

# Beauty Brands

## NYKAA Cosmetics

**Nykaa Cosmetics** is a fun, playful and dynamic brand created to offer on-trend, quality driven international formulations accessible to the Indian consumer. It is today the go-to brand of Gen Z and millennials, uplifting and empowering them to express their creativity through makeup and beauty tools. With an impressive portfolio of over 1,200 SKUs, it has successfully made a mark in the Indian beauty landscape and appeals to a wide audience across the length and breadth of the country.



## NYKAA SKINRX

**Nykaa SKINRX**, a range where #ScienceMeetsSkincare, was launched with the aim to introduce and demystify the use of globally recognised active ingredients for all skin types. Addressing some of the most common concerns of Indian skin, the brand offers dermatologically tested formulations in a range of gender-neutral serums and moisturisers. Every formulation from this brand is enhanced with clinically-proven ingredients in essential concentrations to give remarkable visible results.







## Wanderlust

Since its inception, **Wanderlust** has been our gateway to the most loved destinations via memories all bottled within a bath & body collection. Our highly sensorial Wanderlust ranges have received a great response owing to their exotic fragrances unique to each location, offering a truly indulgent bathing experience coupled with nostalgia. Each range is inbuilt with nourishing ingredients and exotic fragrances that bottle up all your travel experiences, filling your heart with memories, while treating your skin to the comfort and well-being it deserves!

## NYKAA NATURALS

**Nykaa Naturals** is a naturally-derived, ingredients-focused brand that cares for your skin and hair deeply. A one-stop solution for all things skincare and haircare, it targets the most common concerns faced by Indian consumers and offers a wide range of products, powered with the goodness of trusted natural actives.



## Kay Beauty

Founded in 2019, Kay Beauty is a brand born of our partnership with one of India's leading actors, Katrina Kaif, to bring alive our shared vision of bridging high glamour with skincare. Kay Beauty products, centered on the promise of #MakeupThatKares, are enriched with skin-loving ingredients that have been hand-picked personally by Katrina. In its two year journey, the brand has taken impactful steps to champion inclusivity and diversity both through its product offering suited for all Indian skin-tones and meaningful campaigns, that have helped it build a highly engaged community of over 650k followers online.



## Dot & Key

Dot & Key aims to transform the way people look after themselves by drawing attention to often overlooked areas and offering highly targeted, remedial products of high quality and efficacy. From the ingredients, to the textural experience, Dot & Key ensures everything is closely monitored, formulated and repeatedly tested to offer consumers the key to a longer-lasting, deeper and more meaningful version of beautiful.



## Earth Rhythm

Good for your skin, good for the earth; no exceptions. This is the promise of Earth Rhythm, a homegrown brand that offers smart and safe skincare backed by cited scientific research. With an active focus on research-based and results-oriented products, Earth Rhythm has earned its credentials as a sustainable and inclusive brand among Indian beauty consumers.





# Fashion Brands

## Twenty Dresses

Young, fresh, and in vogue, Twenty Dresses brings a storm of current trends to match the many moods and characters of everyday life. From 8 to late, there is something for every small or big moment of life encouraging you to unabashedly #WearYourVibe in style.



## RSVP

Think styles that serve a generous dose of glamour and dote on contemporary detailing and silhouettes. RSVP's gregarious experimental designs will put you in the spotlight every single time. A brand that offers instant elevation to leave a long lasting impression, the pieces promise to get the party started, day or night, brunch or bar.



## Gajra Gang

An occasion-wear brand that celebrates craftsmanship and traditions whilst rebooting and remixing styles, Gajra Gang stands at the intersection of accessibility and luxury. Young, vibrant and expressive, each piece compliments your personal style with a fierceness unique to Indian wear.





Likha

Understated, confident, and timeless, Likha’s charming ethnic vocabulary is heavily inspired by Indian heritage and age-old craft techniques. Quintessentially Indian, the brand’s slogan of ‘Ab Likho apni Kahani’ is an invitation to write your story in the comfort of your fashion.

Pipa Bella

Pipa Bella has always prioritised women’s journey of self-expression by reflecting the vivacity and creativity of a woman full of life, ideas and dreams that strives to serve boss ladies in spirit with a strong sense of individuality. A soul sister to its target group, with the idea of being limitless, the brand is all about freedom, breaking away from boundaries, and expressing oneself fearlessly.



