

# Kaya Limited

May 25, 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 March 31, 2023.

Kindly take the above on record.

For Kaya Limited,

NITIKA  
SUNNY  
NIRMAL

Digitally signed by NITIKA SUNNY  
NIRMAL  
DN: cn=NI, ou=PERSONAL, title=5132,  
pseudonym=31a92d55473fa9741635b,  
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603959ab1, cn=NITIKA SUNNY NIRMAL  
Date: 2023.05.25 14:18:36 +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

# Q4 FY23

PERFORMANCE HIGHLIGHTS



Come And  
Celebrate As  
Kaya Turns



# Q4 FY23 HIGHLIGHTS

- Collection growth of clinics in India was 13% LFL vs Q4 FY22
- Collection growth of clinics in Middle East was 15% LFL vs Q4 FY22
- In India, Collections of Anti-Ageing has grown by 39% LFL vs Q4 FY22, Product business grew by 28% and Fairness Pigmentation has grown by 15%
- In Middle East, Product business grew by 21% LFL vs Q4 FY22, Skin Concern grew by 13%
- Average Transaction Size grew in India in Q4 by 20% and in Middle East at 7% vs Q4 FY22
- Net promoter score in India was at 82 for Q4 FY23 and in Middle East it was at 85 for Q4 FY23





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



Celebrating 20 Years Of  
-Happy Skin-



# INDUSTRY OVERVIEW- INDIA

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

## Aesthetic Dermatology poised for growth (FY 22 to FY 26):

- Health & wellness category is growing at a CAGR of 5.6% and the aesthetic dermatology sub-category is growing at a faster rate of 17%

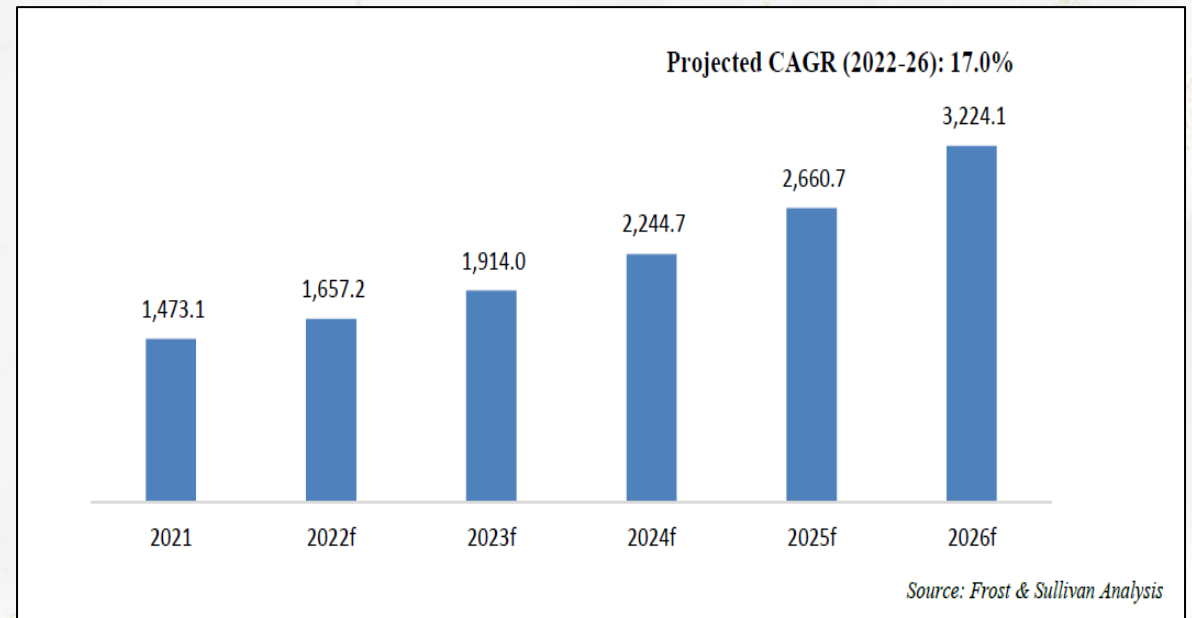
## Young India consumers leading the spends on wellness and beauty

- 33% Millennials spent more than INR 4000 on wellness per month
- The wellness and beauty market is expected to thrive on India's younger working population with a median age of 28

## The future is bright with consumers seeking expert, tech driven, quick beauty solutions:

- **New Technologies for Treatment:** Low on pain, quicker recovery
- **Changing Customer Needs:** Rise of social media & easy availability of information on the internet ,after Covid-19 has led to a rise in consumer acceptance and affinity
- **Utilization of AI Technology:** Content based imaging for better diagnosis and treatment outcomes

Aesthetic Dermatology Market in India growing at a CAGR of 17%.



Growth is primarily driven by growing customer base across metros and non-metros, due to rapid urbanization



# INDUSTRY OVERVIEW- MIDDLE EAST

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

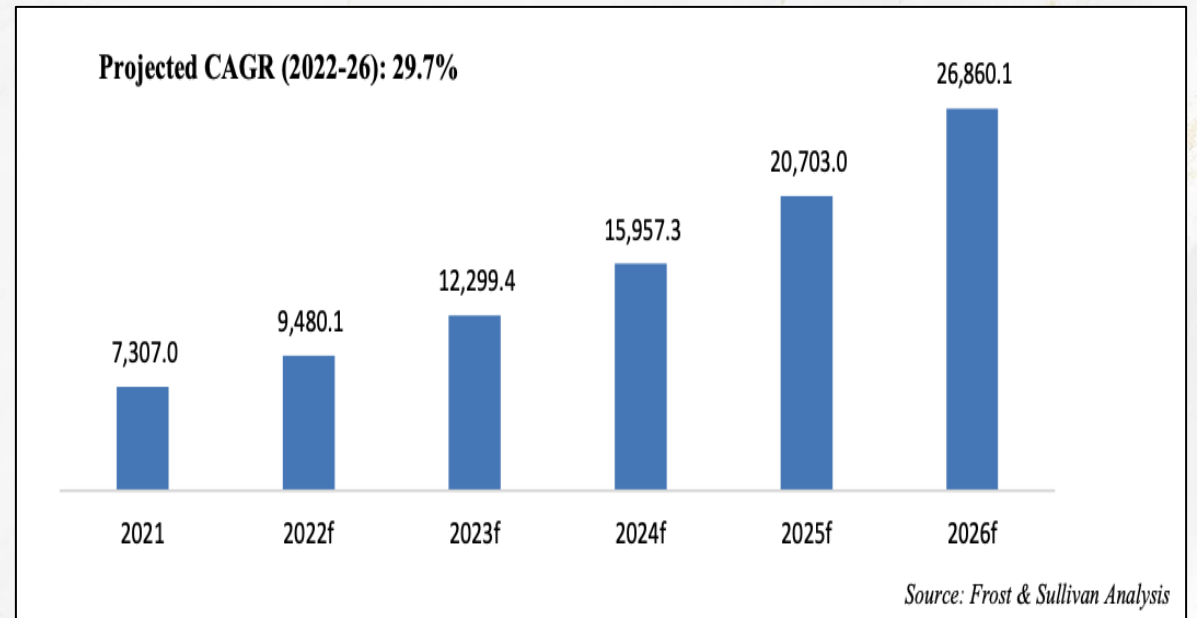
## Key factors that are augmenting the growth within aesthetic dermatology segment (FY 22 to FY 26) :

- **High GDP per capita:** Growing economies have led to high GDP per capita of USD 20,000 in GCC countries
- **Population influx:** Post-Expo 2020, the UAE has witnessed a rise in immigrants, primarily from South Asian countries. Meanwhile, KSA harbors a substantial expat community, comprising 13 million individuals from diverse nations, representing roughly one-third of the country's population.

