



March 1, 2024

**National Stock Exchange of India Limited**

**BSE Limited**

**Symbol: NYKAA**

**Scrip Code: 543384**

Dear Sir,

**Subject: Press Release**

Please find enclosed the Press Release titled as follows:

*Nykaa Expands its Global Footprint with the launch of Nysaa – First Ever Beauty Retail Store  
in Dubai in collaboration with Apparel Group*

We request you to take the above information on records.

Thanking You,

Yours faithfully,

**For FSN E-Commerce Ventures Limited**

**Neelabja Chakrabarty  
Company Secretary & Compliance Officer**



## **Nykaa Expands its Global Footprint with the launch of Nysaa – First Ever Beauty Retail Store in Dubai in collaboration with Apparel Group**

- Nysaa's omni-channel platform boasts over 150 brands and more than 10,000 products
- The expansion strategy aims to establish 100 new stores within the GCC region over the next five years

**1st March, Mumbai, India:** Nykaa, India's largest, multi-billion-dollar omni-channel beauty retailer and Apparel Group, a leading retail conglomerate in the GCC, today proudly inaugurated the very first Nysaa store in the GCC region at City Centre Mirdif, Dubai. This momentous event marked the successful beginning of a strategic alliance between two retail giants, blending Nykaa's beauty retail leadership with Apparel Group's retail prowess in the GCC region to offer a carefully curated, world-class shopping experience for consumers in Dubai.

Nysaa Beauty Store, sprawling across 2,436 sq ft, presents an exemplary, curated selection of international brands, including **Augustinus Bader, Kylie Cosmetics, Kay Beauty, Peacefull, Stila, Foreo, Ralph Lauren, Mugler, Raha, Oribe, Dr. Barbara Strum**, and an assortment of many more prestigious brands. Underlining the store's ambition to become a central hub for beauty in the region, the store is equipped with skilled beauty advisors who provide personalized assistance, ensuring each customer is offered bespoke guidance to meet their unique beauty needs. Within the vibrant setting of the Nysaa Booth, shoppers are invited to a space designed especially for content creation. Here, individuals can freely express their creativity, capturing and showcasing their unique beauty styles.

The official inauguration of the store was graced by Falguni Nayar, Executive Chairperson, Founder & CEO, Nykaa; Sima Ganwani Ved, Founder & Chairwoman, Apparel Group, Selina Ved, Founder NESSA & Director Nysaa and Rozita Rashid Norouzi, CEO Nysaa. The store launch symbolized the fruition of their joint vision for a new era of beauty retail. The ceremony was the highlight of a day filled with glamor, starting with a mesmerizing flash mob.

**Commenting on this landmark moment, Falguni Nayar, Executive Chairperson, Founder and CEO, Nykaa** added, "Nysaa's first store in Dubai marks a significant milestone in our international foray. Our partnership with Apparel Group is a powerful collaboration of Nykaa's beauty leadership in India and their retail expertise in the GCC region. It is a manifestation of our shared commitment to enhancing beauty retail for the region. Having garnered tremendous love and trust among Indian consumers for more than a decade, we are looking forward to recreating an exceptional beauty shopping experience, online and offline, for the discerning consumers of the GCC."



**Reflecting on the successful launch, Selina Ved, Founder NESSA & Director Nysaa shared,** “The opening of our very first Nysaa store in Dubai is a significant milestone, showcasing the powerful synergy between Apparel Group's leadership in retail and Nykaa's pioneering beauty innovations. The enthusiastic embrace from the community not only validates our strategy but also emboldens our commitment to redefine beauty retail across the GCC. This collaboration reflects our joint ambition to enhance the shopping experience, combining global beauty trends with regional insights. Looking to the future, I'm thrilled about the opportunities to extend this unique retail proposition beyond the GCC, offering customers everywhere access to an unmatched beauty experience.”

The event was further highlighted by appearances from renowned international celebrity makeup artists **Fady Kataya and Bouba, aka Hamza Slim**. Both Kataya and Bouba are distinguished figures in the GCC beauty industry, popular for their exceptional makeup skills and collaborations with celebrities. The evening was enriched with valuable makeup tips and tricks, a session offering a highly engaging makeup challenge. These special additions brought an exclusive flair to the grand opening, making it an unforgettable experience for all.

Nysaa is a strategic alliance between Nykaa, India's largest, digital-first beauty behemoth and Dubai-based Apparel Group, a global fashion and lifestyle retail conglomerate. The alliance aims to create an omni-channel retail brand with 100 stores in the GCC in the next five years with Nykaa holding 55% stake in the new entity and Apparel Group 45% stake.

**ENDS**

## **About Nykaa**

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 and building loyal communities through engaging and educational content. In parallel, 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 in 2024 and was proudly featured in the TIME100 Most Influential Companies List.

## **About Nysaa**

Nysaa, an omnichannel beauty retail concept, is the latest venture born from the strategic partnership between Apparel Group, a leading a global fashion and lifestyle retail conglomerate, and Nykaa, India's foremost beauty and fashion destination. Located in the heart of Dubai at City Centre Mirdif, Nysaa marks a new chapter in omnichannel beauty retail, offering an unparalleled assortment of beauty products, from global favorites to niche and emerging brands.

Nysaa is dedicated to providing a curated beauty experience that caters to the diverse needs and preferences of the modern consumer, blending in-store engagement with digital convenience to redefine beauty shopping. With a commitment to innovation, quality, and customer satisfaction, Nysaa is set to become the go-to destination for beauty enthusiasts across the GCC and beyond, embodying the vision of its founders and pushing the boundaries of traditional beauty retail.

## **About Apparel Group LLC**

Apparel Group is a global fashion and lifestyle retail conglomerate residing at the crossroads of the modern economy – Dubai, United Arab Emirates. Today, Apparel Group caters to thousands of eager shoppers through its 2100+ retail stores and 85+ brands on all platforms while employing over 20,000+ multicultural staff.

Apparel Group has carved its strong presence in the GCC and expanded thriving gateways to market in India, South Africa, Singapore, Indonesia, Thailand, Malaysia, and Egypt.

Additionally, clear strategies are in place to enter emerging markets such as Hungary and Philippines.

Apparel Group has created an omni-channel experience, operating brands originating from the USA, Canada, Europe, Australia, and Asia. The brands include leading names in fashion, footwear, and lifestyles such as Tommy Hilfiger, Charles & Keith, Skechers, Aldo, Nine West, Aeropostale, Jamie's Italian, Tim Hortons, Cold Stone Creamery, Inglot, and Rituals.

Apparel Group owes its amazing growth to the vision and guidance of its dynamic Founder and Chairwoman, Mrs. Sima Ganwani Ved, who has taken the company from strength to strength since its inception in the last two decades. <https://apparelglobal.com/en/>