKA SUNNY NIRMAL  
DN: c=IN, o=PERSONAL, title=S132,  
pseudoym=31af92455473f69741635b61  
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59a01, cn=NITIKA SUNNY NIRMAL  
Date: 2023.02.01 16:42:57 +05'30'

**Nitika Dalmia**  
**Company Secretary &**  
**Compliance Officer**

Encl: A/a

Registered Office: Kaya Limited, Marks, 23/C, Mahal Industries Estate, Mahakali Caves Road, Near Paper Box Lane, Andheri (E), Mumbai 400 093. Tel.:91-22-66195000. Website: [www.kaya.in](http://www.kaya.in)

CIN: L85190MH2003PLC139763



**Q3 FY23**

**PERFORMANCE  
HIGHLIGHTS**

**BRIDES**  
— of —  
**kaya**<sup>®</sup>  
*Beautiful is You.™*

# Q3 FY23 HIGHLIGHTS

- Collection growth of clinics in India was 16% LFL vs Q3 FY22. December saw the highest collection value ever in clinics in India with a 14% LFL growth vs Dec 22
- Collection growth in Abu Dhabi 25% and Dubai 9% LFL vs Q3 FY22
- In India, Collections of Hair Care has grown by 26% LFL vs Q3 FY22, Anti-Ageing has grown by 28% and Product business grew by 18%.
- In Middle East, Skin Glow solutions has grown by 21% LFL vs Q3 FY22, Hair Care has grown by 21%
- Average Transaction Size grew in India in Q3 by 17% and in Middle East at 5% vs Q3 FY22
- Net promoter score in India was at 81 for Q3 FY23 and in Middle East it was at 80 for Q3 FY23



- **OVERVIEW**
- **EXPANSION**
- **STRATEGIC PILLARS**
- **AWARDS**
- **COMPANY FINANCIALS**



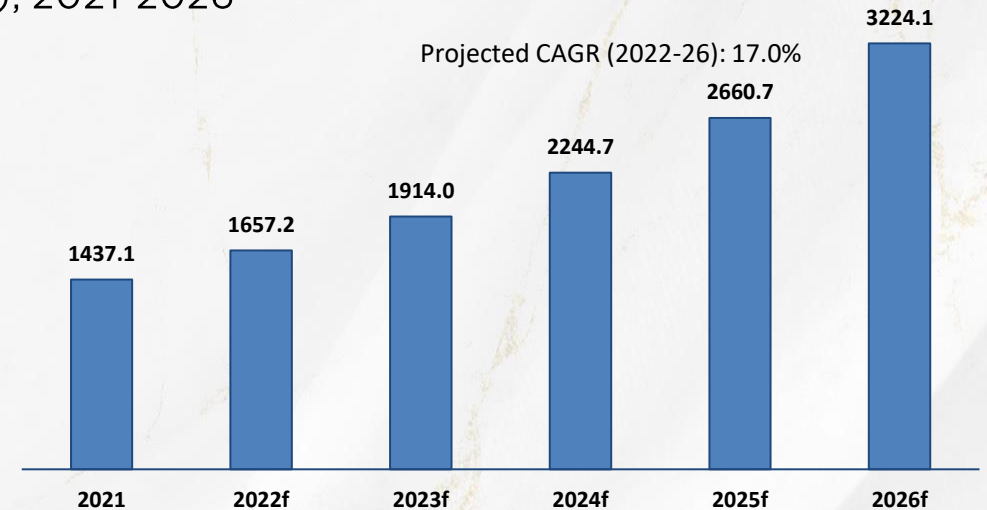
# INDUSTRY OVERVIEW- INDIA

Positive impact of Covid-19 in changing customer mindset towards wellness & aesthetics

Aesthetic dermatology services market in India is witnessing strong growth with a projected CAGR of 17% from 2022 to 2026

- **Rising prevalence of lifestyle diseases:**  
Higher prevalence of obesity, stress, allergies are triggering acne, hair loss, pre-mature ageing etc.
- **New technologies for treatment:**  
Non-invasive aesthetic treatment has gained popularity in the past few years becoming a preferred mode for treating anti-ageing and different skin related problems
- **Changing customer needs:**  
Rise of social media has led to researching dermatologists, service providers, products etc. online before making final purchase decision

Aesthetic Dermatology Service Market in India (in US\$ Mn), 2021-2026



Source: Frost & Sullivan Analysis

# INDUSTRY OVERVIEW- MIDDLE EAST

Positive impact of Covid-19 in changing customer mindset towards wellness & aesthetics

## Key factors augmenting the growth within GCC's aesthetic dermatology segment (FY 22 to FY 26):

### Increasing prevalence of lifestyle diseases:

30% of the population in GCC countries are obese, and more than 60% have a weight range higher than normal

### Gaining popularity of Non-Invasive treatments:

Non-invasive treatments are gaining popularity due to advantages such as no scars, low cost, minimal downtime after treatment, and fewer complications

### Growing awareness among customers:

99% of the UAE population and 82% of the Saudi population to consume content through social media platforms.

