

Kaya Limited

May 29, 2025

To,
BSE Limited
Market Operations Department,
1st Floor, Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400001
BSE Scrip Code: 539276

National Stock Exchange of India Limited
'Exchange Plaza', 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex,
Bandra(E), Mumbai 400051
NSE Symbol: KAYA

Subject: Performance update

Dear Sir/ Madam,

Please find enclosed the performance update on the financial results of the Company for the quarter ended March 31, 2025.

Kindly take the above on record.

For **Kaya Limited,**

NITIKA
SUNNY
NIRMAL

Digitally signed by
NITIKA SUNNY
NIRMAL
Date: 2025.05.29
12:37:45 +05'30'

Nitika Dalmia
Company Secretary &
Compliance Officer

Encl: A/a

Q4 FY25

PERFORMANCE HIGHLIGHTS



Q4 FY25 HIGHLIGHTS

Collection growth of clinics was 15% vs Q4 FY24

- Service business grew by 16% vs Q4 FY24
- Clinic Product business witnessed an 9% growth vs Q4 FY24
- Anti-Aging continued to show strong growth of 46% vs Q4 FY24, and Body category has grown by 25%
- Haircare services aided by advanced diagnostic tools and revamped customer journey witnessed a 17% growth vs Q4 FY24
- *Customer count grew by 6% vs Q4 FY24
- NPS scores continued to trend higher in Q4 FY25 at 89 reflecting great customer experience



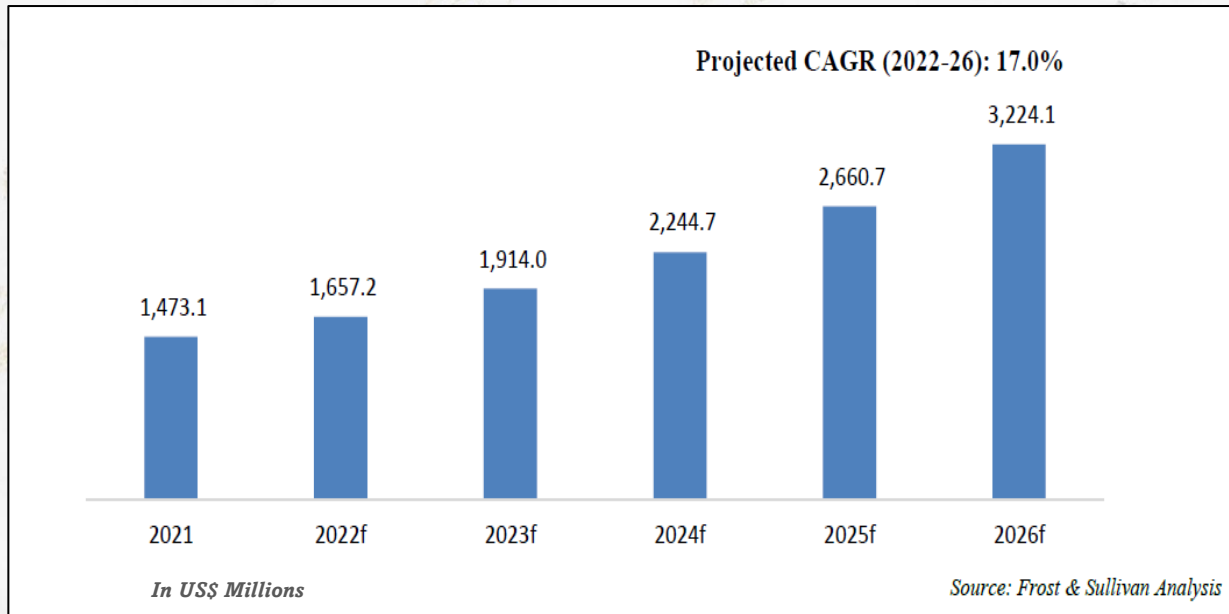
- **OVERVIEW**
- **EXPANSION**
- **BRAND REFRESH**
- **STRATEGIC PILLARS**
- **AWARDS**
- **COMPANY FINANCIALS**



INDUSTRY OVERVIEW- INDIA

Positive impact of Covid-19 in changing customer mindset towards wellness & aesthetics

Aesthetic Dermatology Market in India growing at a CAGR of 17%.