## The changing landscape – Regional trends

- **Cultural liberalization:** Less stigma against aesthetic alterations
- **Evolving audience:** In GCC region, around 30% of aesthetic dermatology procedures are now performed on men, compared with about 15% globally.
- **Advancement in aesthetic dermatology treatments:** Non-invasive aesthetic treatments have gained popularity in the GCC region over past few years.

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



The rise of the aesthetic dermatology market in the region can be attributed to several factors, including high household income, medical advancements, strong media influence, increased awareness, and rapid growth in medical tourism.





# KAYA OVERVIEW

**90+** CLINICS

**31+** CITIES

**4** COUNTRIES

**Skin, Hair &  
Body** SERVICES

**60+** PRODUCTS

**Over 100K  
KAYA SMILES  
MEMBERS**

**85%+**  
WOMEN  
WORKFORCE

Happy Women's Day

**20** years of empowering  
*a beautiful you.*



# KAYA'S GLOBAL PRESENCE

## INDIA

**16** Indian States

**26** Cities

**75** Clinics

## MIDDLE EAST

**03** Countries

**09** Cities

**23** Clinics





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



Celebrate  
**20**  
Shades  
Of Beauty



# EXPANSION

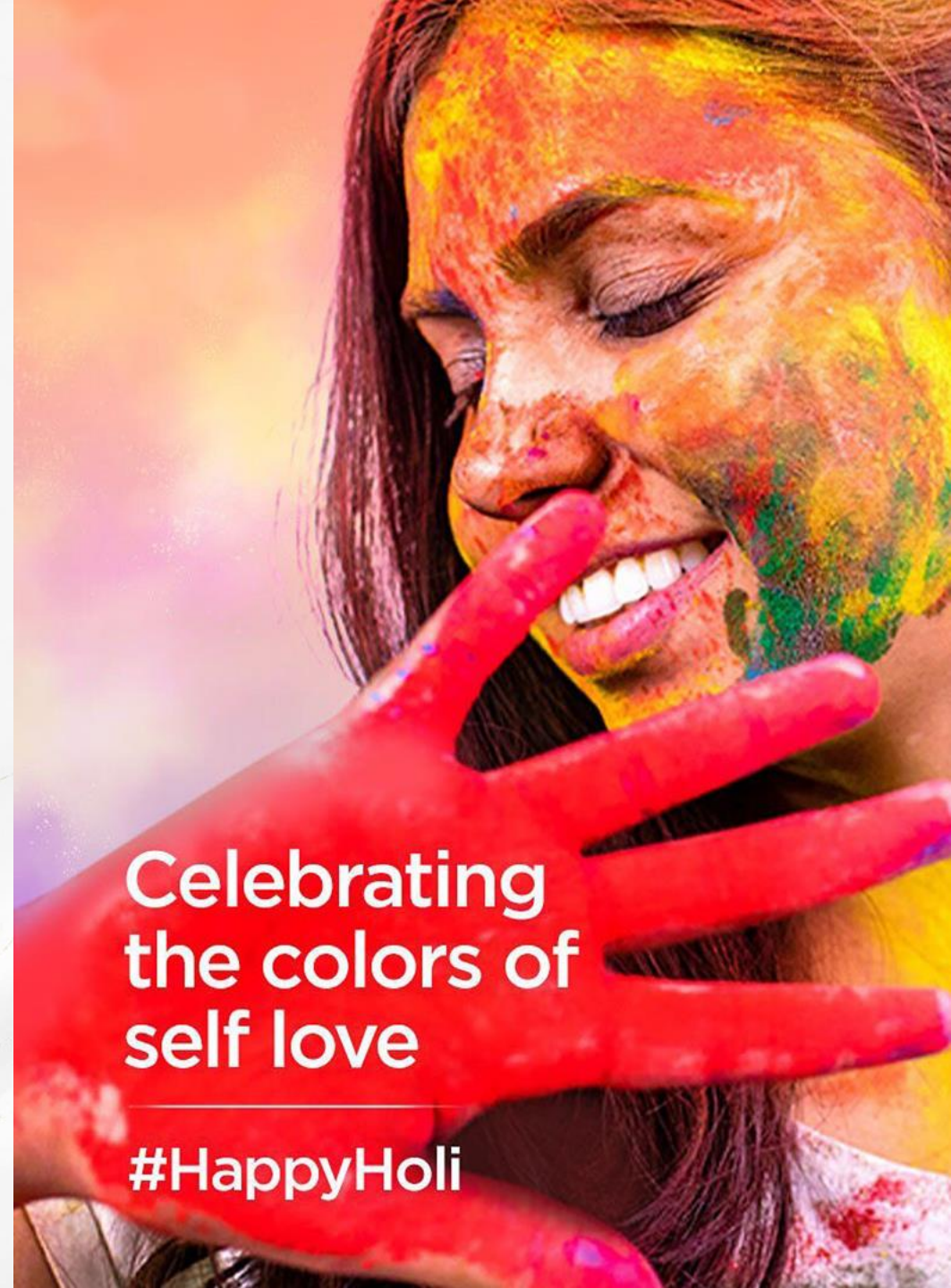
## Kaya's new growth engine

- Kaya launched 2 new clinics in Q4 – Siliguri and Electronic City
- Electronic City has been promising with growing customer footfalls and Google review trending @4.5
- Siliguri was a virgin market, hence a successful pre-launch event was done, where we collected 95+ customer database.
- Siliguri has emerged gradually with continuous awareness and education, and it has starting showing impact in the market trending @4.8 in Google





- **OVERVIEW**
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Celebrating  
the colors of  
self love

#HappyHoli



# STRATEGIC PILLARS

**KAYA SMILES**  
(Loyalty program)



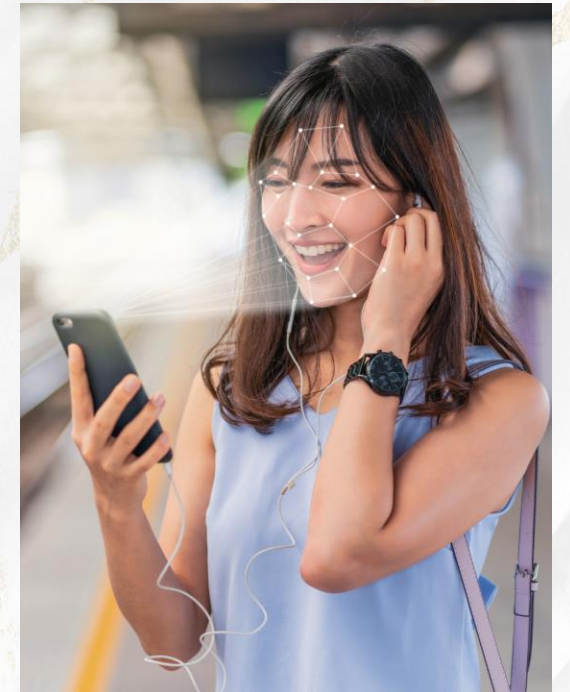
**SERVICES**



**PRODUCTS**



**INNOVATION**



# KAYA SMILES

## LOYALTY PROGRAM

### Kaya India:

- Contributing to 91% of Kaya Clinics collection
- The average ticket size of Platinum and Gold Elite customer was 20% higher than other members