GCC's aesthetic dermatology market is expected to register strong growth at CAGR of 29.7%.



Source: Frost & Sullivan Analysis

High household income, medical advancements, strong media influence, greater awareness and rapid growth in medical tourism have major role in the rise of aesthetic dermatology market in the region.

# KAYA OVERVIEW

INDIA & MIDDLE EAST

31 CITIES

96 CLINICS

SKIN, HAIR &  
BODY SERVICES

60+ PRODUCTS

Over 100K  
KAYA SMILES  
MEMBERS

85%+  
WOMEN  
WORKFORCE



# KAYA'S GLOBAL PRESENCE

## INDIA

**16** Indian States

**22** Cities

**73** Clinics

## MIDDLE EAST

**9** Cities

**23** Clinics





- **OVERVIEW**
- **EXPANSION**
- **STRATEGIC PILLARS**
- **AWARDS**
- **COMPANY FINANCIALS**



# EXPANSION

## Kaya's new growth engine

- After Lucknow, Kaya makes another mark with the launch of their second new clinic post Covid in Surat
- The clinic has a trending 5 Star Google rating since launch
- After the successful launches of Lucknow and Surat, Kaya has decided to propel its growth by launching several new clinics over the next 12 months



- OVERVIEW
- EXPANSION
- **STRATEGIC PILLARS**
- AWARDS
- COMPANY FINANCIALS

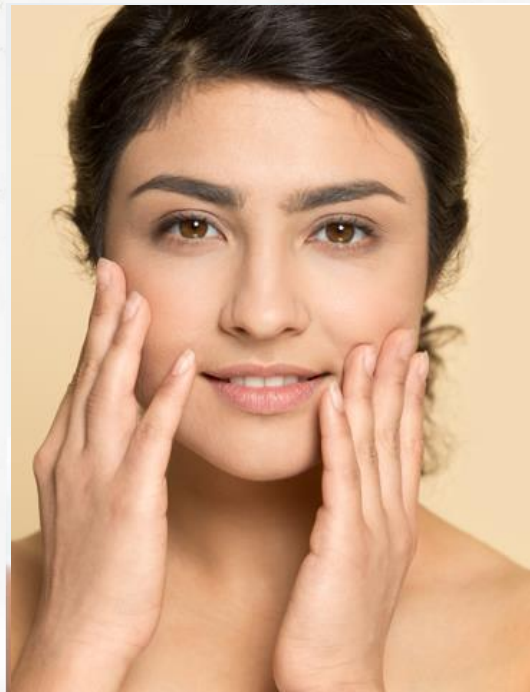


# STRATEGIC PILLARS

KAYA SMILES  
(Loyalty program)



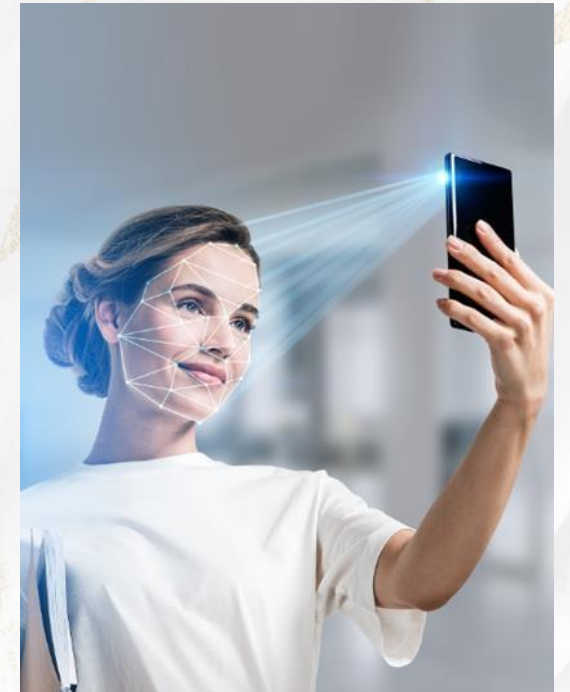
SERVICES



PRODUCTS



INNOVATION



# KAYA SMILES

## LOYALTY PROGRAM

### Kaya India:

- Contributing to more than 80% of Kaya Clinics collection

### Kaya Middle East:

- Following the highly successful performance of the Kaya Smiles Loyalty program in India, Kaya Middle East has launched the Kaya Smiles Loyalty program in Q3 FY23