Growth is primarily driven by growing customer base across metros and non-metros, due to rapid urbanization

Aesthetic Dermatology poised for growth (FY 22 to FY 26):

- Health & wellness category is growing at a CAGR of 5.6% and the aesthetic dermatology sub-category is growing at a faster rate of 17%

Young India consumers leading the spends on wellness and beauty

- 33% Millennials spent more than INR 4000 on wellness per month
- The wellness and beauty market is expected to thrive on India's younger working population with a median age of 28

The future is bright with consumers seeking expert, tech driven, quick beauty solutions:

- **New Technologies for Treatment:** Low on pain, quicker recovery
- **Changing Customer Needs:** Rise of social media & easy availability of information on the internet ,after Covid-19 has led to a rise in consumer acceptance and affinity
- **Utilization of AI Technology:** Content based imaging for better diagnosis and treatment outcomes

KAYA INDIA OVERVIEW

78 CLINICS

25 CITIES

16 STATES

**SKIN, HAIR &
BODY** SERVICES

75+ PRODUCTS

100K+ KAYA
SMILES MEMBERS

85%+
WOMEN
WORKFORCE



- OVERVIEW
- **EXPANSION**
- BRAND REFRESH
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- COMPANY FINANCIALS

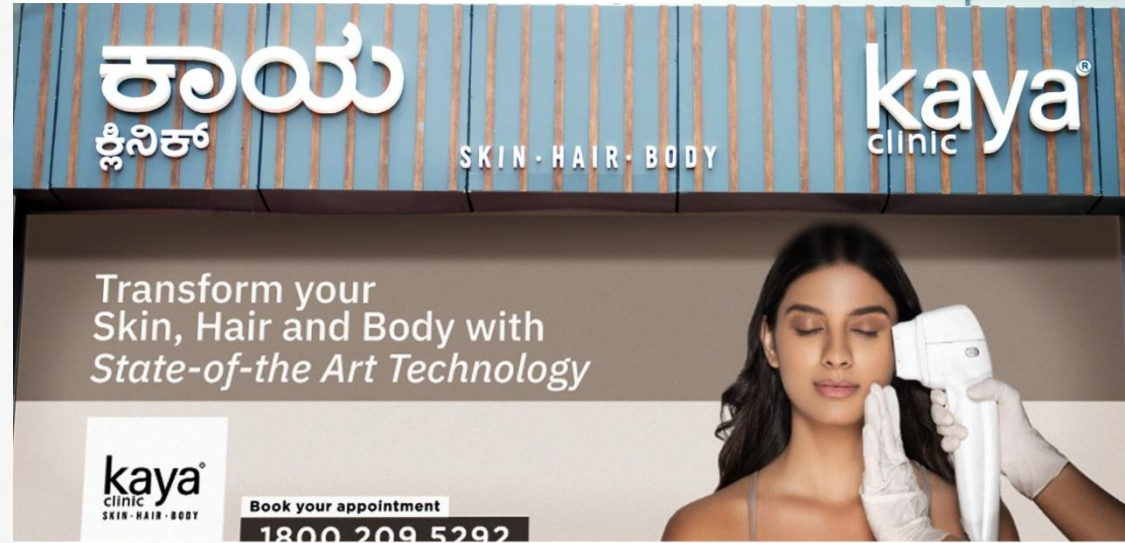


EXPANSION

New Growth Engine

- Kaya soft launched 1 new clinic in Q4 – Sarjapur Road (Bangalore)
- Sarjapur Road was inaugurated by RJ Rapid Rashmi, a leading name in Bangalore vicinity. It is the 11th clinic in Bangalore, which is enjoying a 4.8 star Google rating.

