

# Kaya Limited

February 10, 2022

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, 2021.

Kindly take the above on record.

For Kaya Limited,

NITIKA  
SUNNY  
NIRMAL

Digitally signed by NITIKA SUNNY NIRMAL  
DN: c=IN, o=PERSONAL, title=5132,  
postalCode=318928247269781822851  
36c725847cc9abb7e1d61e95662a976  
9879c2, postalCode=421203,  
ou=Maharashtra,  
serialNumber=0833507827e9a31f5668  
4198a36872128628793907133410663  
959ab1, cn=NITIKA SUNNY NIRMAL  
Date: 2022.02.10 14:54:33 +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



100% Safe #KayaSafe

# Q3 FY22 Investor Presentation



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# Table of Contents

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1

About Us

2

Digital Campaigns  
& New Initiatives

3

Financial Overview





## About Us

Company at a Glance





## Innovative, Technology Forward Pioneering Skin Care Brand

- Incorporated in 2003, Kaya is a pioneer in speciality skin & hair care. Kaya is a unique blend of Medical + Retail + Hospitality.
- Pioneers in providing products and services developed by expert dermatologists and combine state-of-the-art medical technologies

## Operations

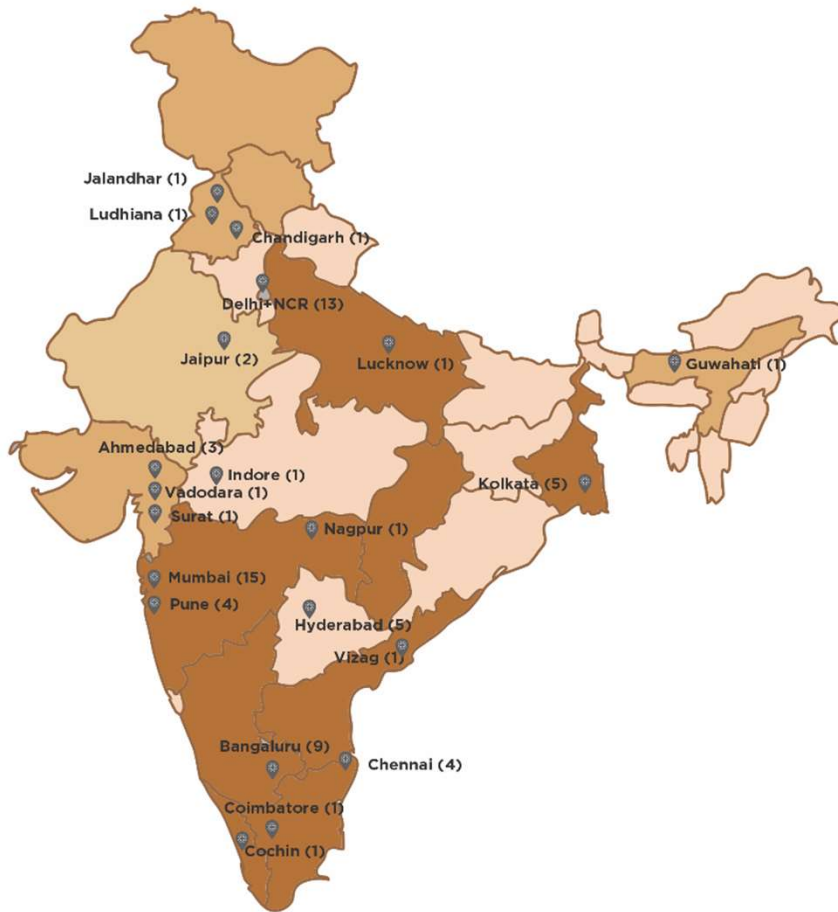
- 95 clinics spread across various geographies (India 72, Middle East 23).
- E-commerce presence through own website as well as channel partners.

## 100+ Dermatologists, State of Art Technology, Customized Solutions

- Services and products designed and formulated by in-house dermatologists at Kaya
  - Kaya works with 100+ experienced dermatologists, who offer personalized solutions
  - Cutting edge state-of-art technology, complying to USFDA
  - Services of laser hair reduction, brightening and pigmentation, anti-ageing, acne, hair care, body contouring, among others.
  - 65+ Expert products across skin care and hair care
- 

The Largest chain of Skin & Hair Clinics with over 100+ expert dermatologists in India & Middle East.