# SERVICES

SKIN | HAIR | BODY

100+ DERMATS | 90+ CLINICS

## Kaya India Clinics:

- Services collection witnessed a 16% growth against Q3 FY22
- Our strong Dermat-led Service segments have grown by 24% in collection against Q3 FY22
  - Acne & Scar grew by 24% over Q3 FY22
  - Fairness and Pigmentation grew by 17% over Q3 FY22
  - Hair Care grew by 26% over Q3 FY22
  - Anti- Ageing grew by 30% over Q3 FY22

## Kaya Middle East Clinics:

- Skin Glow Solutions is leading the service category with a 21% growth against Q3 FY22
- Hair Care grew by 18% over Q3 FY22
- Increase in body contouring needs from customers has pushed Body solutions to grow by 9% against Q3 FY22



# PRODUCT

USP- DERMAT CURATED  
60+ STRONG PORTFOLIO

## Kaya India Clinics:

- Product collection witnessed a 18% growth against Q3 FY22
  - Anti-ageing products is up by 21% against Q3 FY22
  - Sun Care products is up by 21% against Q3 FY22
  - Acne products is up by 15% against Q3 FY22
  - Skin Health Basics products is up by 12% against Q3 FY22
  - Hair care products is up by 4% against Q3 FY22

## Kaya Middle East Clinics:

- Product collection witnessed a 9% growth against Q3 FY22, driven by body care, daily care and sun protection



# INNOVATION

Contributed to 12% of the Kaya India clinic LFL business and 5% of the Kaya Middle East business

## AI POWERED CX



## NEW PRODUCT DEVELOPMENT



## NUTRACEUTICALS



## NEW SERVICES DEVELOPMENT





# INNOVATION

## AI POWERED CX

- Launch of AI enabled D2C site that aids in Self Diagnosis with product recommendations
- The AI tool is being used successfully by Kaya's expert Dermatologists in clinics for consultative services selling
- The usage of the tool by Dermatologists has led to a 10 percentage points higher conversion outcome in clinics



# INNOVATION

## NEW PRODUCT DEVELOPMENT

Highly efficacious, Dermat backed products with strong actives in Youth Enhancing & Acne categories helped to strengthen Kaya's product portfolio



# INNOVATION

## NEW PRODUCT LINE: NUTRACEUTICALS

Expanding Kaya's product portfolio by introducing new segment of collagen powered nutraceutical supplements to complement our consumer's health and wellness journeys.



# INNOVATION NEW SERVICES DEVELOPMENT

Contributed to 8.4% of the Kaya India clinic business  
and 5% of the Kaya Middle East business

FACE



Profilo, Threads,  
Hydrafacial

BODY



Coolsculpt

- **OVERVIEW**
- **EXPANSION**
- **STRATEGIC PILLARS**
- **AWARDS**
- **COMPANY FINANCIALS**



# AWARDS & RECOGNITIONS



RECOGNISED BY THE ECONOMIC  
TIMES AS  
BEST BRANDS 2022



CERTIFIED  
GREAT PLACE TO  
WORK 2022

- **OVERVIEW**
- **EXPANSION**
- **STRATEGIC PILLARS**
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# Q3 FY23 FINANCIALS