IYKYK / If You Know You Know

Celebrating the spirit of the new age woman who is confident, trend forward and expressive, IYKYK is an uber cool accessory label and an ode to every woman who revels in her individuality and her affirmative yet nonchalant attitude to life.



Nykd

At Nykd by the house of Nykaa, every effort has been made to simplify and elevate intimate-wear, athleisure, and activewear experiences. With tech at the core of the brand and designed to bring second-skin comfort, Nykd by Nykaa features lingerie and sleepwear, and Nykd All Day features athleisure and activewear.



Twig & Twine

Filled with designs that elucidate warm experiences, happy emotions and safe memories, Twig & Twine offers curation of trends from different cultures around the world.



Gloom

Gloom’s main aim is to ensure maximum comfort while being kind to the planet. Yes, this underwear brand is all things super. The brand will help redefine an oft-ignored space when it comes to men’s requirements by combining comfort and technology in a stylish way.

FASHION IMPORTS

NA-KD

Made for girls that are always willing to push the envelope, NA-KD aspires to dress the modern female in unique designs that boosts her confidence.



LC WAIKIKI

Spirited and casual, the young outlook of this fashion brand appeals to the carefree youth around the world. The clothes always invoke an easy mood, as if you’re on vacation in Hawaii.







# International Brands



## Charlotte Tilbury

Charlotte is one of the UK's most famous makeup industry exports and continues to push boundaries with her award-winning, record-breaking, eponymous, universally-loved makeup and skincare company. Launched in India exclusively on Nykaa in 2020 with a FIRST ever Mesmerising Indian Wedding Look for every bride to be!

## HUDABEAUTY

Launched by award-winning beauty blogger, Huda Kattan in 2013, Huda Beauty is one of the world's fastest-growing beauty brands. Beginning as a blog in 2010, it has fast become the number 1 Beauty Instagram account in the world with over 50.6 million followers and counting! Huda's ranges include liquid lipsticks, lip contour pencils, textured eyeshadow palettes and complexion products - all of which have been instant best-sellers across the globe.







# NUDESTIX

NUDESTIX is 100% easy, multi-tasking, fun and skin-loving! Delivering the best of beauty products by using clean, luxurious, award-winning formulas without sacrificing the quality or performance of your makeup look.

# Sol de Janeiro

Inspired by the warm spirit of Brazil, Sol de Janeiro is a beauty brand on a mission to spread Brazilian beauty and confidence to the world. Founded in 2015 by beauty mavens Camila Pierotti and Heela Yang, the brand harnesses the power from the greatest ingredients of the Amazon. Love it, Flaunt it, You've got it!



# Murad

Founded in 1989 by dermatologist - Dr Howard Murad, Murad promotes clinical skincare products with a vision to use scientifically-proven formulas and technologies that help people achieve their healthiest, most beautiful skin yet!



# Elf Cosmetics

e.l.f. is for every eye, lip and face. From full-on maximalists to fresh-faced minimalists, they have a product for everyone—and every look in between.

# Pixi

Created over 20 years ago by founder Petra Strand, Pixi is truly about multitasking, flaw-fixing, youth-enhancing products for when you're on-the-go.