## Our Presence - India



16 Indian States

22 Cities

72 Clinics

# Our Presence – Middle East



UAE



KSA



OMAN



23 Clinics

3 Countries

9 Cities



# Aesthetic dermatologists world class services | 18+ years of beauty expertise



## Laser Hair Reduction

- USFDA approved advance Laser technology
- Permanent hair reduction



## Anti-Ageing Treatments

- Dermal Fillers
- Skin Rejuvenation with PRP
- Youth Renewal with technology like Thermage and HiFU



## Acne & Scars Treatment

- Chemical Peels,
- Acne-Scar removal with Micro needling & Derma roller



## Brightening & Pigmentation

- Insta Clarity Laser
- Insta Clarity Peels
- Carbon & Party Peels
- Customized Facials

# 100+Dermat Curated super efficacious products | 65+ strong mix



Kaya's super advance formula  
Anti-oxidant enriched  
Brighter Spotless Skin  
Eliminates signs of ageing

Non-oily, quick absorbing gel  
Vitamin C for that flawless skin

*Antiox Vit C*

**kaya**  
white resilience  
ANTIOX VIT-C FORMULA  
with anti-oxidants | for all skin types  
Formula researched and developed by dermatologists



**kaya**  
Beautiful is You

*Our hottest new bestsellers*

Moisture Lock  
Youth Reinvigoration  
AHA Glow

**kaya**  
SUPER HYDRATOR  
DRY SKIN MOISTURIZER  
with Ceramides, Hyaluronic Acid, Vitamin E, and Glycerin  
SPF 30 WATER RESISTANT

**kaya**  
youth advance  
RETINOIC ACID SERUM  
with Retinol, Vitamin C, and Hyaluronic Acid

**kaya**  
AHA GLOW  
HYDRATING TONER  
with Glycolic Acid, Hyaluronic Acid, and Vitamin C

Crafted by 100+ Kaya Super Dermatologists



*Blemish Control Formula*

**kaya**  
acne free  
BLEMISH CONTROL FORMULA  
It'll clear your acne marks in 10 days  
with botanical extracts | for acne prone skin  
Formula researched and developed by dermatologists

## Strictly adhering WHO certified 60+ safety measures in all clinics





Digital  
Campaigns  
&  
New Initiatives





# Kaya Smiles Loyalty Program – Fresh Initiatives

## New Cohort targeting & Catchment Marketing

kaya  
*Smiles & Spa*

DROP THE RAZOR,  
MAKE WAY FOR LASER!

Get up to  
**60% Off**  
on Laser Hair Reduction

BOOK NOW

DELHI

kaya  
*Smiles & Spa*

DROP THE RAZOR,  
MAKE WAY FOR LASER!

Get up to  
**60% Off**  
on Laser Hair Reduction

BOOK NOW

KOLKATA

MUMBAI

The only  
**popping**  
you need is for a  
champagne!

FLAT  
**25% OFF\***  
on acne treatments!

BOOK NOW

kaya  
*Smiles & Spa*

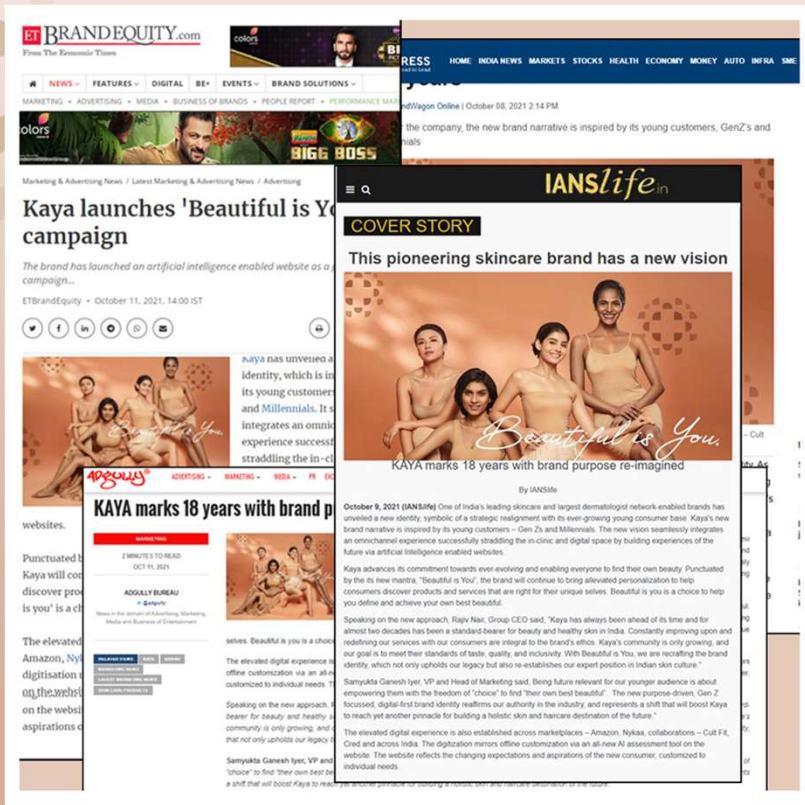
Step into a  
Time Machine

Flat 30% Off  
on premium  
anti-ageing services

BOOK NOW

BANGALORE

# Well Received and Appreciated Kaya Rebrand #BeautifulisYou Purpose Driven | Millennial Inspired| Yet steeped in legacy





Young Audience (18-35-year-olds) reach grew from 69% (during Pre-covid period) to 83% in Q3 22