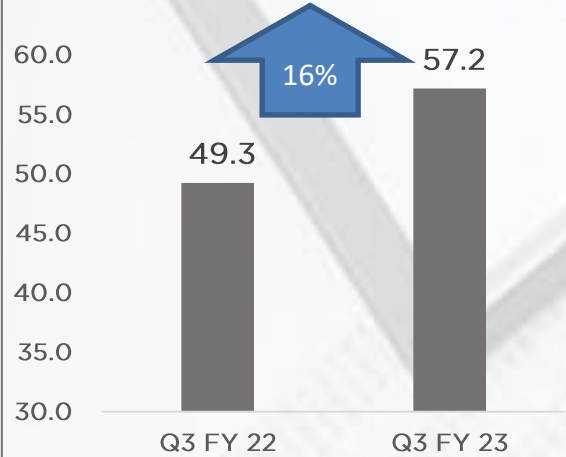




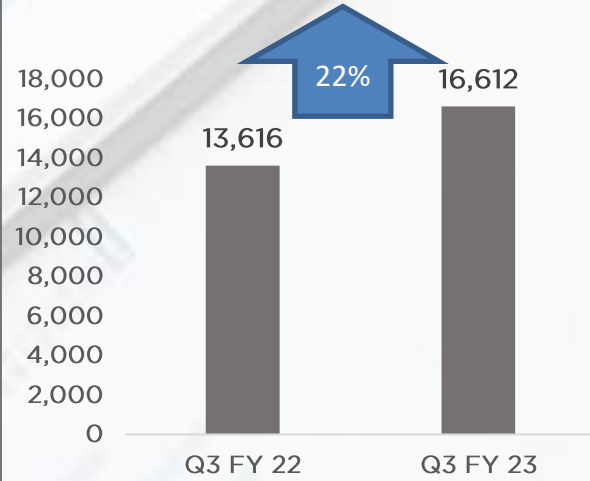
# KEY PERFORMANCE INDICATORS CLINIC BUSINESS

## India

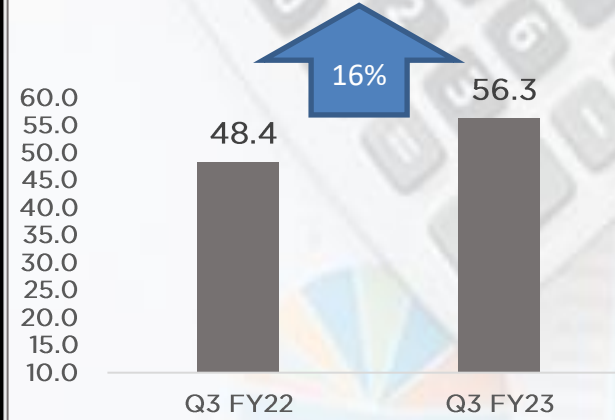
### Collection (INR crs)



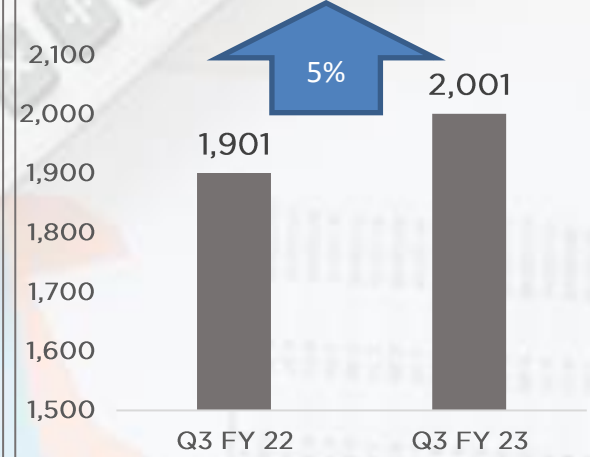
### ATS (in Rs.)



### Collection (INR crs)



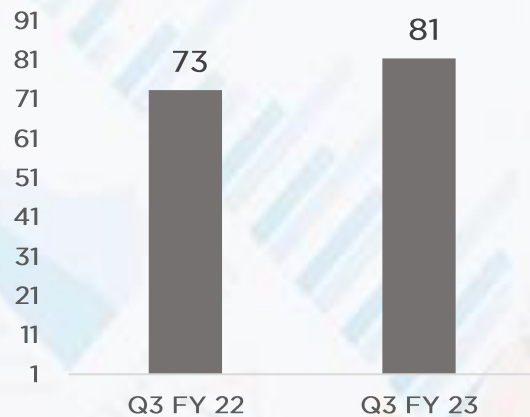
### ATS (in AED)



