



FSN E-Commerce Ventures Limited

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

November 25, 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:

Nykaa Pink Friday Sale delivers 75% growth, recording over 400 orders every minute on Day 1

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

Encl: a/a



Nykaa Pink Friday Sale delivers 75% growth, recording over 400 orders every minute on Day 1

- Pink Friday kicked off with a bang, drawing a 12x jump in revenue on day 1 of the sale
- Luxury brands saw a 20X jump in sales compared to regular days
- Makeup, Skincare and Haircare were the top three categories on Day 1

Mumbai, November 25, 2022: Nykaa's flagship and inarguably the biggest beauty sale in the country, Pink Friday, is currently live until 28th November on the website, app and Nykaa stores. The omnichannel consumer-tech company, and India's most preferred beauty and lifestyle retailer today announced that on Day 1, they recorded 8 lakh orders, that is over 400 orders every single minute, a growth of 40% from last year's Pink Friday.

Bringing a vast and diverse assortment of Indian and international beauty brands to the sale, this year's Day 1 of Pink Friday saw more than 10 million visits, a growth of 37% from last year's Pink Friday.

A slew of unmissable brand offers led to Nykaa clocking a growth of 34% in unique visitors from 4.3 million on last year's Day 1 to 5.8 million this year. Among categories that did well compared to regular days, purchases of make-up, skincare and haircare rose dramatically by 14X, 12X and 9X respectively.

57% of the purchases were made by shoppers from Tier 2 and Tier 3 cities collectively, reaffirming our confidence in the growing appetite for beauty in that market. Besides metros, the highest orders came from Lucknow, Chandigarh, Ghaziabad, Jaipur, Guwahati and Jammu.

A Nykaa spokesperson said, *"The phenomenal consumer response to our Pink Friday sale on Day 1, right after a successful festive season, reiterates our leadership in beauty. Along with unique deals, our unparalleled curations and interactive experiences such as Watch and Buy have driven extremely high engagement. Amplified by the enthusiastic shopping for the ongoing wedding season, the sale saw luxury brands and make-up scooped off our endless aisles at a significantly higher rate than non-sale days. Overall, we are observing that our offers are being received well by consumers and we are looking forward to offering them the best deals throughout Pink Friday."*

For those who are yet to shop during Pink Friday, the sale is live until 28th November. With jaw dropping discounts, budget buys and deals on global labels, we are ensuring that all beauty needs of our consumers are met! With deals across categories offering up to a whopping **50% off on top brands**, Nykaa also has exciting price drops and flash sales every day.

ENDS

About Nykaa:

Nykaa (FSN E-Commerce) was founded in 2012 by Indian entrepreneur Falguni Nayar with a vision of bringing inspiration and joy to people, everywhere, every single day. Derived from the Sanskrit word 'Nayaka', meaning one in the spotlight, Nykaa has emerged as one of India's leading lifestyle-focused consumer technologies platforms. Since its launch, Nykaa expanded its product categories by introducing online platforms Nykaa Fashion, Nykaa Man, and Superstore.

Delivering a comprehensive Omnichannel e-commerce experience, Nykaa offers over 4,500 brands and over 4.6 million product SKUs through its website and mobile applications. The Nykaa Guarantee ensures that products available at Nykaa are 100% authentic and sourced directly from the brand or authorized retailers. Through engaging and educational content, digital marketing, social media influence, robust CRM strategies, and the Nykaa Network community platform, Nykaa has built a loyal community of millions of beauty and fashion enthusiasts. Over the years, Nykaa has received many accolades for disrupting the beauty market. At the 17th India Business Leader Award in 2022, Nykaa was awarded as the *Disruptor of the Year* and Kantar's Brandz List features Nykaa as one of most valuable brands in India. www.nykaa.com

For media enquiries, please contact pr@nykaa.com