New Creative Route: Minimalism



Visual Narrative inspired by GenZs and Millennials



Festive Marketing Campaigns



Topical Content

Services like Laser Hair Reduction which caters prominently to young audience grew by 37% over Q3 FY20



# LHR – Combating the rising trend of home laser services by leveraging our Dermats | Young customers’ testimonials highlighted to drive relevance among GenZs and Millennials



**kaya™**  
*Beautiful is You*

## Seeing is Believing

Our Dermats analyze your skin in a *face to face* consultation rather than a video consultation to help you with the best laser hair reduction treatment.



**kaya™**  
*Beautiful is You*

## Our Dermats are Tech Lovers!

Choosing from Kaya's best in class USPDA global technology that will chase away all your hairy situations!



**kaya™**  
*Beautiful is You*

## Our Dermats are Master Artists!

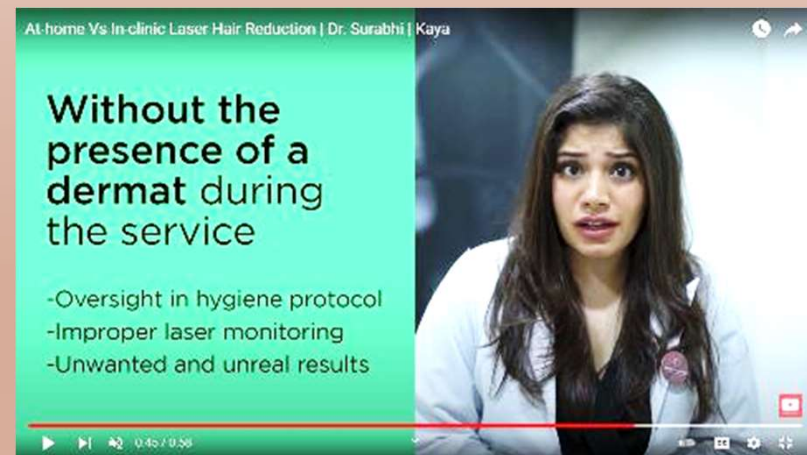
They can customize the laser hair reduction to your skin's exact specifications!



Laser Hair Reduction | Customer Testimonial | Kaya Skin Clinic

I have to say, it was **amazing!**

0:16 / 0:05



At-home Vs In-clinic Laser Hair Reduction | Dr. Surabhi | Kaya

## Without the presence of a dermat during the service

- Oversight in hygiene protocol
- Improper laser monitoring
- Unwanted and unreal results

0:45 / 0:58



# Cool Sculpt Launch in mid-Dec

Kaya enters the Body Sculpting category with the launch of Cool Sculpt in North India



kaya™  
*Beautiful is You*

#SCULPT  
ThatPerfectBod

Trying to  
**inch**  
your way  
closer to that  
perfect bod?

Introducing **CoolSculpt**  
*Made for perfectionists, by perfectionists*

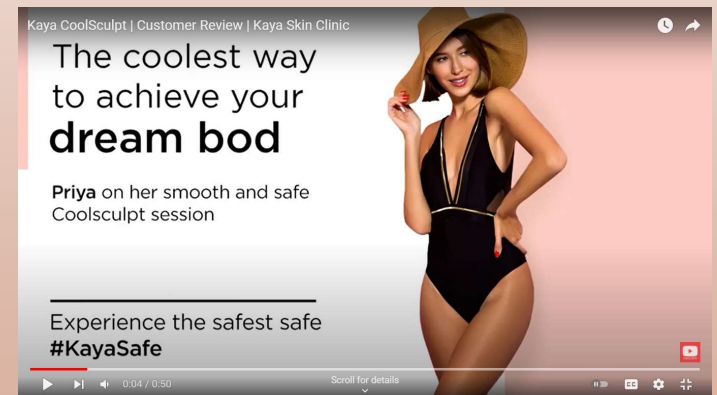


kaya™  
*Beautiful is You*

#SCULPT  
ThatPerfectBod

For those who monitor  
portions to achieve  
their dream  
**body**  
proportion!