📍 Sarjapur Road, Bangalore



- OVERVIEW
- EXPANSION
- **BRAND REFRESH**
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BRAND REFRESH

Renovations:

- A total of 13 clinics have been renovated since the start of FY25

Relocations:

- A total of 7 clinics have been relocated since the start of FY25

Service Technology:

- To uplift customer experience and outcome, we invested in 9 new dermatology machines including in Brightening & Pigmentation, Acne, Hair Care and Laser Hair Reduction in Q4 FY25



STRATEGIC PILLARS

KAYA SMILES
(Loyalty Program)



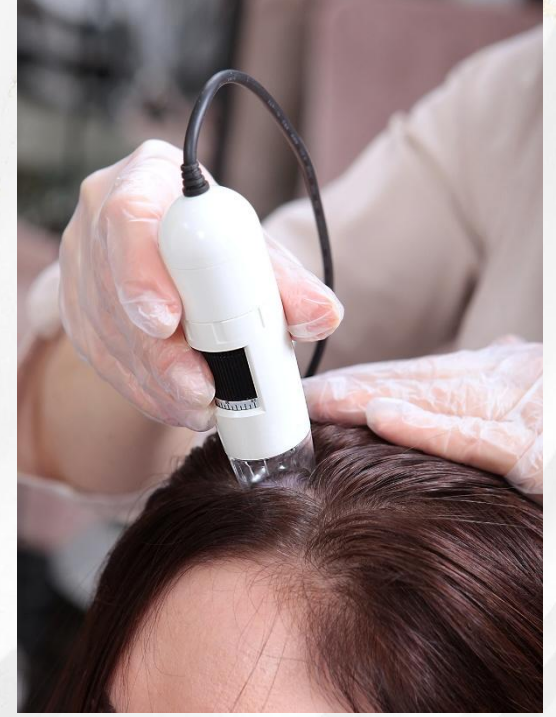
SERVICES



PRODUCTS



INNOVATION



KAYA SMILES

Loyalty Program

- Kaya Smiles contributed more than 80% of Kaya Clinics collection in Q4 FY25
- We focused on experiential marketing for our Kaya Smiles Platinum and Kaya Smiles Gold Elite base by giving free services which helped us grow collections



SERVICES

Skin | Hair | Body
100+ Dermats | 78 Clinics

Category wise Collection growth over Q4 FY25

- Anti- Aging leapfrogged with 46% growth
- Body Contouring and Brightening Pigmentation also maintained a healthy growth of 25% and 21% respectively.
- Haircare category witnessed a growth of 17% vs Q4 FY24



PRODUCT

USP - Dermat Backed | 75+ Strong Portfolio

- Clinic product business witnessed a 9% growth vs Q4 FY24.
- Body care products had a growth of 48%, and Sun care products grew by 33% vs Q4 FY24
- Nutraceuticals grew by 38% vs Q4 FY25



INNOVATION

Contributed to 19% of Clinic Collections

AI POWERED ANALYSIS



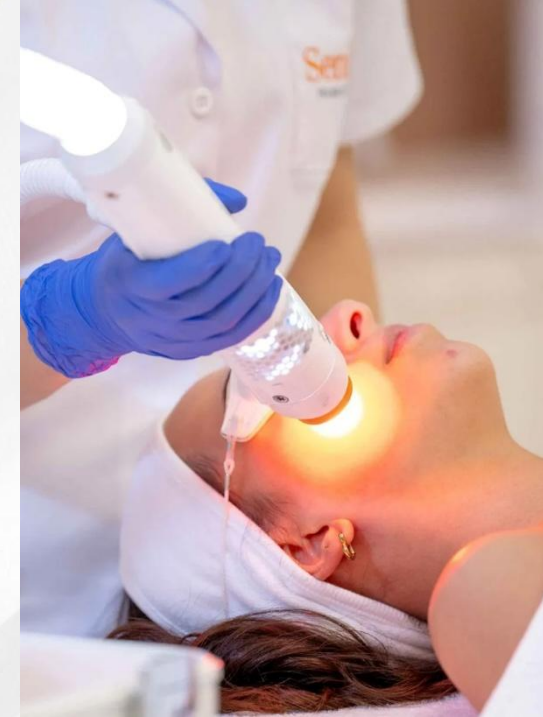
NEW PRODUCT DEVELOPMENT + NUTRA



MARKETING AUTOMATION



NEW SERVICE DEVELOPMENT



INNOVATION

AI Powered- Skin Analysis

- Kaya launched its proprietary 'Klear AI' app which delivers a comprehensive analysis of skin health, identifying specific concerns such as aging, acne, acne scars, blemishes, and open pores.
- This app is backed by Kaya's expert knowledge on Indian skin types, drawing from a rich database of over thousands of Indian customer references to ensure a highly advanced diagnosis when coupled with the dermatologists' consultations.
- The AI engine, trained with these annotated images, makes the tool highly accurate for skin analysis, ensuring personalized and effective skin care.



