



January 05, 2025

National Stock Exchange of India Limited

BSE Limited

Symbol: NYKAA

Scrip Code: 543384

Dear Sirs,

Subject: Nykaa Quarterly Revenue Update – Q3 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

Neelabja Chakrabarty
Company Secretary & Compliance Officer

Encl: a/a



Nykaa Quarterly Revenue Update – Q3 FY2025

Nykaa (FSN E-Commerce Ventures Limited along with its subsidiaries) witnessed a strong performance in Q3 FY2025 with consolidated **Net Revenue growth likely to be higher than mid-twenties**. This is higher than the consolidated GMV growth for the same period, indicating positive trend in GMV to Net Revenue translation.

Nykaa's **beauty vertical** growth has accelerated vs previous quarters with **Net Revenue growth higher than mid-twenties**. The **GMV growth for beauty vertical is expected to be low thirties** indicating strong momentum in all of Nykaa's beauty businesses – ecommerce platform, retail stores, owned brands and eB2B distribution. Customer acquisition at Nykaa continues to accelerate. The eB2B distribution business – Superstore by Nykaa, which accounts for 8% of beauty vertical's GMV (vs 7% a year ago) continues to witness rapid expansion and now services around 260,000 transacting retailers across 1,100+ cities.

The Fashion vertical is expected to deliver Net Revenue growth of around 20% while NSV growth is likely to be around low to mid-teens indicating continuing strong growth in content, marketing and service-related income. We believe online fashion demand continues to be subdued, but we remain optimistic about the long-term growth opportunity.

Note: All the growth numbers in the update are for the Q3 FY2025 compared to the same quarter in the previous financial year.



Disclaimer:

The above update for the quarter ended 31st December 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 over 210 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.