### Kaya Middle East:

- Following the highly successful performance of the Kaya Smiles Loyalty program in India, Kaya Middle East launched the Kaya Smiles Loyalty program in Q3 FY23 contributing to more than 93% of Q4 FY23 collection

Forever  
**20**  
With  
Kaya





# SERVICES

SKIN | HAIR | BODY

100+ DERMATS | 90+ CLINICS

## Kaya India Clinics:

- Services collection witnessed a 11% growth against Q4 FY22
- The leading category Anti-Ageing stays strong with a 39% collection growth against Q4 FY22
- Younger customers have driven collection growth in young cohort services like Beauty Facials at 33% against Q4 FY22
- Fairness Pigmentation witnessed a growth of 15% in collection against Q4 FY22

## Kaya Middle East Clinics:

- Service collection witnessed a 3% growth against Q4 FY22
- Skin Concern grew by 13% over Q4 FY22
- Skin Glow Solutions grew by 7% over Q4 FY22



Missing that  
**20s bod?**

Try Kaya's CoolSculpt





# PRODUCT

USP- DERMAT CURATED  
70+ STRONG PORTFOLIO

## Kaya India Clinics:

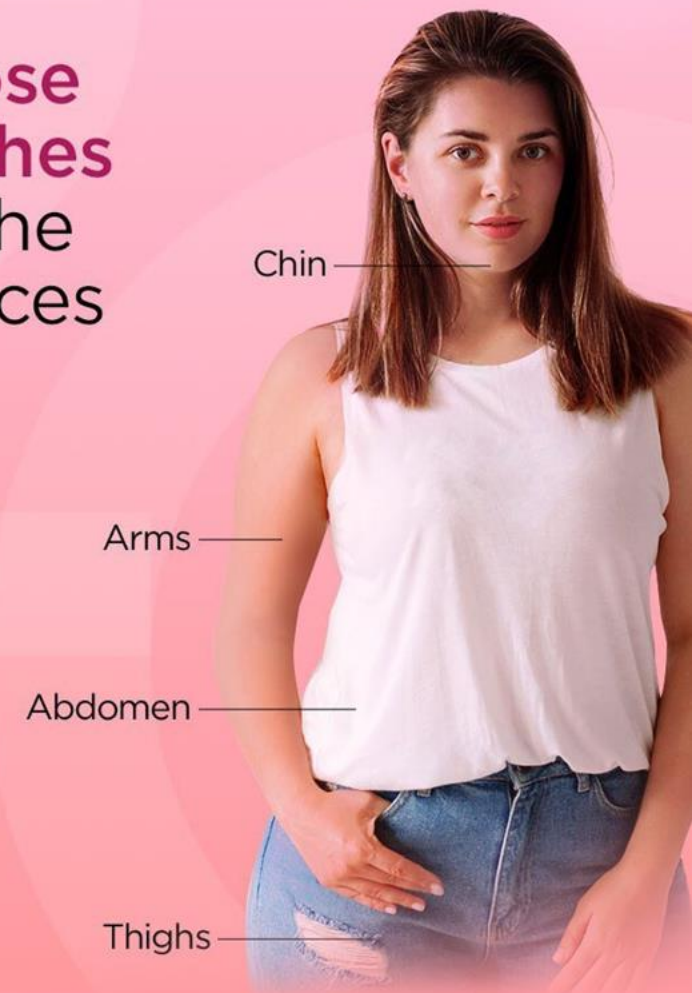
- Kaya Clinic product collection witnessed a 28% growth against Q4 FY22
- Fairness Pigmentation products is up by 55% against Q4 FY22, contributing 19% in current portfolio

## Kaya Middle East Clinics:

- Product collection witnessed a 21% growth against Q4 FY22, driven by Acne, Pigmentation and sun protection