### Customer count



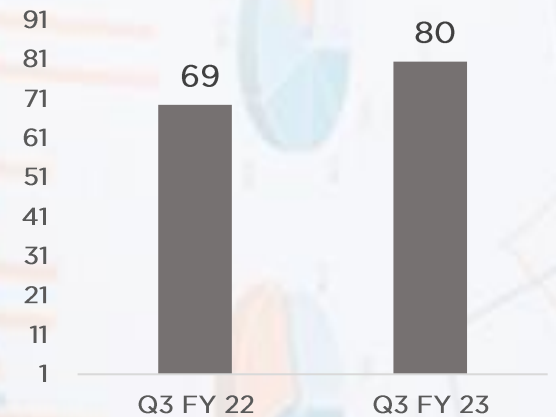
### NPS



### Customer count

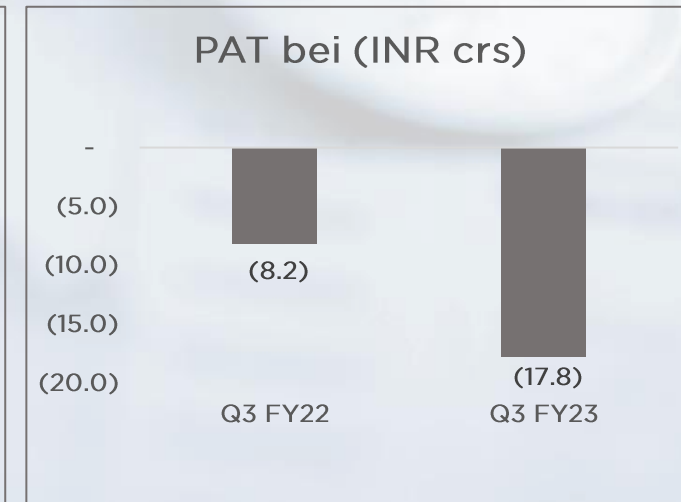
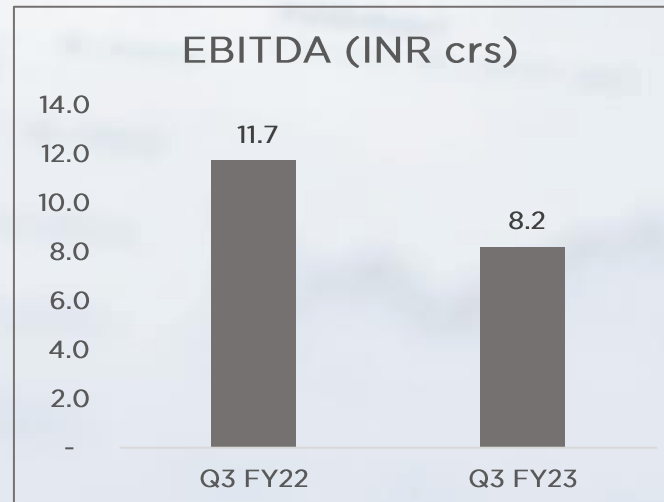
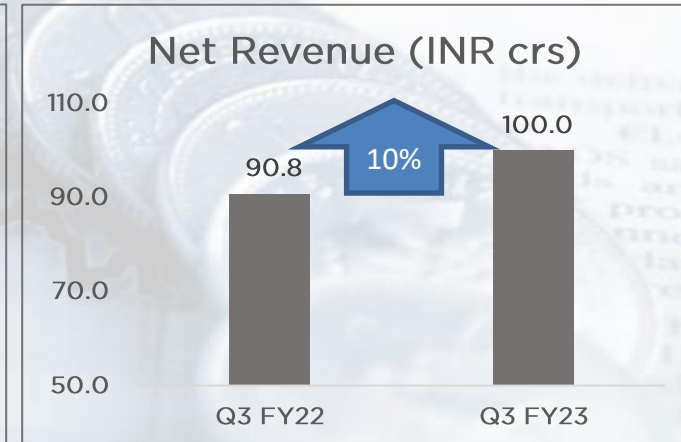
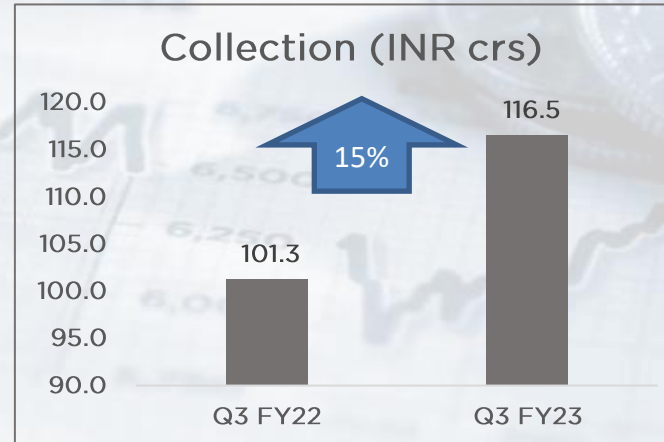


