



FSN E-Commerce Ventures Limited

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

April 20, 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:

Global Haircare Leader Aveda partners with India's Leading Lifestyle Retailer, Nykaa, to launch Prestige Salons in the Country

~ Inspired by nature, and backed by science, AVEDA x NYKAA looks to bring customized in-salon offerings to the Indian consumer ~

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



Global Haircare Leader Aveda partners with India's Leading Lifestyle Retailer, Nykaa, to launch Prestige Salons in the Country

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20th April 2022, Bengaluru: Salon savants in India now have a new destination for *scalp to soul* experiences as **Aveda**, the global leader in prestige hair care partners with **Nykaa**, India's leading omnichannel beauty and lifestyle destination, to launch **Aveda X Nykaa**. A truly elevated salon offering, the first **Aveda X Nykaa** opens doors in the garden city of India - Bengaluru. With this opening, Aveda is all set to bring its international hair offerings to Indian consumers, now strengthened by Nykaa's Indian beauty expertise and deep market knowledge.

The Beauty and Personal Care Market in India was sized at INR 1,267 billion in 2019, growing at a CAGR of 13% in the last 3 years. Tapping into this market, ELCA Cosmetics Private Limited and FSN Brands Marketing Private Limited (a material subsidiary of FSN E-Commerce Ventures Limited), have tied-up to enter the professional, luxury hair care space, building brand awareness and authority. The salons aim to set new industry standards by building and expanding Aveda's exclusive network of salons, while leveraging Nykaa's retail prowess and understanding of the Indian consumer. The salons will be a one-stop shop in the form of a **unisex** lifestyle salon, providing **100% vegan premium Hair services - Color, haircut styling and haircare along with exclusive rejuvenating rituals.**

Founded in 1978, Aveda innovates in botanical technologies and green chemistry, combining the principles of modern science and Ayurveda, the ancient healing art of India. It creates cruelty-free, vegan, high-performance formulas for beauty professionals and consumers, all with sustainability at heart. Aveda's hair care is over 90% naturally derived and features iconic 'pure-fume' aromas from flower and plant essences.

Both their high-performance franchises, Invati Advanced™, Nutriplenish™ and Botanical Repair™ have each won dozens of awards for innovation, performance and sustainability, and the brand was awarded the 2021 CEW Sustainability Excellence Award, which reflects the highest standards of sustainability values in the beauty industry.

Aveda aims to become **the #1 Prestige Retail hair Care brand in India**, with a unique high performance and clean beauty differentiation. This partnership will bring together Aveda's global expertise in the natural hair care space and Nykaa's retail and Indian beauty knowledge, to cater to conscious consumers who are looking for differentiated and efficacious experiences. This association is set to drive recruitment, awareness, and sales growth, across all priority channels, while ensuring differentiation and relevance.

"We are very enthralled to have entered a strategic alliance with Nykaa to launch the category of salons in the country with a focus on allowing consumers to experience the next frontier in hair science. With the trusted and proven botanical science that Aveda has to offer coupled with the quintessential Nykaa experience tailor made for the Indian consumer we aim to elevate the consumer's hair care experience through our world-class



products, services and hair care regimes.” **Mr. Rohan Vaziralli General Manager, ELCA Cosmetics Private Limited**

Commenting on the partnership, Anchit Nayar, CEO E-commerce Beauty, Nykaa said, “One of Nykaa’s key priorities has been to curate solutions for consumers that are differentiated and meet their requirements perfectly. We understand that hair care needs are complex and diverse at the same time, and no one solution fits all. We are confident that our trusted retail expertise infused with Aveda’s advanced hair care offering rooted in Ayurveda, will provide an unparalleled salon experience to consumers seeking tailor-made hair care solutions and treatments.”

Spread across an aesthetically created 1700 sq. ft, the retail concept of the salon in HSR Layout Bengaluru communicates the brand's close relationship with nature, echoing quality, simplicity, and tranquillity. In addition to hair services such as haircuts, color and style, the **Aveda X Nykaa** salon houses various stations such as spa rooms, manicure pedicure stations, as well as hair and makeup stations. Patrons will be able to enjoy several of Nykaa’s best-selling beauty offerings at the salon, besides the Aveda ranges of hair care products. The offerings available are also customizable, which include hair treatments such as Botanical Therapy that assist hair and scalp imbalances. The services offered focus on entirely curating an experience that leaves you feeling relaxed and satisfied from scalp to soul.

The Salon will also offer a unique Aroma Sensory Journey and stress relieving experiences with Aveda’s exclusive Rituals of Renewal. These are deeply rooted in the brand’s heritage & designed to relax and rejuvenate every guest. A few of them include - the Comforting Tea Ritual, a cup of herbal drink upon arrival; Stress-Relieving Hand/Scalp Ritual, which allows guests to experience the calming effects of Aveda Stress – Fix products through a complimentary massage. The one-of-a kind **Aroma Sensory Journey** is a guided tour of scent, sensuality, and memory to have a guest discover their preferred Chakra Balancing Pure-Fume Mist Aroma that truly speaks to them and helps balance their energy.

Book an appointment at the Aveda X Nykaa salon [here](#).

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 and Nykaa Man. Delivering a comprehensive Omnichannel e-commerce experience, Nykaa offers 4,078 brands and over 3.1 million product SKUs through its website and mobile applications as of August 31, 2021. 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. For more details visit www.nykaa.com or write to investor-relation@nykaa.com.



About Aveda

Aveda's primary facility manufactures products using 100% wind and solar power, and the brand pioneered the use of 100% post-consumer recycled PET bottles. Additionally, Aveda eliminates the use of virgin plastic wherever possible. Aveda strives to provide transparency with its products and manufacturing processes, and in 2020 the brand completed the largest blockchain pilot in the beauty industry to trace vanilla from the source in Madagascar to its manufacturing facility in Minnesota.

Aveda is committed to raising awareness and funds to help provide clean water globally and help protect clean water locally through their signature annual giving campaign, Aveda Earth Month. Since 1999, Aveda has raised more than \$67 million for hundreds of global and local environmental organizations, providing clean water to more than 1.4 million people and protecting approximately 2,000 watersheds. In partnership with non-profit charity: water, Aveda continues to provide clean water to people in need in Aveda's sourcing communities in India, Nepal, and Madagascar, also protecting local watersheds where these communities live and work.

Aveda products are available in over 45 countries and territories at Aveda stores, partner salons, specialty retailers and at aveda.com.

For further information:

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