



April 07, 2024

**National Stock Exchange of India Limited**

**BSE Limited**

**Symbol: NYKAA**

**Scrip Code: 543384**

Dear Sirs,

**Subject: Nykaa Quarterly Update – Q4 FY2024**

Please find enclosed herewith a communication on Nykaa (FSN E-Commerce Ventures Limited along with its subsidiaries) which is self-explanatory.

The above is for your information and records.

Thanking You.

Yours faithfully,

**For FSN E-Commerce Ventures Limited**

Neelabja Chakrabarty

**Company Secretary and Compliance Officer**

Encl: a/a



**Nykaa Quarterly Update – Q4 FY2024**

Nykaa saw growth accelerate in Q4 FY24 with strong GMV growth of early thirties at a consolidated level, on a YoY basis. **We expect NSV and revenue growth for the quarter to be in the high twenties on a YoY basis.** With this, our full financial year 2024 revenue growth is estimated to be in mid-twenties YoY.

Nykaa continues to drive the long-term beauty consumption growth in India. During the quarter, we witnessed strong momentum across key drivers of customer acquisition, platform conversion and user-level growth. This has resulted in a healthy order volume growth, reflecting robust customer demand. Strong offtake from key categories such as makeup and skin, as well as a highly successful ‘Pink Love Sale’ in the quarter has led to overall BPC growth. **Our BPC vertical GMV for the quarter is expected to grow around thirty percent, and NSV growth is expected to be in mid-twenties on a YoY basis,** which we believe is well ahead of industry growth.

In Fashion, while the industry growth remains muted, Nykaa Fashion continues its resilient growth momentum from the previous two quarters. **Fashion vertical GMV for the quarter is expected to grow in the high twenties, and NSV growth is expected to be in the mid-twenties on a YoY basis.** Nykaa Fashion continues to find success by prioritizing sustainable growth, focusing on a premium and differentiated offering and high-quality customer acquisitions. This is reflected in outperformance of focus categories as well as core customer segments in the quarter compared to overall growth.

Others vertical which predominantly constitutes Superstore by Nykaa (eB2B platform), continues to scale exponentially. **Others vertical GMV growth for the quarter is expected to be mid-sixties and NSV growth is expected to be around eighty percent on a YoY basis.**



### **Disclaimer:**

The above update for the quarter ended 31<sup>st</sup> March 2024 is provisional and is subject to audit by the Statutory Auditors of the Company.

### **About Nykaa (FSN E-Commerce Ventures Limited along with its subsidiaries):**

At Nykaa, we share one vision- to bring inspiration and joy to people everywhere, every day. Born out of a desire to make beauty a mainstream choice, the Nykaa journey began in 2012 as a digitally native, consumer-tech company. Falguni Nayar's entrepreneurial leap with Nykaa, tapped into an underserved beauty retail market, disrupting the ecosystem and putting India in the global spotlight. Today, Nykaa has expanded its offerings to include lifestyle and B2B by introducing online platforms Nykaa Fashion, Nykaa Man, and Superstore.

Over the years, Nykaa has steadily captured the hearts of Indian consumers, ushering visits to both its online and 174 offline destinations (as of 31 December 2023) and building loyal communities through engaging and educational content. Nykaa continues to build its house of brands with a sharp focus on innovation and consumer delight. Beauty brands such as Kay Beauty, Nykaa Naturals, Nykaa Cosmetics, and Wanderlust and fashion brands such as Nykd, Gajra Gang, Likha, RSVP and Pipa Bella, have become household names, as they consistently deliver on inspiration and high performing products to the consumers.

Nykaa's unwavering commitment to authenticity and customer centricity has made it the retailer of choice for international brands entering India. Nykaa's Global Store, a gateway into the world of coveted international brands, leverages the company's proven supply chain and marketing capabilities to offer a truly seamless shopping experience.

For its role in building India's beauty and lifestyle retail markets, Nykaa has been awarded several Indian and International accolades. Nykaa has been recognised as the Consumer Company of the Year by VCCircle Awards and was proudly featured in the TIME100 Most Influential Companies List.