Lose Those  
Extra Inches  
At Just The  
Right Places



# INNOVATION

CONTRIBUTED TO 10% OF THE KAYA GROUP CLINIC BUSINESS

AI POWERED CX



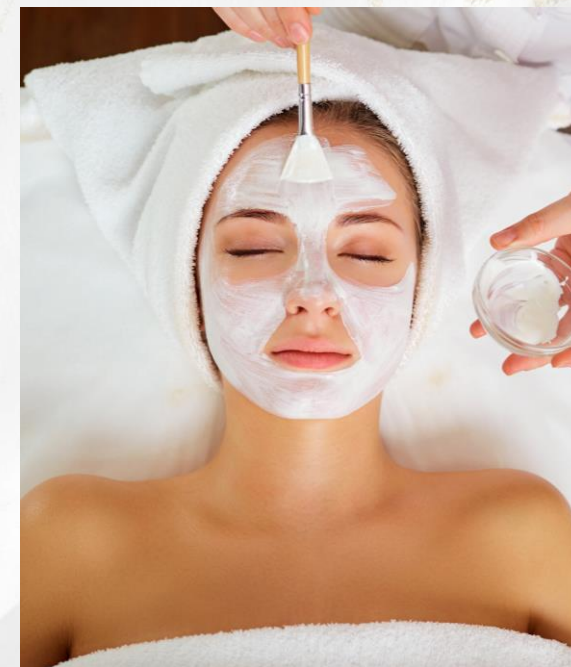
NEW PRODUCT DEVELOPMENT



NUTRACEUTICALS



NEW SERVICES DEVELOPMENT

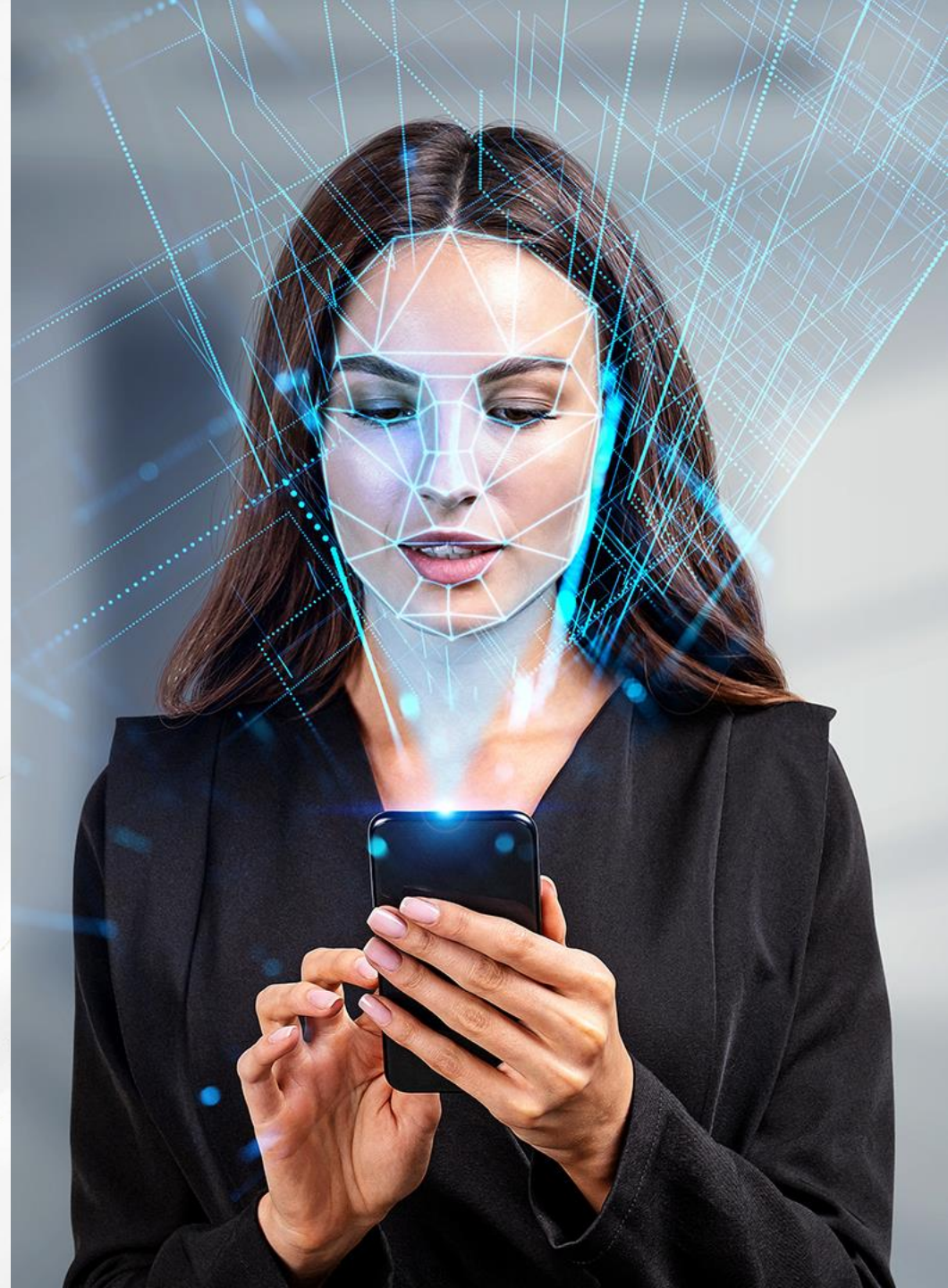




# INNOVATION

## 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 Dermats in clinics for consultative services selling
- The usage of the tool by Dermats has led to a 8% higher customer conversion adding to 18% incremental revenue in clinics





# INNOVATION

## NEW PRODUCT DEVELOPMENT

### INDIA

Highly efficacious, Dermat backed products with strong actives in Youth Enhancing & Acne categories helped to strengthen Kaya's product portfolio by contributing **21%** to the clinic product business in Q4 FY23



# INNOVATION

## NEW PRODUCT LINE: NUTRACEUTICALS

### INDIA

Expanding Kaya's product portfolio by introducing new segment of collagen powered nutraceutical supplements to complement our consumer's health and wellness journeys which accounted for **17%** of the clinic product business in India in Q4 FY23





# INNOVATION NEW SERVICES DEVELOPMENT

Contributed to 8% of the kaya India clinic business

## ANTI-AGEING



HIFU, Profhilo, Threads

## BODY



CoolSculpt, Profhilo

## SKIN CONCERN



Ultracel Q+



# INNOVATION NEW SERVICES DEVELOPMENT

Contributed to 6% of the Kaya Middle East business

## ANTI - AGEING



RRS - LOLA,  
Rainbow Dual  
thread, Teosyal,  
Visage Excellence

## BODY



Bella Slim

## SKIN CONCERN



IV Drips -  
Immune Boost

## SKIN GLOW



Microblading and  
Pigmentation,  
Profacial

## HAIR



Hair Wave





# AWARDS & RECOGNITIONS



Awarded as  
Most Trusted Brands Of  
India by Marksmen Daily



Certified as  
Great Place To Work  
Dec 2022 to Dec 2023



Recognized as one of the  
top 100 companies for  
women employees



- **OVERVIEW**
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Get ready  
for a **worry-free**  
summer with Kaya's  
**Laser Hair  
Reduction!**