### NPS



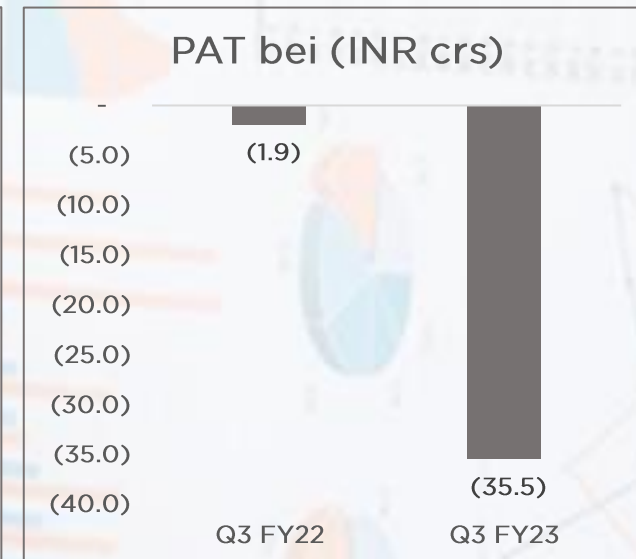
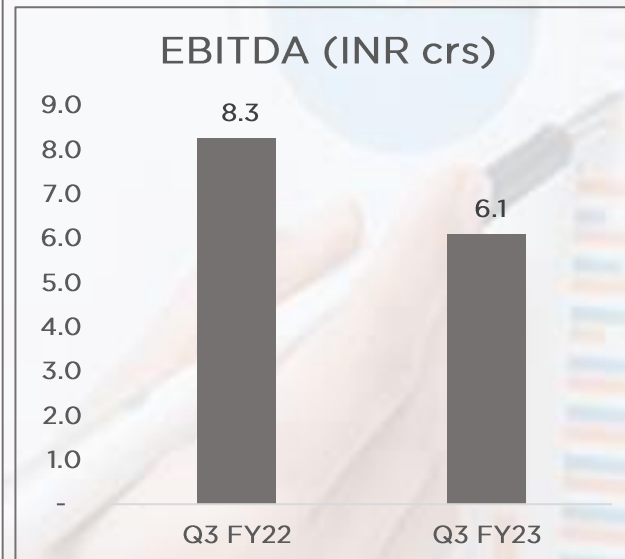
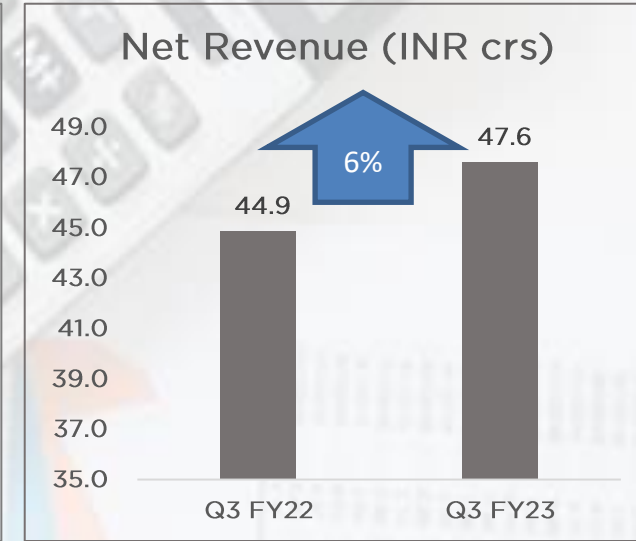
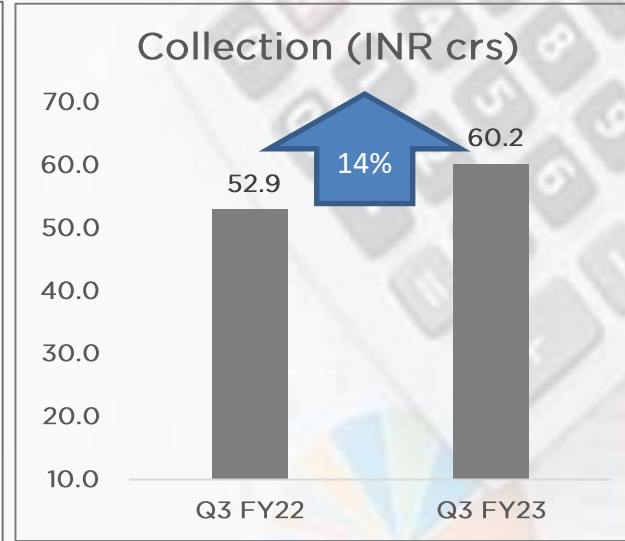
# KAYA GROUP HIGHLIGHTS