Introducing **CoolSculpt**  
*Made for perfectionists, by perfectionists*



Kaya CoolSculpt | Customer Review | Kaya Skin Clinic

The coolest way  
to achieve your  
**dream bod**

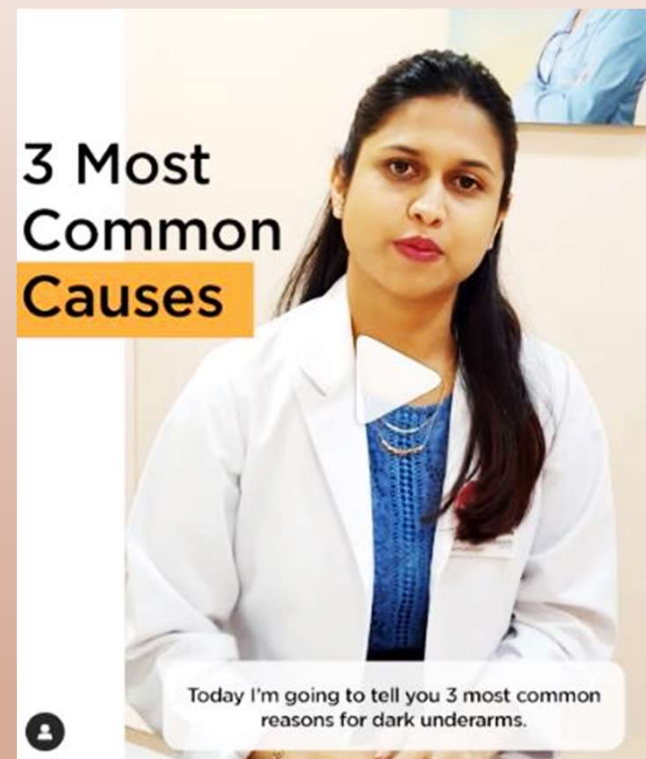
Priya on her smooth and safe  
Coolsculpt session

Experience the safest safe  
**#KayaSafe**

0:04 / 0:50

Scroll for details

# Dermat Speak on Social Trending Topics based on the most searched queries on Google by audience between 18-30 years



# State of Art New Product Launches : Crafted by Kaya Dermats



Super Hydrator



Retinoboost Serum



AHA BHA Range

## Awards won by Kaya India

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IMAGES Most Admired Retailer:  
Marketing Promotions- Beauty

Kaya Safe campaign



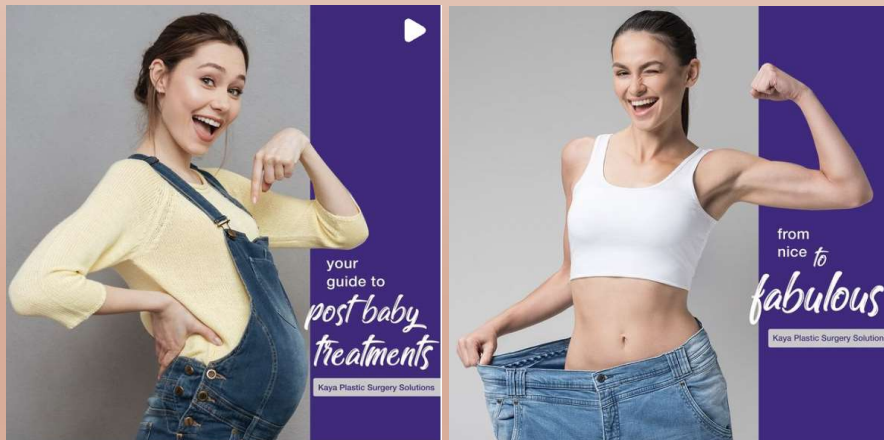
MAPIC India Most Admired Specialty  
Retailer Of The Year- Beauty &  
Wellness

Kaya Smiles program





# Enhance & Build new Verticals of Body & Plastic Surgery in KME



Body Solutions grew by 1.9x

Plastic Surgery increased by 2.9x in Q3 FY22 over Q3FY21

# Festive Campaigns to increase Client Flow – Season of Surprises, Diwali and National Day

**unwrap**  
the season of surprises

Win up to **AED 15,000\*** worth of Kaya Services

6<sup>th</sup> Dec - 31<sup>st</sup>, Dec 2021

\* Or equivalent to the country's currency. T&C's apply.