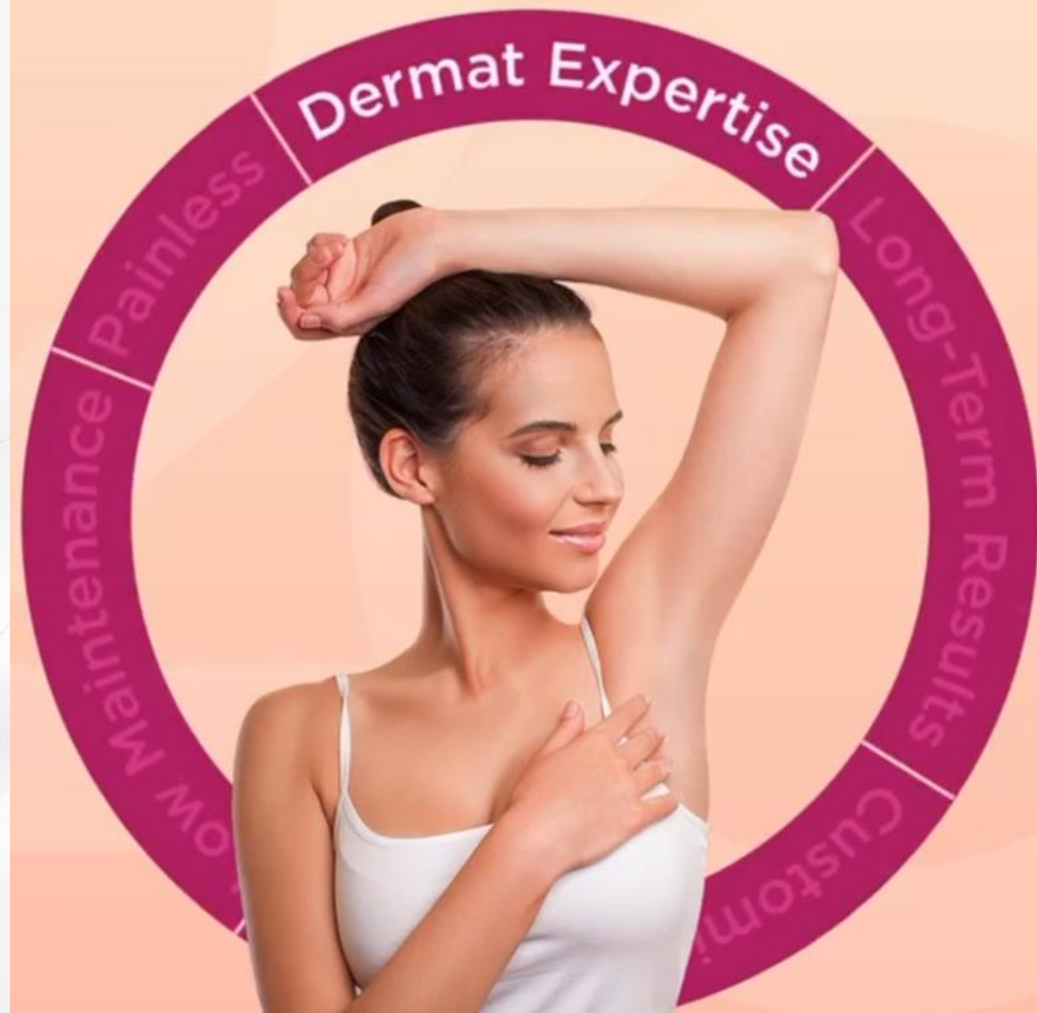




# Q4 FY23 FINANCIALS

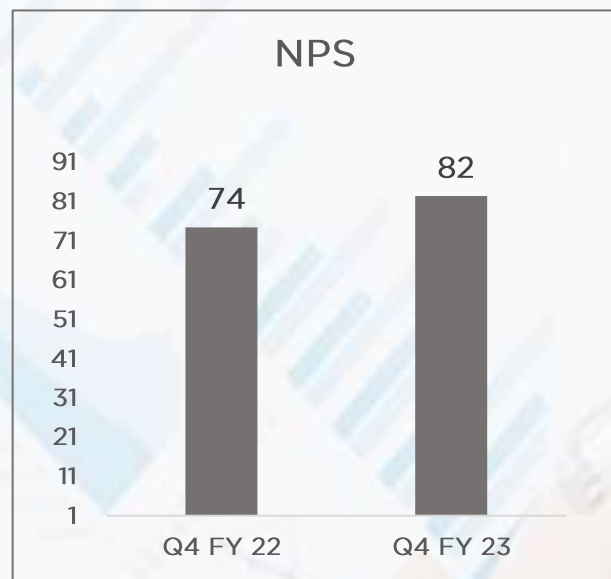
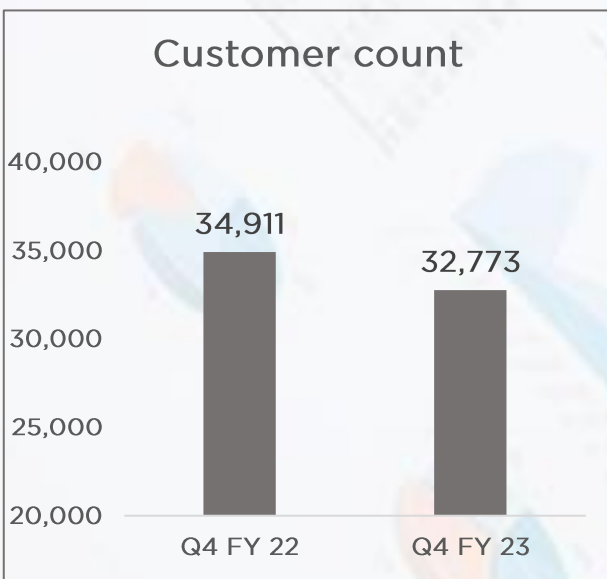
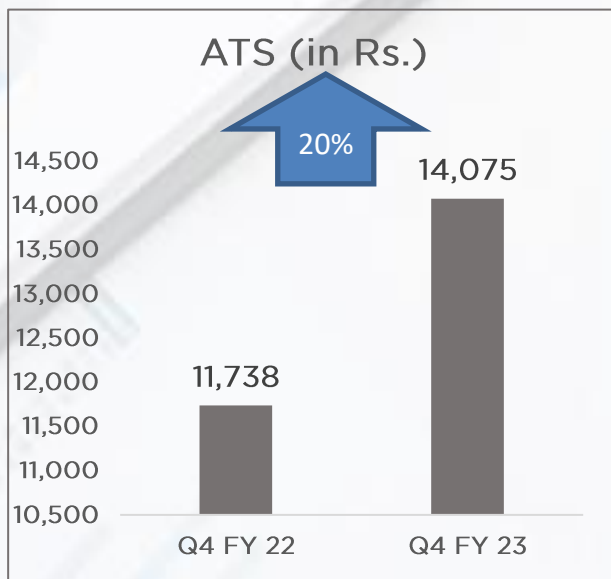
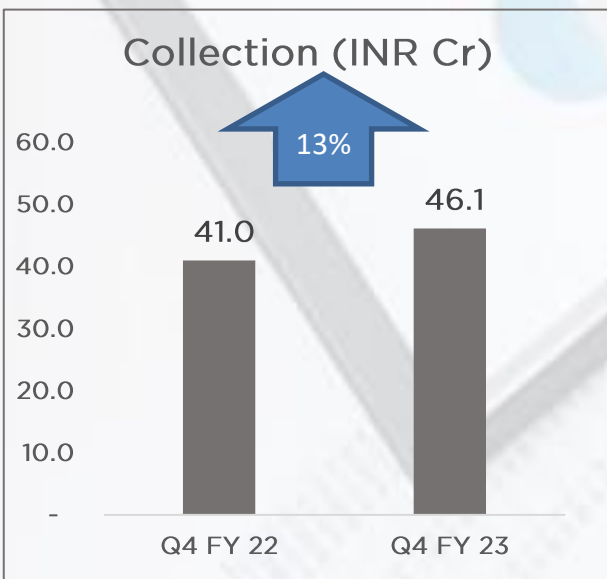