INNOVATION

New Product Development contributes to 6%* of the Clinic Collections

Kaya Nutra + Mouth Melts

- A dietary supplement for skin health that enhances tone, brightness, and hydration. It features a unique mouth-melt formulation for fast absorption and includes clinically proven L-Glutathione (from Japan) and Ceramosides (from France) to promote glowing, even-toned, and well-hydrated skin.



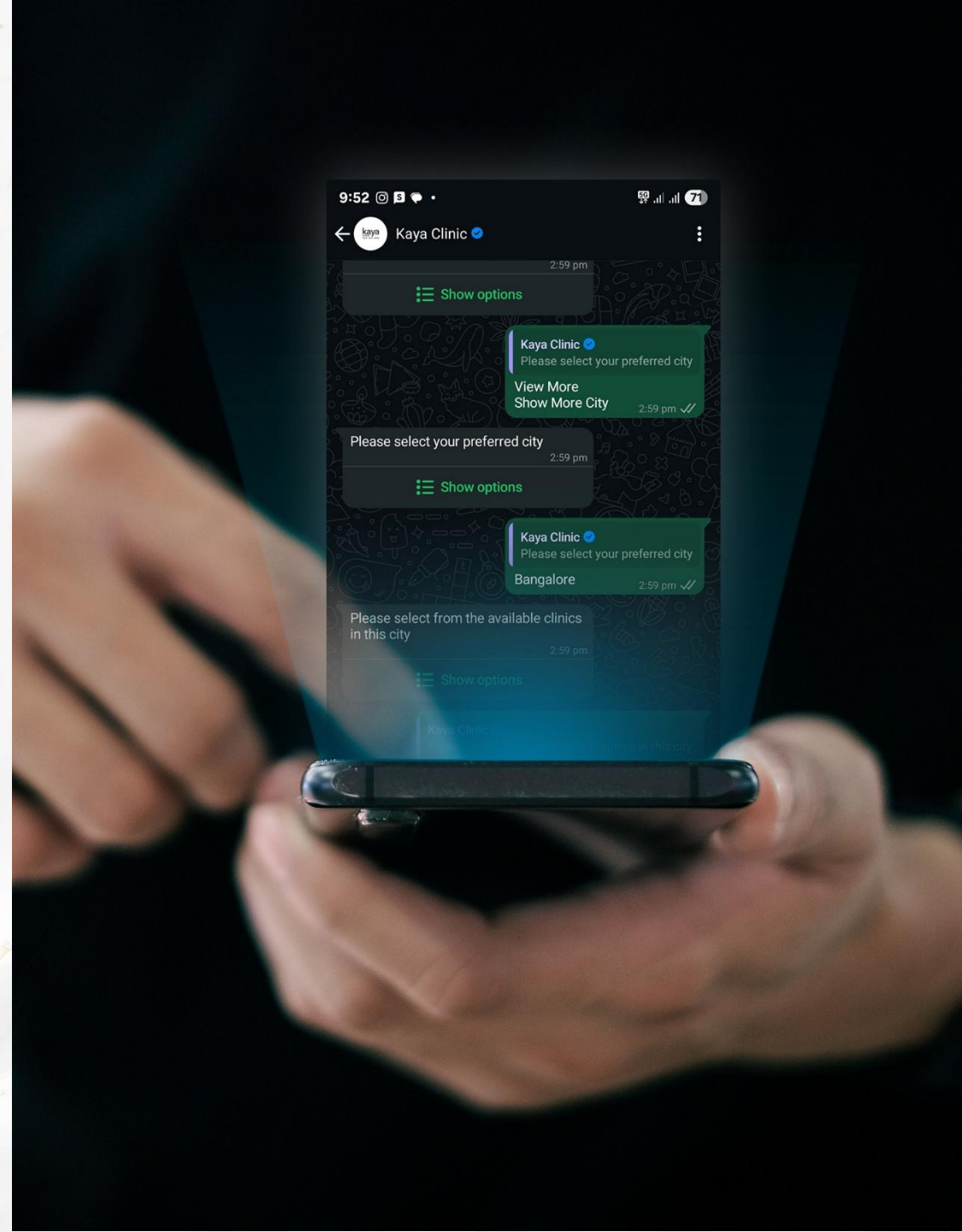
Glow begins with a simple step, Just slide it out & grab your prep! A sachet a day for skin so bright, Mouth melts to make you feel just right! **Glowing skin** is now within, One sachet away, let it begin!