celebrate this Diwali with **glowing skin**

buy 1 get 1 free on Kaya Face Therapies

27<sup>th</sup> Oct to 4<sup>th</sup> Nov 2021

T&C apply

this Omani National Day **Win big**

get additional discount or free product on every spend of OMR 151\*

14<sup>th</sup> Nov to 18<sup>th</sup> Nov 2021

T&C apply. Offer valid only in Oman

be surprised

Get that natural look with Botox & Fillers

**& Win AED 5,000!**

Kaya Skin Care Solutions

T&C's apply \*

celebrate **beauty**

get instant 50% back in beauty bonus point on your invoice value\*

**50% Bonus Back**

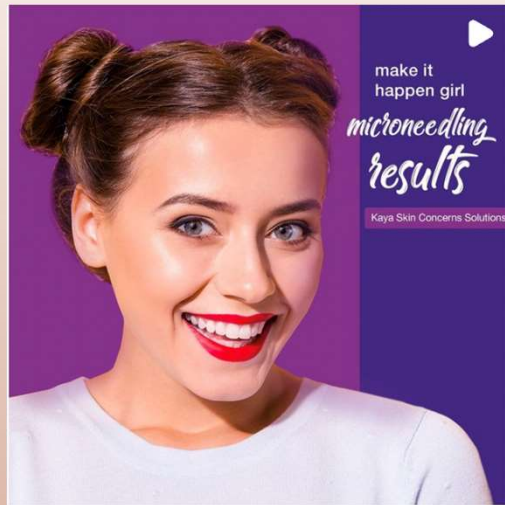
30<sup>th</sup> Nov - 4<sup>th</sup> Dec, 2021

Offer valid only on in UAE. T&C apply.

- New client count was at 99% of Pre-Covid avg in Q3 FY22
- Ticket size grew by 1% over Q3 FY21 and 4% over Q2 FY22
- Lead to Appt also improved from an average of 59% in Q3 FY21 to 64% in Q3 FY22



## Skin & Hair Launches across KME – contributing to 11% of Total Business



Micro Needling Solutions



NGF Hair Therapy



Fountain of Youth



Rejuvenation Services

### Launches focused on Skin Rejuvenation & Hair Solutions

V Carbon, SPN6, and P2G were among the new debuts in the Skin vertical in early December'21 and are already accounting for 16% of total Skin vertical sales.

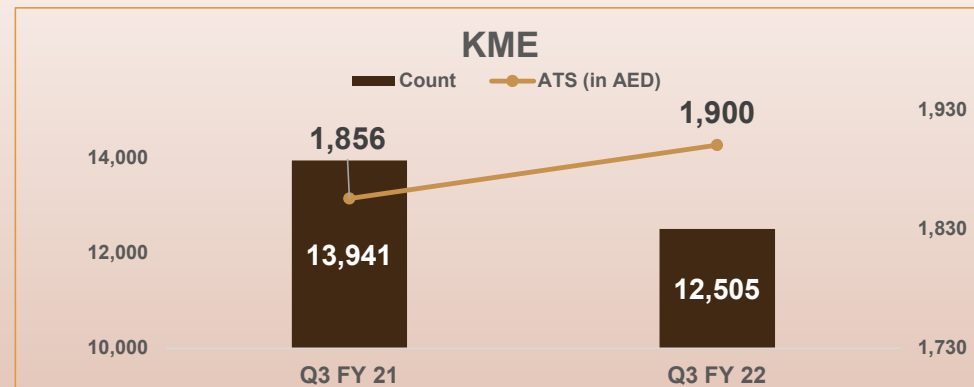
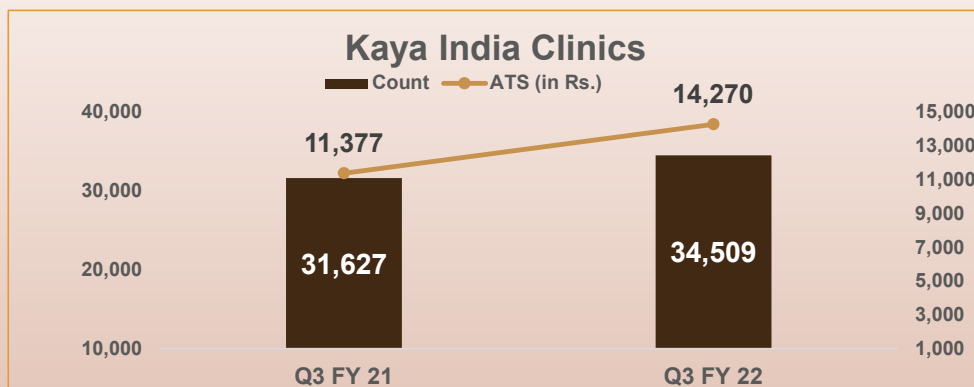


