



October 07, 2024

**National Stock Exchange of India Limited**

**BSE Limited**

**Symbol: NYKAA**

**Scrip Code: 543384**

Dear Sirs,

**Subject: Nykaa Quarterly Revenue Update – Q2 FY2025**

Please find enclosed herewith the Quarterly Revenue update 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**

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Neelabja Chakrabarty  
**Company Secretary & Compliance Officer**

Encl: a/a



## Nykaa Quarterly Revenue Update – Q2 FY2025

Nykaa (FSN E-Commerce Ventures Limited along with its subsidiaries) witnessed a strong performance with **consolidated Net Revenue growth of mid-twenties in Q2 FY2025**.

Nykaa's beauty vertical has delivered a robust **Net Revenue as well as Net Sales Value (NSV) growth of mid-twenties, with GMV growth even higher**. Strong overall performance was seen across omnichannel retail business, owned brands as well as eB2B distribution business, ahead of the festive season. Dot & Key, a new age skincare brand, continues to experience rapid growth, with Nykaa expanding ownership to 90% at the beginning of this financial year.

**The Fashion vertical's NSV growth is seen at around early teens**. The acquisition of LBB, Nykaa's content platform business, continues to perform well, delivering high growth taking the overall vertical's revenue growth to early twenties for this quarter.

The beauty ecosystem in India continues to experience rapid expansion, fueled by accelerating demand, supported by rising per capita income and consumption.

Fashion industry is expected to experience similar growth momentum in the longer term. However, consumption has witnessed subdued demand in the first half of this financial year but industry expects to see gradual revival during the second half, driven by the festive and wedding season.

*Note: All the growth numbers in the update are for the Q2 FY2025 compared to the same quarter in the previous financial year.*



### **Disclaimer:**

The above update for the quarter ended 30<sup>th</sup> September 2024 is provisional, and 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 200 offline destinations 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 and was proudly featured in the TIME100 Most Influential Companies List.