INNOVATION

Uplifting customer experience through
Marketing Automation

Use of marketing automation, including WhatsApp
bot and Web bot, helped improve customer
experience

These chatbots enable a seamless customer journey
for appointments and clinic information



INNOVATION NEW SERVICES DEVELOPMENT

Contributed to 6% of Clinic Collections

**PIGMENTATION &
ANTI-AGEING**



BODY



SKIN CONCERN



AWARDS & RECOGNITIONS



Kaya IT team was awarded for “Best Use of AI Technology” at the 9th Edition of Future of Retail & E-commerce summit and Awards 2025 conducted by UBS Forums.

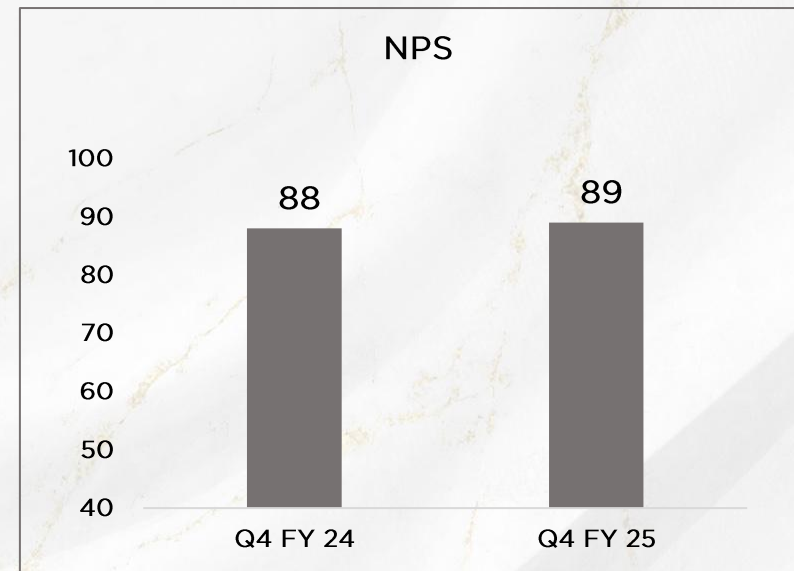
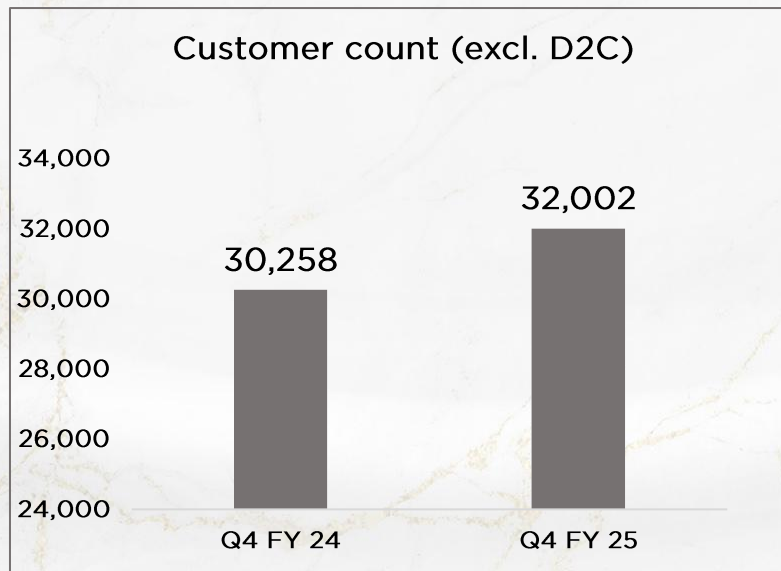
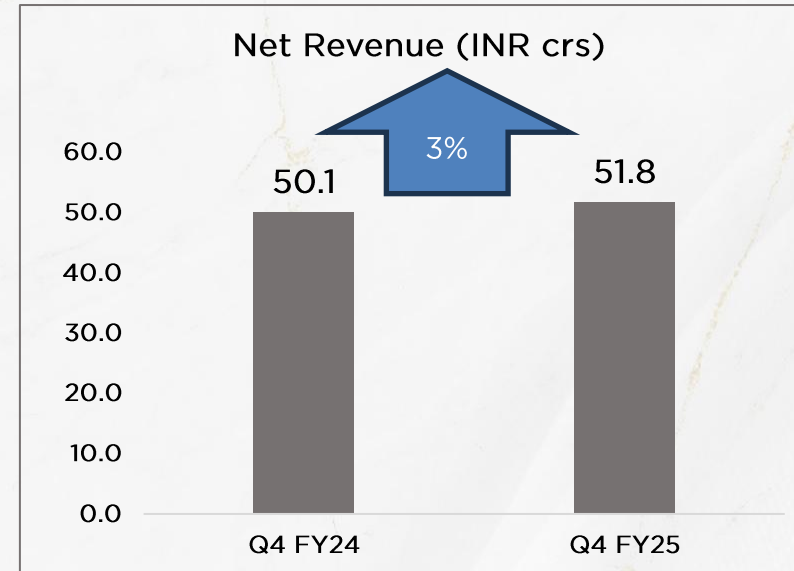
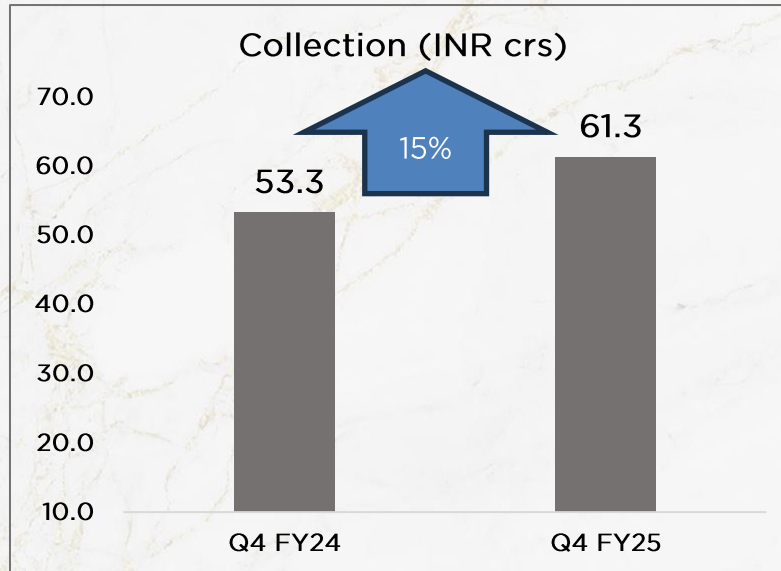
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FINANCIALS