Q3  
Financials





## Highlights - Q3

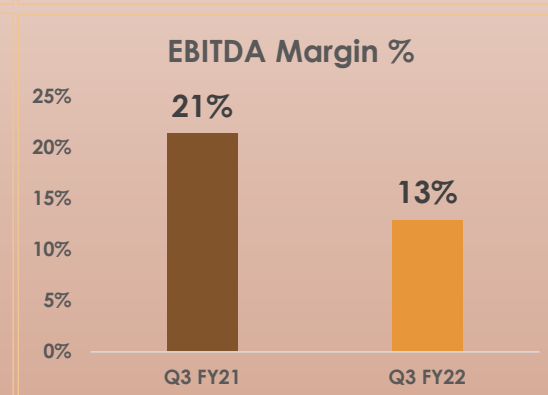
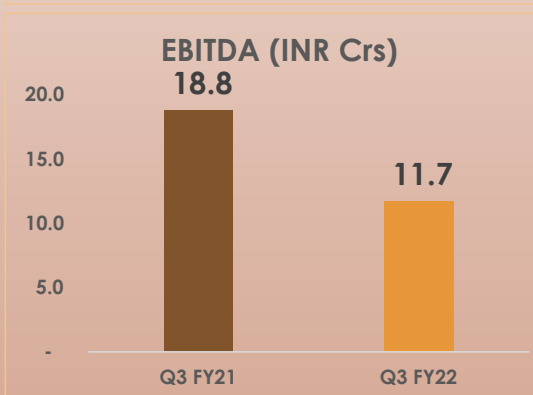
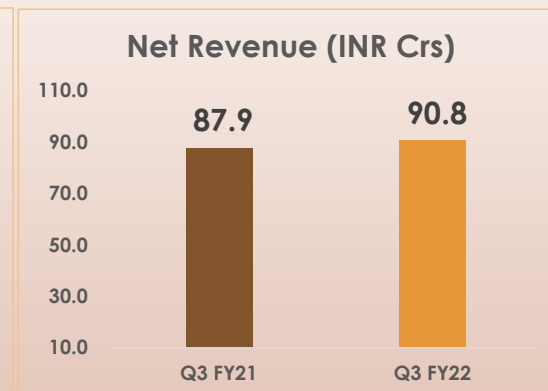
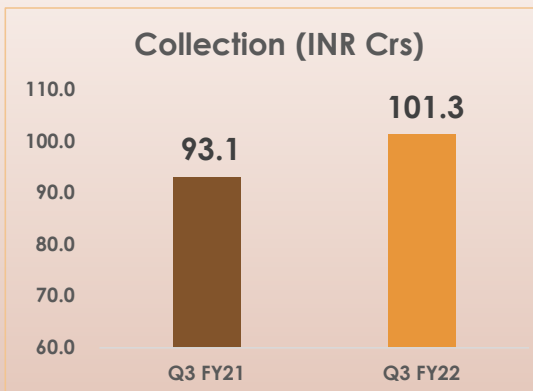


- Collection in Q3 FY 22 was at 95% of Q3 FY 20 (pre-covid) and grew by 37% over Q3 FY 21 on SSG basis
- Customer count in Q3 FY 22 was at 72% of Q3 FY 20 (pre-covid) and grew by 9% over Q3 FY 21 on SSG basis
- ATS in Q3 FY 22 grew by 32% over Q3 FY 20 (pre-covid) and by 25% over Q3 FY 21 on SSG basis

- Collection in Q3 FY 22 was at 89% of Q3 FY 20 (pre-covid) and declined by 8% over Q3 FY 21
- Customer count in Q3 FY 22 was at 83% of Q3 FY 20 (pre-covid) and declined by 10% over Q3 FY 21
- ATS in Q3 FY 22 grew by 6% over Q3 FY 20 (pre-covid) grew by 2% as compared to Q3 FY 21