# Technology Focus – “Be better everyday”

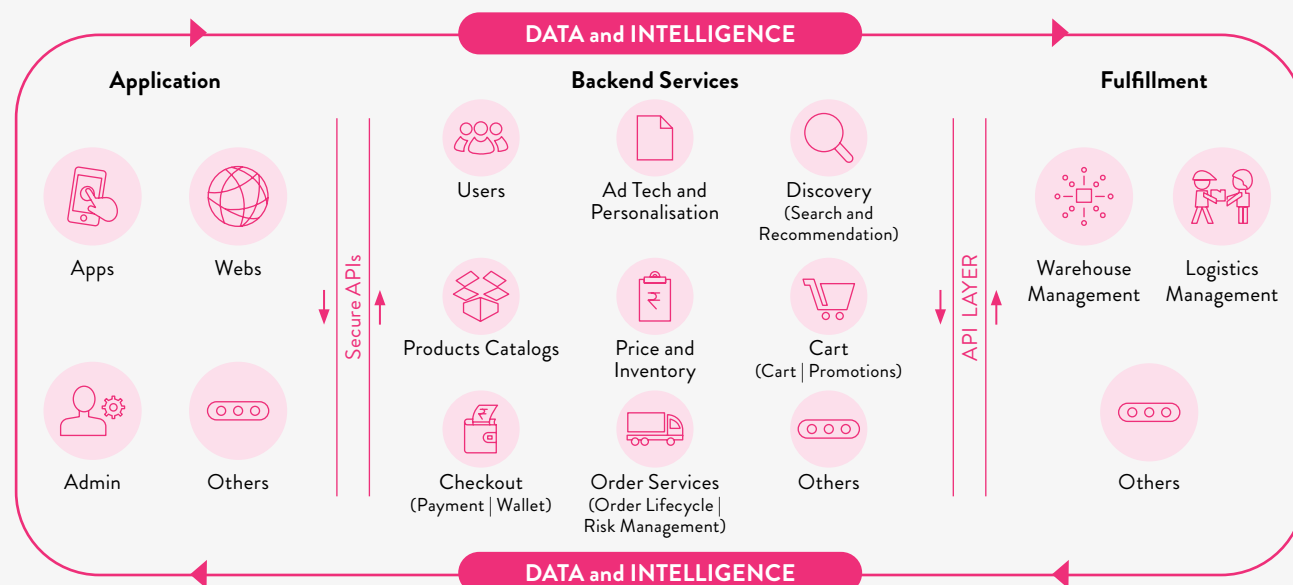
We consider our technology platform to be a key enabler and pillar to our business strategy. We operate a proprietary, custom built and component based technology platform that connects our consumers, brand partners, influencers and internal teams, catering to the needs of our different lifestyle businesses, to deliver a comprehensive omnichannel, ecommerce experience.

Our technology team focuses on enhancing the platform’s capabilities and overall consumer shopping experience. We have built our platform in a simple, fault-tolerant, scalable, maintainable and secure manner. This approach enables us to efficiently launch new businesses while providing richer experiences for our users within existing businesses. Our platform design follows the ‘Service Oriented Architecture’ approach, consisting of 4 key components - applications, backend services, data and security.

4

Tech  
platforms

## NYKAA Technology Platform



## Key Highlights for the Year

### Customers

Designing platforms that leverage data to create a hyper-personalised, consumer experience.

### Strengthening the Personalised Experience

#### FY 2021-22

Retina, our purpose-built, real-time event pipeline was launched to improve personalised experience

#### Future

- Retina will power all the data products for merchandising, promotions, and personalised consumer journeys, among others.
- The audience management platform will evolve to allow for easy creation of multiple user segments and power hyper-personalised campaigns across all marketing channels



## Betting on voice and vernacular

#### FY 2021-22

- Introduced support in regional language based on user's geographic location
- Launched pilot project to power our platforms with voice search

#### Future

- Enhance engagement for vernacular users and roll out more languages to augment coverage
- Improve voice navigation and voice action support
- Extend voice assistance beyond the product search to the complete buying funnel



## Brands & Sellers

Enabling brands with a more seamless and controlled experience in customer dealings and helping sellers minimise lead time and make informed decisions

### Rethinking the future of ad selling

**FY 2021-22**

Launched a self-serve platform for internal teams to manage on-site ads and maintain seamless workflow management; public launch to follow

#### Future

- Enable Impression Based (CPM) selling of ads on Nykaa website and apps
- Automate ad publishing workflow with real-time performance reporting



### Enriching our seller platform

**FY 2021-22**

- Launched seller self help tools to manage catalogue, product pricing and purchase order

#### Future

- Expand the platform to enhance 360 degree performance reporting (from transaction to payout) for sellers
- Build capability for sellers/brands to give promotional offers to particular customer segments



## Influencers

Connecting creators with their followers and customers

### Increasing our affiliate centricity

**FY 2021-22**

- Launched Nykaa's Watch & Buy Live Shopping Platform via which influencers can go live within the Nykaa app to engage customers
- Creators can now publish content to Nykaa's content feed and build their profiles and followership

#### Future

- Creator app for influencers to host lives directly and upload content on app with minimal intervention from internal teams
- Allow influencers to create and customise their own affiliate store-fronts on the app, and curate and share shopping lists
- Seamless integration between social platforms, APIs and our Nykaa Affiliate platform to extract top-of-the-funnel insights across different social platforms