Here's Why You Should Choose  
**Kaya's Laser Hair Reduction**

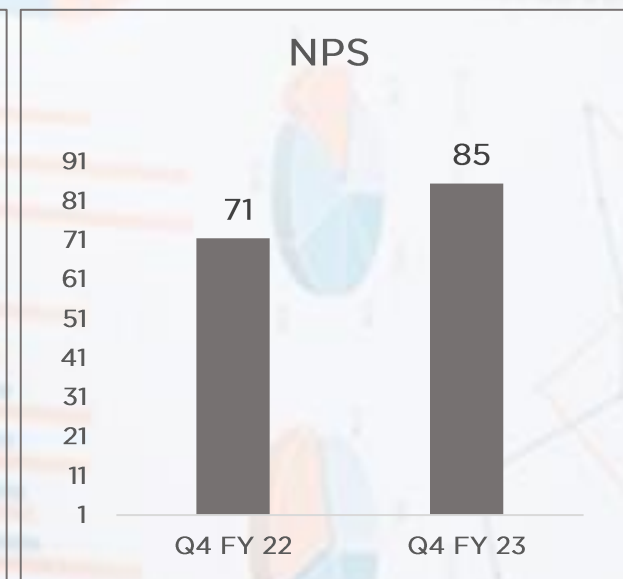
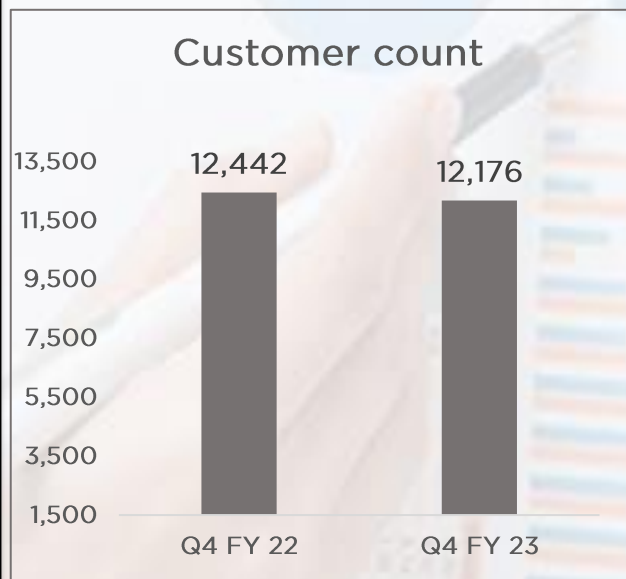
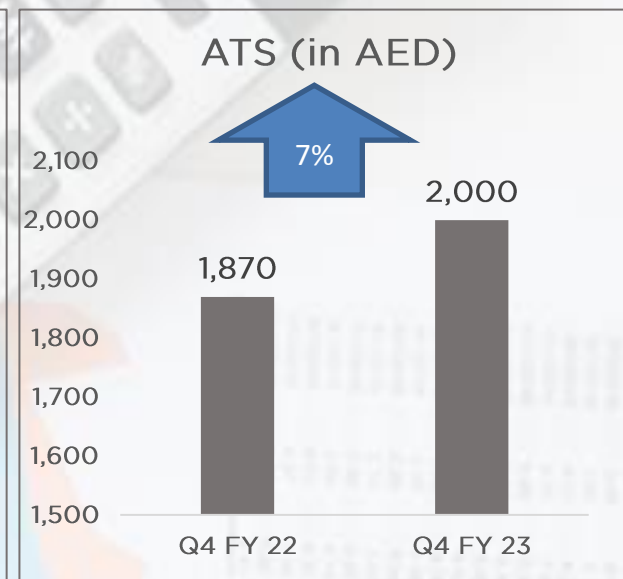
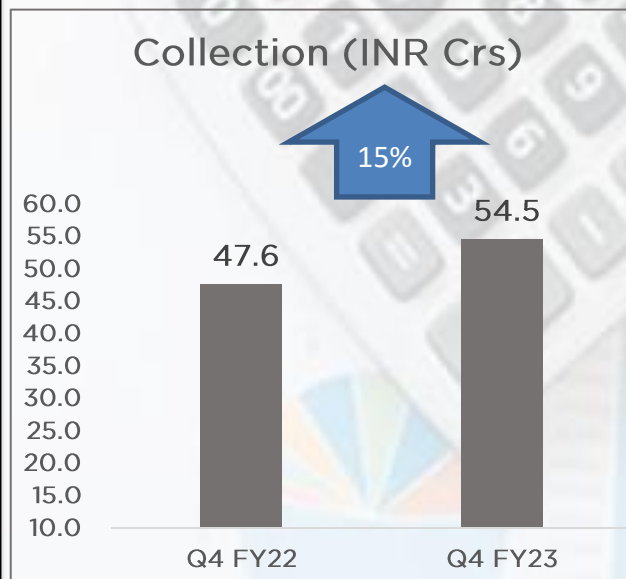


# KEY PERFORMANCE INDICATORS CLINIC BUSINESS

## India



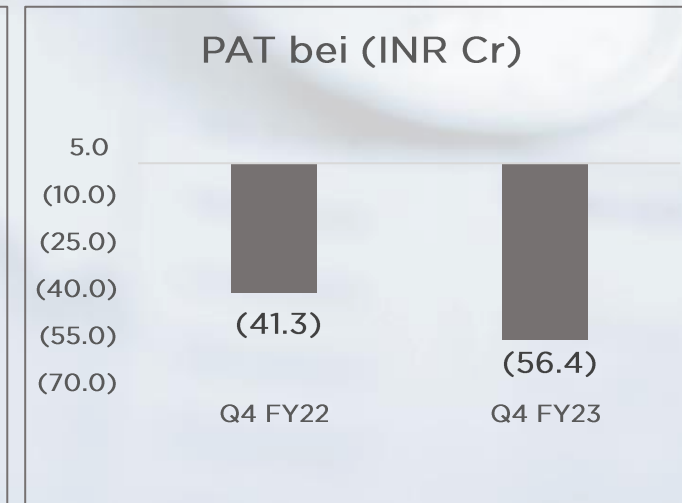
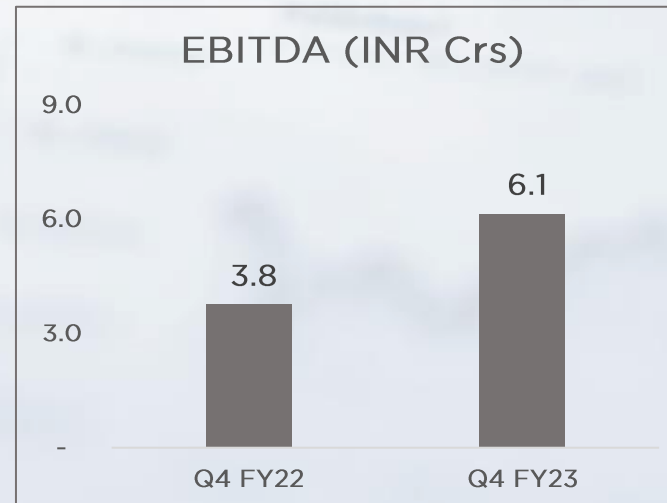
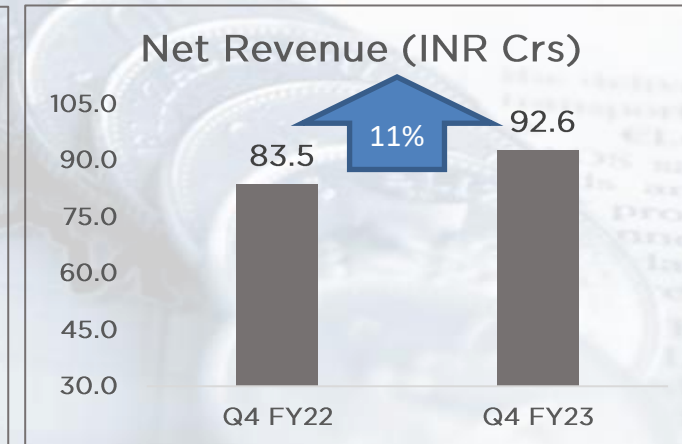
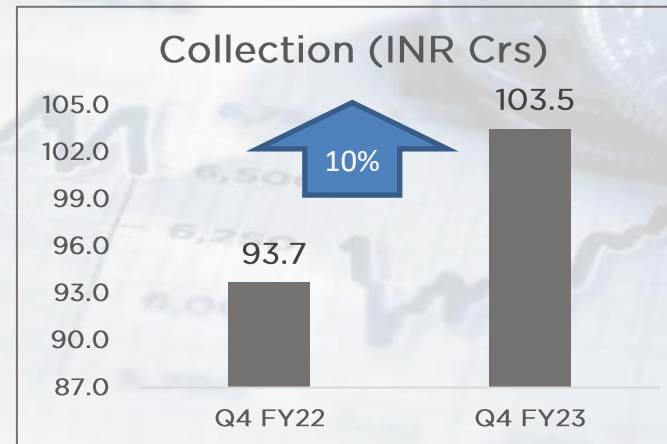
## Middle East





