



FSN E-Commerce Ventures Limited

(formerly 'FSN E-Commerce Ventures Private Limited')

May 11, 2022

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra – Kurla Complex,
Bandra (E), Mumbai – 400 051

BSE Limited
Corporate Relationship Department,
2nd Floor, New Trading Wing,
Rotunda Building, P.J. Towers,
Dalal Street, Mumbai – 400 001

Symbol: NYKAA

Scrip Code: 543384

ISIN: INE388Y01029

Dear Sirs,

Sub: Press Release

Please find enclosed the Press Release titled as follows:

Kay Beauty Expands its Retail Footprint, entering General & Modern Trade across India

The above is for your information and records.

Thanking You.

Yours faithfully,

For FSN E-Commerce Ventures Limited
(formerly 'FSN E-Commerce Ventures Private Limited')

Rajendra Punde
Head – Legal, Company Secretary & Compliance Officer
Mem. No.: A9785





Kay Beauty Expands its Retail Footprint, entering General & Modern Trade across India

- Katrina Kaif and Nykaa unveil plans to widen the access to Kay Beauty by entering beauty doors across India
- The expansion in distribution will take Kay Beauty's high glam experience to a wide base of consumers who seek a physical interaction with makeup

National, 11 May, 2022: Kay Beauty, India's first celebrity makeup brand by Indian Actor **Katrina Kaif** launched in partnership with the leading beauty destination- **Nykaa**, now announces the expansion of its omnichannel footprint to 100+ General Trade beauty stores and leading Modern Trade across the country. Within a short span of two years, the brand has successfully captured the hearts of customers on the **Nykaa website & app**, delivering to **1600+ cities** and available in **over 90 Nykaa stores pan-India**. One of the top makeup brands on Nykaa, Kay Beauty has significantly grown since its launch in 2019, while securing wide consumer appreciation for its premium offering of high-performing, internationally sourced formulations.

Ramping up its retail presence for deeper market penetration across India, Kay Beauty products are now available in general trade stores, and modern trade formats such as **Lifestyle**. The first phase of the retail expansion has witnessed Kay Beauty's entry into beauty stores across **Delhi, Mumbai, Bangalore, Hyderabad, Chennai, Jaipur, Chandigarh, Amritsar, Ludhiana**, and soon after in **Lucknow & Pune**. The national rollout of the General & Modern Trade stores will ensure a robust market presence for the brand across the North, South, and West regions with a view for wider outreach.

Kay Beauty has made its mark on the Indian consumer with products that bridge the gap between glamour and care. Built on the principle of **#MakeupThatKares**, each product has specific 'care' ingredients to nourish the skin, while at the same time delivering a long-wear, high-performance finish. The iconic brand, which recently celebrated its second anniversary has built a strong community and following among consumers, since its inception. In its two-year journey, the brand has initiated impactful conversations on its social media channel, championing inclusivity and diversity while steadily growing its online community that today stands at 600K+ followers.

Katrina Kaif, Co-founder of Kay Beauty, who has been actively involved in building the brand said, *"My vision for Kay Beauty was to create a diverse and inclusive brand that would resonate with makeup lovers and specifically cater to Indian skin requirements. And today I am proud to see Kay Beauty become such a loved brand because of its high-performing, ultra-glam, and long-lasting products that truly care for the skin. Kay Beauty's expansion in distribution will further deepen engagement as more and more consumers see, touch, and experience the brand and I'm excited to see its journey across beauty doors in India."*

Commenting on the retail expansion, **Reena Chhabra, CEO Nykaa Brands**, said, *"Since its launch, Kay Beauty has secured consumer trust and love quickly owing to its world-class offering of trendy*



high-performance natural makeup, widely sought by the sophisticated beauty audience aged 25+. Today, it is amongst the top makeup brands on Nykaa, having shown impressive growth and demand from across the country. Kay Beauty's portfolio of premium makeup across face, eyes, lips, and nails categories, will now see a stronger omnichannel presence with the brand's entry into General and Modern Trade multi-brand beauty stores across India. Physical interaction with makeup is very important for most customers even today, and Kay Beauty's next phase of growth will address this need while helping raise brand awareness."

Staying true to its commitment to inclusivity and diversity, the Kay Beauty offers a wide range of shades across its expansive portfolio of over **220 SKUs** with bestsellers like the **24 Hr Kajal, Eyeshadow Palette in Pure Bloom, Loose Powder in the shade Banana, Matte Drama Matte Lipstick in the shade Wrap Up and 125Y Shade in the Kay Beauty Hydrating Foundation**. The brand has received several industry accolades such as the **Vogue Beauty Awards** for its impeccable products, and the most impactful social media campaign recognition by the prestigious **SAMMIES**, while its co-founder Katrina Kaif was honoured with the **Beauty Entrepreneur of the Year** award by **Conde Nast India**.

About Kay Beauty

Founded in 2019, Kay Beauty is a partnership between one of India's biggest stars, Katrina Kaif, and the beauty retail giant Nykaa, creating a bridge between high glamour and skincare. Kay Beauty products are enriched with skin-loving ingredients that have been hand-picked personally by Katrina to care for you, thus built on the principle of #MakeupThatKares. The range truly defines the premium category through its packaging and the finest quality formulations. Besides being true to the global trend of #MakeupOnTheGo, the products are high on performance. The brand is available on the Nykaa website and app, and at all Nykaa stores across India.