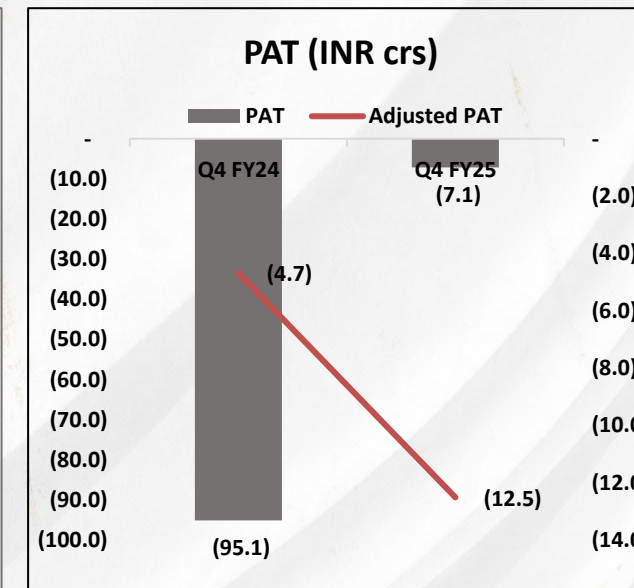
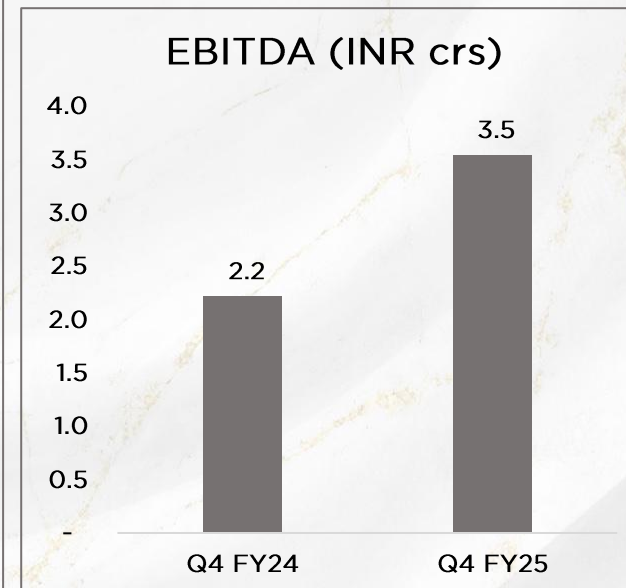
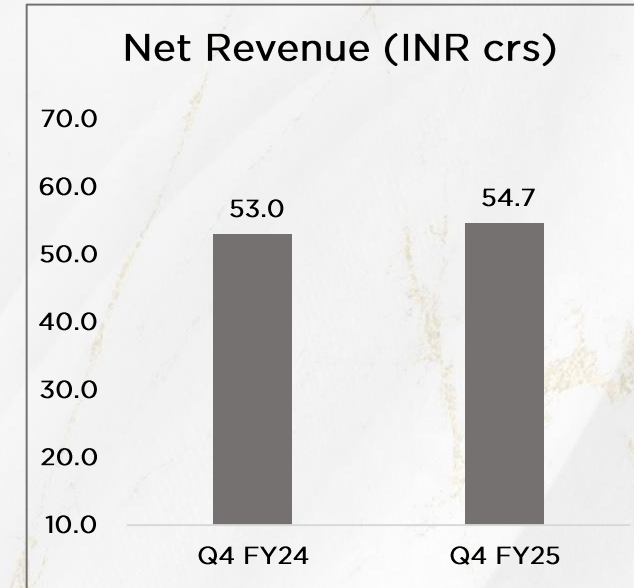
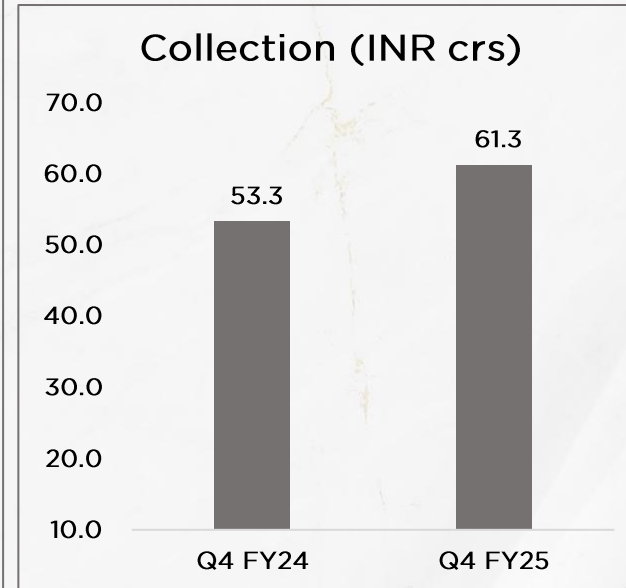