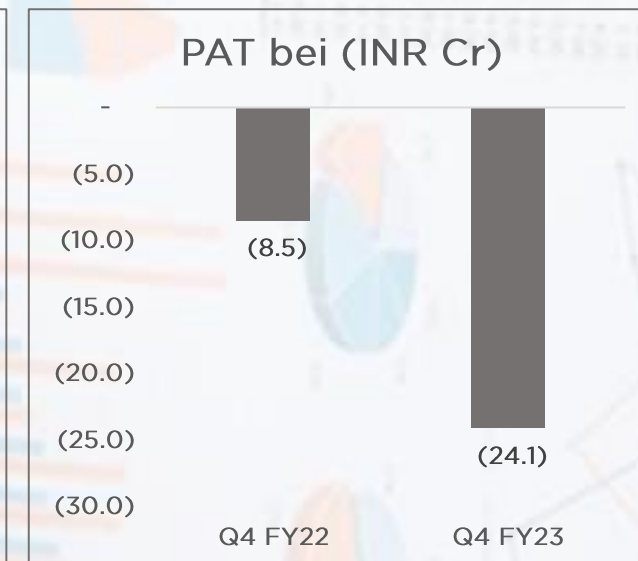
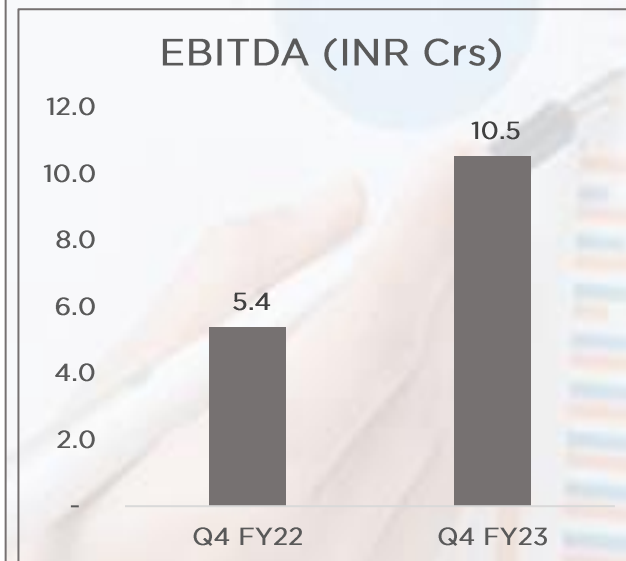
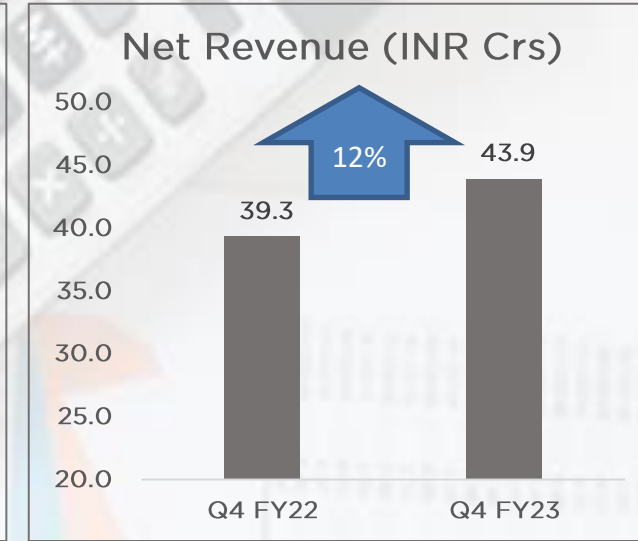
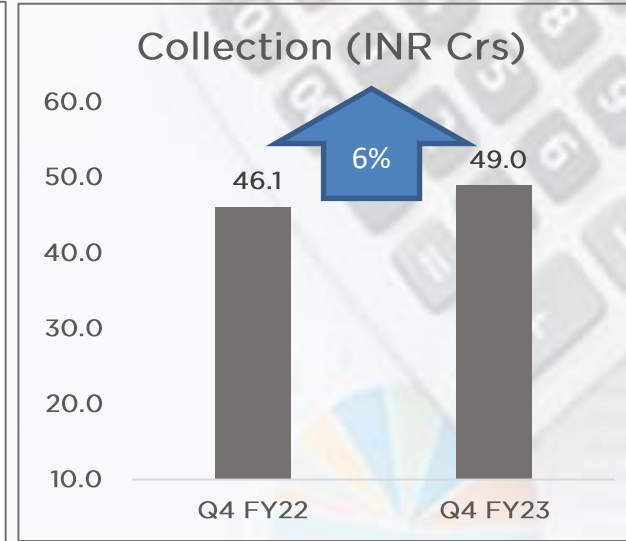
# KAYA GROUP HIGHLIGHTS

- Collection grew by 10% over Q4 FY 22
- Net Revenue grew by 11% over Q4 FY 22
- EBITDA of INR 6.1 crs (7% of NR) in Q4 FY 23 as compared to INR 3.8 crs (5% of NR) in Q4 FY22
- PAT bei at INR (56.4) crs (-61% of NR), as compared to INR (41.3) crs (-50% of NR) in Q4 FY22
- Exceptional item in Q4 FY 23 one-time impact of INR 39.0 crs in Statement of Profit and loss towards impairment of Goodwill (INR 28.4 crs) and towards interest on PF liability (INR 10.6 crs)