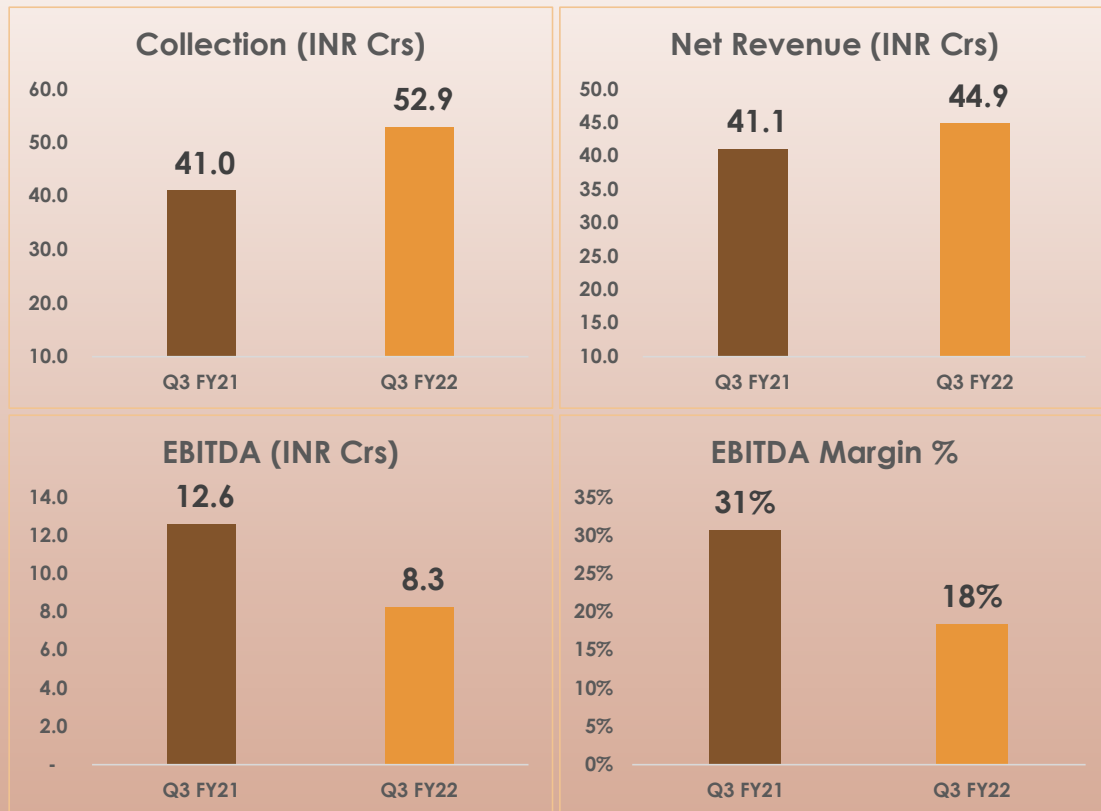
# Kaya Group Highlights

- Collection in Q3 FY 22 was at 90% of Q3 FY 20 (pre-covid), and it grew by 9% in over Q3 FY 21
- Net Revenue in Q3 FY 22 was at 87% of Q3 FY 20 (pre-covid), and it grew by 3% in over Q3 FY 21
- EBITDA of INR 11.7 crs (13% of NR) in Q3 FY 22, as compared to INR 18.8 crs (21% of NR) in Q3 FY21
- PAT bei at INR (8.2) crs. (-9% of NR), as compared to INR 0.5 crs (1% of NR) in Q3 FY21



# Kaya India Highlights

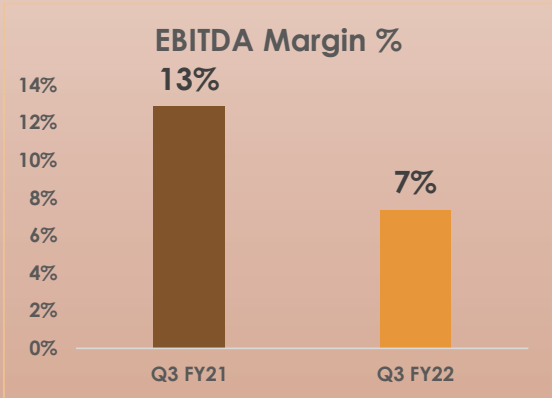
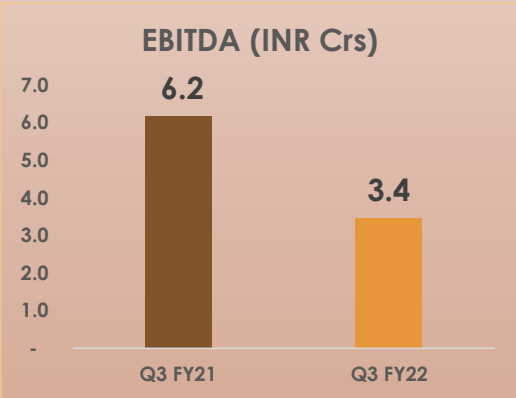
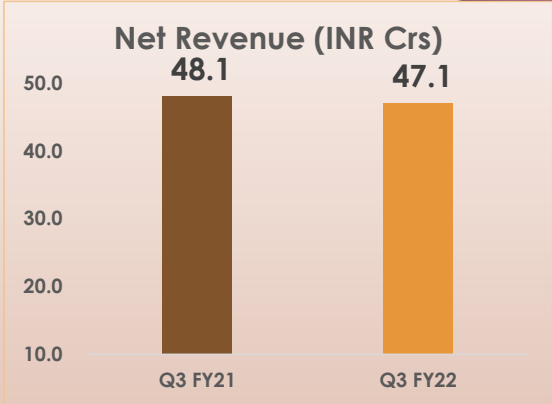
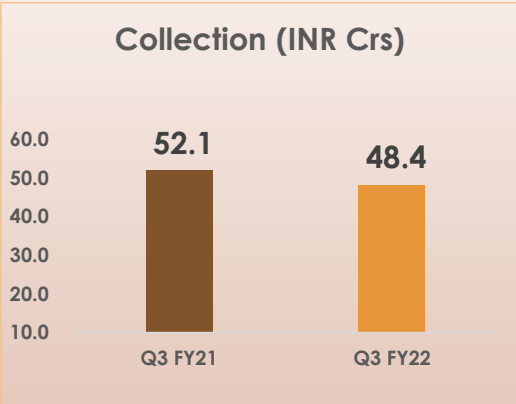
- Service Business in Kaya in Q3 FY 22 grew by 11% over Q3 FY 20 (pre-covid) on SSG basis, and grew by 37% over Q3 FY 21 on SSG basis
  - Hair free grew by 37%, Anti ageing grew by 16% and Acne scar grew by 3% over Q3 FY 20 (pre-covid) on SSG basis
- Net Revenue in Q3 FY 22 was at 95% of Q3 FY 20 (pre-covid) on SSG basis, and it grew by 16% over Q3 FY 21 on SSG basis
  - Clinic Revenue in Q3 FY 22 grew by 2% over Q3 FY 20 (pre-covid) on SSG basis, and it grew by 17% over Q3 FY 21 on SSG basis
- EBITDA of INR 8.3 crs (18% of NR), as compared to INR 12.6 crs (31% of NR) in Q3 FY 21
- The EBITDA margins in Q3 FY 22 are subdued, as the cost base has increased to pre pandemic levels