- Collection grew by 15% over Q3 FY 22
- Net Revenue grew by 10% over Q3 FY 22
- EBITDA of INR 8.2 crs (8% of NR) in Q3 FY 23 as compared to INR 11.7 crs (13% of NR) in Q3 FY22
- PAT bei at INR (17.8) crs (-18% of NR), as compared to INR (8.2) crs (-9% of NR) in Q3 FY22
- Exceptional item in Q3 FY 23 one-time impact of INR 4.4 crs in Statement of Profit and loss for impairment of Goodwill



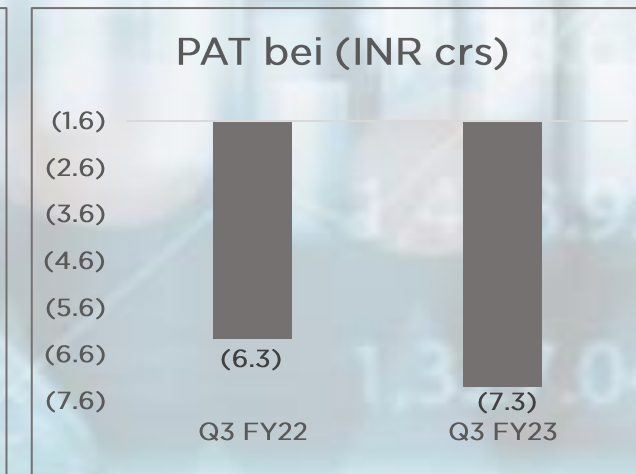
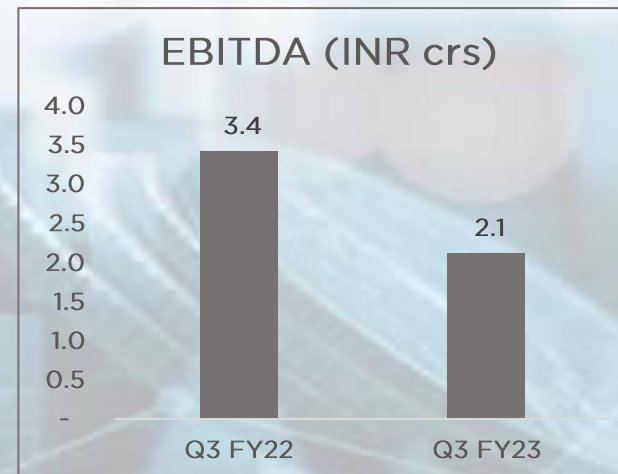
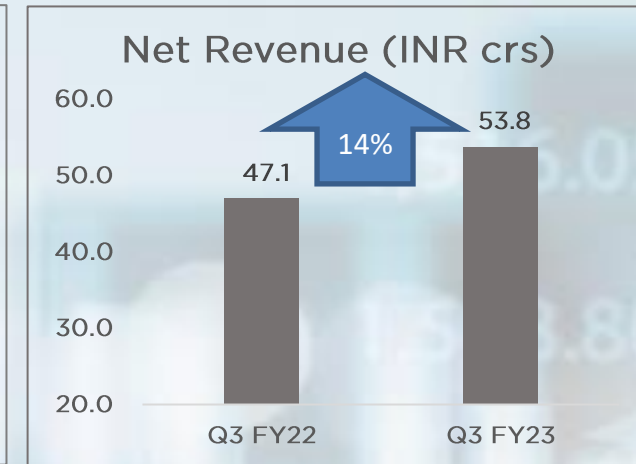
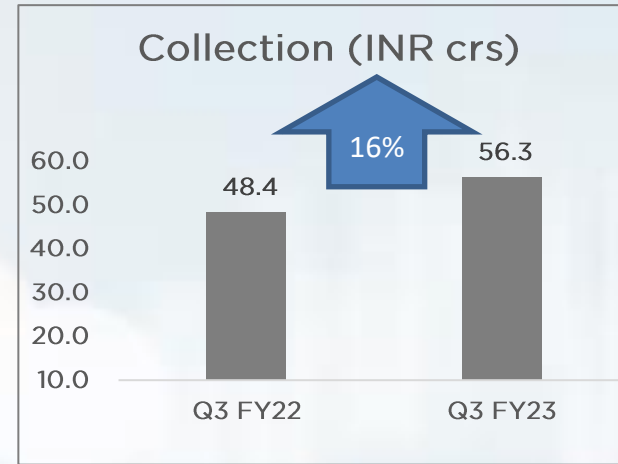
# KAYA INDIA HIGHLIGHTS