Q4 FY25 KEY PERFORMANCE INDICATORS - KAYA CLINICS



KAYA STANDALONE - Q4 FY 25 HIGHLIGHTS

- Clinic Collection grew by 15% over Q4 FY24
- Net Revenue grew by 3% over Q4 FY24
 - Clinic net revenue grew by 3%
 - Service revenue grew by 3%
 - Clinic product business witnessed an 9% growth vs Q4 FY24
 - Royalty income declined by INR 1.1 crs due to sale of Middle East business
- EBITDA of INR 3.5 crs in Q4 FY25 as compared to INR 2.2 crs in Q4 FY24
- PAT after OCI of INR (7.1) crs in Q4 FY25 as compared to INR (95.1) crs in Q4 FY24
- PAT after OCI includes one-time gain of INR 2.4 crs for sale of non-current investment and Rs 3.0 crs for sale of Intellectual property rights (IPR) in Q4 FY25 as compared to one-time impact of INR 83.2 crs for provision for impairment on investment and INR 7.2 crs for cost related to Middle East disinvestment in Q4 FY24



FINANCIAL HIGHLIGHTS: STANDALONE

Particulars (INR crs)	Q4 FY25	Q4 FY24	Gr %	FY 25	FY 24	Gr %
Collection*	61.3	53.3	15%	250.2	234.6	7%
Net Revenue	54.7	53.0	3%	217.4	210.3	3%
EBITDA	3.5	2.2		25.2	34.4	
<i>% to NR</i>	<i>6%</i>	<i>4%</i>		<i>12%</i>	<i>16%</i>	
Operating Margin	0.7	(88.2)		3.8	(113.1)	
<i>% to NR</i>	<i>1%</i>	<i>-166%</i>		<i>2%</i>	<i>-54%</i>	
PAT before OCI**	(7.0)	(94.8)		(26.5)	(138.7)	
<i>% to NR</i>	<i>-13%</i>	<i>-179%</i>		<i>-12%</i>	<i>-66%</i>	
PAT after OCI	(7.1)	(95.1)		(26.9)	(139.0)	
<i>% to NR</i>	<i>-13%</i>	<i>-179%</i>		<i>-12%</i>	<i>-66%</i>	

*Collection includes only clinic collection

**OCI means other comprehensive income

FY 25 PAT after OCI includes one-time gain on sale of Intellectual Property Rights (IPR) of INR 12.6 crs and impairment reversal on investment of INR 0.8 crs as compared to one-time impact of INR 116.9 crs due to impairment of investment & INR 7.2 crs for cost related to Middle East disinvestment in FY 24

FINANCIAL HIGHLIGHTS: CONSOLIDATED (Continuing operations)

Particulars (INR crs)	Q4 FY25	Q4 FY24	Gr %	FY 25	FY 24	Gr %
Net Revenue from continuing operations	54.7	51.8	6%	217.2	205.2	6%
EBITDA continuing operations	1.7	1.3		17.9	29.5	
<i>% to NR</i>	<i>3%</i>	<i>3%</i>		<i>8%</i>	<i>14%</i>	
Operating Margin continuing operations	(3.3)	(72.6)		(2.7)	(67.8)	
<i>% to NR</i>	<i>-6%</i>	<i>-140%</i>		<i>-1%</i>	<i>-33%</i>	
PAT before OCI & NCI* continuing operations	(11.2)	(79.5)		(33.4)	(93.7)	
<i>% to NR</i>	<i>-20%</i>	<i>-153%</i>		<i>-15%</i>	<i>-46%</i>	
PAT after OCI continuing operations	(11.3)	(79.8)		(33.8)	(94.0)	
<i>% to NR</i>	<i>-21%</i>	<i>-154%</i>		<i>-16%</i>	<i>-46%</i>	
PAT after OCI from discontinued operations**	4.2	(19.2)		117.6	(36.7)	
PAT after OCI & NCI	(7.1)	(99.0)		83.9	(130.7)	

*NCI means Non - controlling interest

**The sale of Kaya Middle East FZE and Kaya DMCC and their subsidiaries has been consummated on 6 June 2024 and 14 November 2024 respectively. The group has recognised profit of INR 129.00 crs as profits from discontinued operations for the year ended 31 March 2025.

THANK YOU