# Kaya Middle East Highlights



- In Middle East, in Q3 FY 22 collections at 89% of pre-covid level, declined by 7% in Q3 FY 22 as compared to Q3 FY 21. Segments like Body Solutions grew by 1.9x, Plastic Surgery by 2.9x over Q3 FY 21
- Net Revenue at 89% of pre-covid level in Q3 FY22 level at constant currency, while declined by 2% in Q3 FY 22 as compared to Q3 FY 21
- EBITDA of INR 3.5 crs (7% of NR), as compared to INR 6.2 crs (13% of NR) in Q3 FY 21
- PAT bei of INR (6.3) crs (-13% of NR), as compared to INR (2.1) crs (-4% of NR) in Q3 FY 21



## Financial Highlights : Q3 FY 22

Particulars (INR crs)	Kaya India			Kaya Middle East			Kaya Group		
	Q3 FY22	Q3 FY21	Gr %	Q3 FY22	Q3 FY21	Gr %	Q3 FY22	Q3 FY21	Gr %
Collection	52.9	41.0	29%	48.4	52.1	-7%	101.3	93.1	9%
Net Revenue*	44.9	41.1	9%	47.1	48.1	-2%	90.8	87.9	3%
EBITDA	8.3	12.6	-34%	3.4	6.2	-45%	11.7	18.8	-38%
% to NR	18%	31%		7%	13%		13%	21%	
Operating Margin	0.6	4.8	-88%	(4.1)	(0.6)	-594%	(3.5)	4.2	-184%
% to NR	1%	12%		-9%	-1%		-4%	5%	
PAT bei	(1.9)	2.6		(6.3)	(2.1)		(8.2)	0.5	
% to NR	-4%	6%		-13%	-4%		-9%	1%	
PAT aei**	(2.0)	2.5		(6.2)	(2.5)		(8.2)	0.0	
% to NR	-4%	6%		-13%	-5%		-9%	0%	

Collection grew by 9% over LY

Net Revenue grew by 3% over LY

EBITDA margin is 13% of NR as against 21% of NR in LY

Operating margin is -4% of NR as against 5% of NR in LY

PAT bei at -9% of NR, as against 1% of NR in LY

\* Net Revenue of Kaya Group excludes inter company Transactions

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

## Financial Highlights : YTD Dec 21

Particulars (INR crs)	Kaya India			Kaya Middle East			Kaya Group		
	YTD Dec 21	YTD Dec 20	Gr %	YTD Dec 21	YTD Dec 20	Gr %	YTD Dec 21	YTD Dec 20	Gr %
Collection	115.2	76.3	51%	147.0	119.3	23%	262.2	195.6	34%
Net Revenue*	101.6	75.3	35%	142.2	113.3	26%	240.5	185.8	29%
EBITDA	12.7	15.2	-16%	18.8	4.9	288%	31.5	20.0	58%
% to NR	12%	20%		13%	4%		13%	11%	
Operating Margin	(10.3)	(8.9)	-15%	(3.5)	(15.8)	78%	(13.8)	(24.7)	44%
% to NR	-10%	-12%		-2%	-14%		-6%	-13%	
PAT bei	(17.0)	(15.2)		(9.6)	(20.1)		(26.6)	(35.3)	
% to NR	-17%	-20%		-7%	-18%		-11%	-19%	
PAT aei**	(17.1)	(15.5)		(9.7)	(20.8)		(26.8)	(36.3)	
% to NR	-17%	-21%		-7%	-18%		-11%	-20%	

Collection grew by 34% over LY

Net Revenue grew by 29% over LY

EBITDA margin is 13% of NR as against 11% of NR in LY

Operating margin is -6% of NR as against -13% of NR in LY

PAT bei at -11% of NR, as against -19% of NR in LY

\* Net Revenue of Kaya Group excludes inter company Transactions

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



Thank You