# KAYA INDIA HIGHLIGHTS

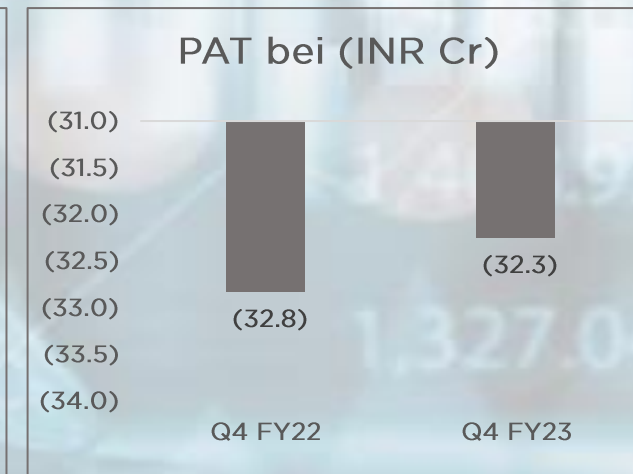
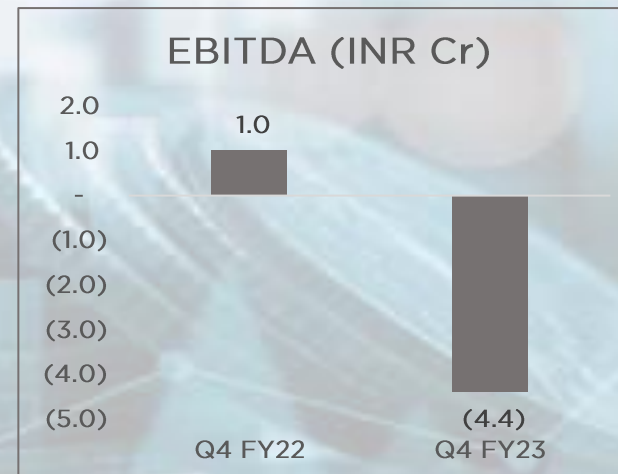
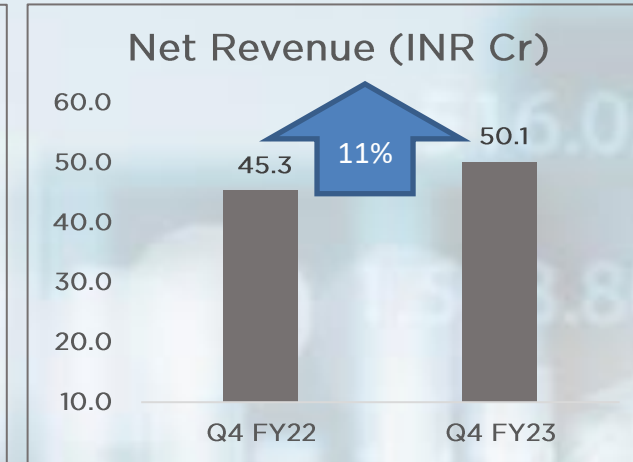
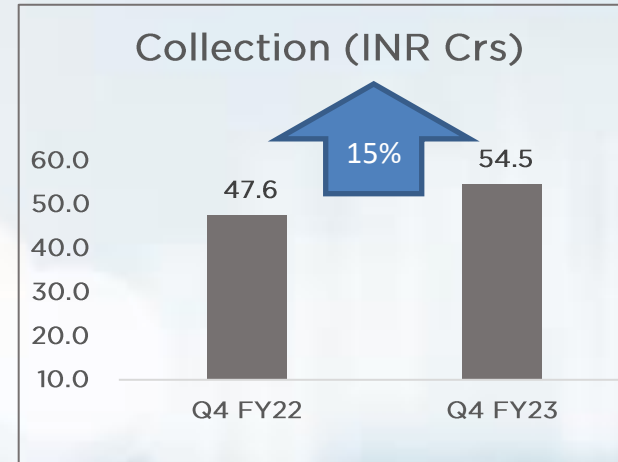
- Collection grew by 6% over Q4 FY 22
- Net Revenue grew by 12% over Q4 FY 22
- Clinic Net Revenue grew by 21% over Q4 FY 22
- EBITDA of INR 10.5 crs (24% of NR) in Q4 FY 23 as compared to INR 5.4 crs (14% of NR) in Q4 FY 22
- PAT bei of INR (24.1) crs (-55% of NR), as compared to INR (8.5) crs (-22% of NR) in Q4 FY 22
- Exceptional item in Q4 FY 23 one-time impact of INR 23.9 crs towards impairment of investments in subsidiary (INR 10.7 crs) and towards interest on PF liability (INR 10.6 crs) consider in Statement of Profit and loss





# KAYA MIDDLE EAST HIGHLIGHTS

- Collection grew by 15% in Q4 FY 23 over Q4 FY 22
- Net Revenue grew by 11% in Q4 FY 23 over Q4 FY 22
- EBITDA of INR (4.4) crs (-9% of NR), as compared to INR 1.0 crs (2% of NR) in Q4 FY 22
- PAT bei of INR (32.3) crs (-64% of NR), as compared to INR (32.8) crs (-72% of NR) in Q4 FY 22
- Exceptional item in Q4 FY 23 one-time impact of INR 28.4 crs in Statement of Profit and loss towards impairment of Goodwill
- The figures of Kaya Middle East are the balancing figures between Kaya Group and Kaya India



# FINANCIAL HIGHLIGHTS: Q4 FY23

Particulars (INR crs)	Kaya India			Kaya Middle East			Kaya Group		
	Q4 FY23	Q4 FY22	Gr %	Q4 FY23	Q4 FY22	Gr %	Q4 FY23	Q4 FY22	Gr %
Collection	49.0	46.1	6%	54.5	47.6	15%	103.5	93.7	10%
Net Revenue*	43.9	39.3	12%	50.1	45.3	11%	92.6	83.5	11%
EBITDA	10.5	5.4		(4.4)	1.0		6.1	3.8	
% to NR	24%	14%		-9%	2%		7%	5%	
Operating Margin	2.3	(6.5)		16.3	(30.3)		(9.8)	(36.8)	
% to NR	5%	-16%		32%	-67%		-11%	-44%	
PAT bei	(24.1)	(8.5)		(32.3)	(32.8)		(56.4)	(41.3)	
% to NR	-55%	-22%		-64%	-72%		-61%	-50%	
PAT aei**	(23.9)	(8.7)		(34.2)	(33.8)		(58.0)	(42.6)	
% to NR	-54%	-22%		-68%	-75%		-63%	-51%	

Net Revenue grew by 11% over PY

\* Net Revenue of Kaya Group excludes intercompany Transactions

EBITDA margin is 7% of NR as against 5% of NR in PY

Operating Margin includes one-time impact of INR 10.7 crs in Kaya India for provision for impairment on investment and INR 28.4 crs in Kaya group for impairment of Goodwill

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



# FINANCIAL HIGHLIGHTS: FY 23

Particulars (INR crs)	Kaya India			Kaya Middle East			Kaya Group		
	FY 23	FY 22	Gr %	FY 23	FY 22	Gr %	FY 23	FY 22	Gr %
Collection	221.4	161.3	37%	221.0	194.5	14%	442.4	355.9	24%
Net Revenue*	178.3	140.9	27%	203.7	187.6	9%	376.7	324.0	16%
EBITDA**	15.5	18.1		(0.3)	17.3		15.2	35.4	
% to NR	9%	13%		0%	9%		4%	11%	
Operating Margin	(14.3)	(16.8)		1.7	(33.8)		(45.4)	(50.6)	
% to NR	-8%	-12%		1%	-18%		-12%	-16%	
PAT bei**	(85.5)	(25.5)		(30.8)	(42.5)		(116.3)	(68.0)	
% to NR	-48%	-18%		-15%	-23%		-31%	-21%	
PAT aei***	(85.5)	(25.8)		(28.7)	(44.2)		(114.2)	(70.0)	
% to NR	-48%	-18%		-14%	-24%		-30%	-22%	

Net Revenue grew by 16% over PY

\* Net Revenue of Kaya Group excludes intercompany Transactions

\*\*includes one-time impact of INR 22.1 crs in Statement of Profit and loss primarily due to PF liability of INR 20.1 crs and Rates & taxes of INR 2.0 crs

Operating Margin includes one-time impact of INR 40.1 crs in Kaya India due to provision for impairment on investment and INR 32.8 crs in Kaya group due to impairment of Goodwill

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

**THANK YOU**