- Collection grew by 14% over Q3 FY 22
- Net Revenue grew by 6% over Q3 FY 22
- Clinic Net Revenue grew by 8% over Q3 FY 22
- EBITDA of INR 6.1 crs (13% of NR) in Q3 FY 23 as compared to INR 8.3 crs (18% of NR) in Q3 FY 22
- PAT bei of INR (35.5) crs (-75% of NR), as compared to INR (1.9) crs (-4% of NR) in Q3 FY 22
- Exceptional item in Q3 FY 23 one-time impact of INR 29.4 crs in Statement of Profit and loss for provision for impairment on investment



# KAYA MIDDLE EAST HIGHLIGHTS

- Collection grew by 16% in Q3 FY 23 over Q3 FY 22
- Net Revenue grew by 14% in Q3 FY 23 over Q3 FY 22
- EBITDA of INR 2.1 crs (4% of NR), as compared to INR 3.4 crs (7% of NR) in Q3 FY 22
- PAT bei of INR (7.3) crs (-14% of NR), as compared to INR (6.3) crs (-13% of NR) in Q3 FY 22



# FINANCIAL HIGHLIGHTS: Q3 FY23

Particulars (INR crs)	Kaya India			Kaya Middle East			Kaya Group		
	Q3 FY23	Q3 FY22	Gr %	Q3 FY23	Q3 FY22	Gr %	Q3 FY23	Q3 FY22	Gr %
Collection	60.2	52.9	14%	56.3	48.4	16%	116.5	101.3	15%
Net Revenue*	47.6	44.9	6%	53.8	47.1	14%	100.0	90.8	10%
EBITDA	6.1	8.3		2.1	3.4		8.2	11.7	
% to NR	13%	18%		4%	7%		8%	13%	
Operating Margin	(30.7)	0.6		(5.7)	(4.1)		(11.4)	(3.5)	
% to NR	-65%	1%		-11%	-9%		-11%	-4%	
PAT bei	(35.5)	(1.9)		(7.3)	(6.3)		(17.8)	(8.2)	
% to NR	-75%	-4%		-14%	-13%		-18%	-9%	
PAT aei**	(35.6)	(2.0)		(7.0)	(6.0)		(17.6)	(8.0)	
% to NR	-75%	-4%		-13%	-13%		-18%	-9%	

Net Revenue grew by 10% over PY

\* Net Revenue of Kaya Group excludes intercompany Transactions

EBITDA margin is 8% of NR as against 13% of NR in PY

Operating Margin includes one-time impact of INR 29.4 crs in Kaya India for provision for impairment on investment and INR 4.4 crs in Kaya group for impairment of Goodwill

\*\* PAT aei is PAT after other comprehensive income and non-controlling interest

# FINANCIAL HIGHLIGHTS: YTD Dec 22

Particulars (INR crs)	Kaya India			Kaya Middle East			Kaya Group		
	YTD Dec 22	YTD Dec 21	Gr %	YTD Dec 22	YTD Dec 21	Gr %	YTD Dec 22	YTD Dec 21	Gr %
Collection	172.5	115.2	50%	166.4	147.0	13%	338.9	262.2	29%
Net Revenue*	134.4	101.6	32%	153.6	142.3	8%	284.1	240.5	18%
EBITDA**	5.9	12.7		4.1	18.9		10.0	31.6	
% to NR	4%	13%		3%	13%		4%	13%	
Operating Margin	(45.1)	(10.3)		(19.0)	(3.5)		(39.0)	(13.8)	
% to NR	-34%	-10%		-12%	-2%		-14%	-6%	
PAT bei**	(61.4)	(17.0)		(23.6)	(9.6)		(59.9)	(26.6)	
% to NR	-46%	-17%		-15%	-7%		-21%	-11%	
PAT aei***	(61.6)	(17.1)		(19.5)	(10.3)		(56.1)	(27.4)	
% to NR	-46%	-17%		-13%	-7%		-20%	-11%	

Net Revenue grew by 18% over PY

\* Net Revenue of Kaya Group excludes intercompany Transactions

\*\*includes one-time impact of INR 12.4 crs in Statement of Profit and loss primarily due to PF liability of INR 9.7 crs and Rates & taxes of INR 2.0 crs

Operating Margin includes one-time impact of INR 29.4 crs in Kaya India due to provision for impairment on investment and INR 4.4 crs in Kaya group due to impairment of Goodwill

\*\*\* PAT aei is PAT after other comprehensive income and non-controlling interest