

A close-up photograph of two makeup brushes against a dark background. The brush on the left has dense, multi-colored bristles with shades of purple, blue, and gold. The brush on the right has larger, more sparsely packed brownish-orange bristles. Both brushes have silver ferrules.

NIKKI<sup>A</sup>.com



# THE NYKAA STORY

## INDIA'S LARGEST OMNICHANNEL BEAUTY DESTINATION

Since our launch, we have not only redefined the art of e-retailing beauty and personal care in India, but also have been instrumental in fostering the growth of a previously relatively nascent ecosystem. From bringing you domestic brands, international brands, luxury and prestige brands, premium brands, niche and cult brands and expert advice and videos, coupled with our understanding of the needs and preferences of the consumers,to more than 72 Luxe and On-Trend and Kiosk Stores, an ever growing online community for beauty buffs, and a Beauty Helpline, we go out of our way to give you only the very best. With 2400+, 100% authentic brands Nykaa offers a well curated comprehensive selection of makeup, skincare, haircare, bath and body, fragrance, grooming appliances, personal care, and health and wellness categories.

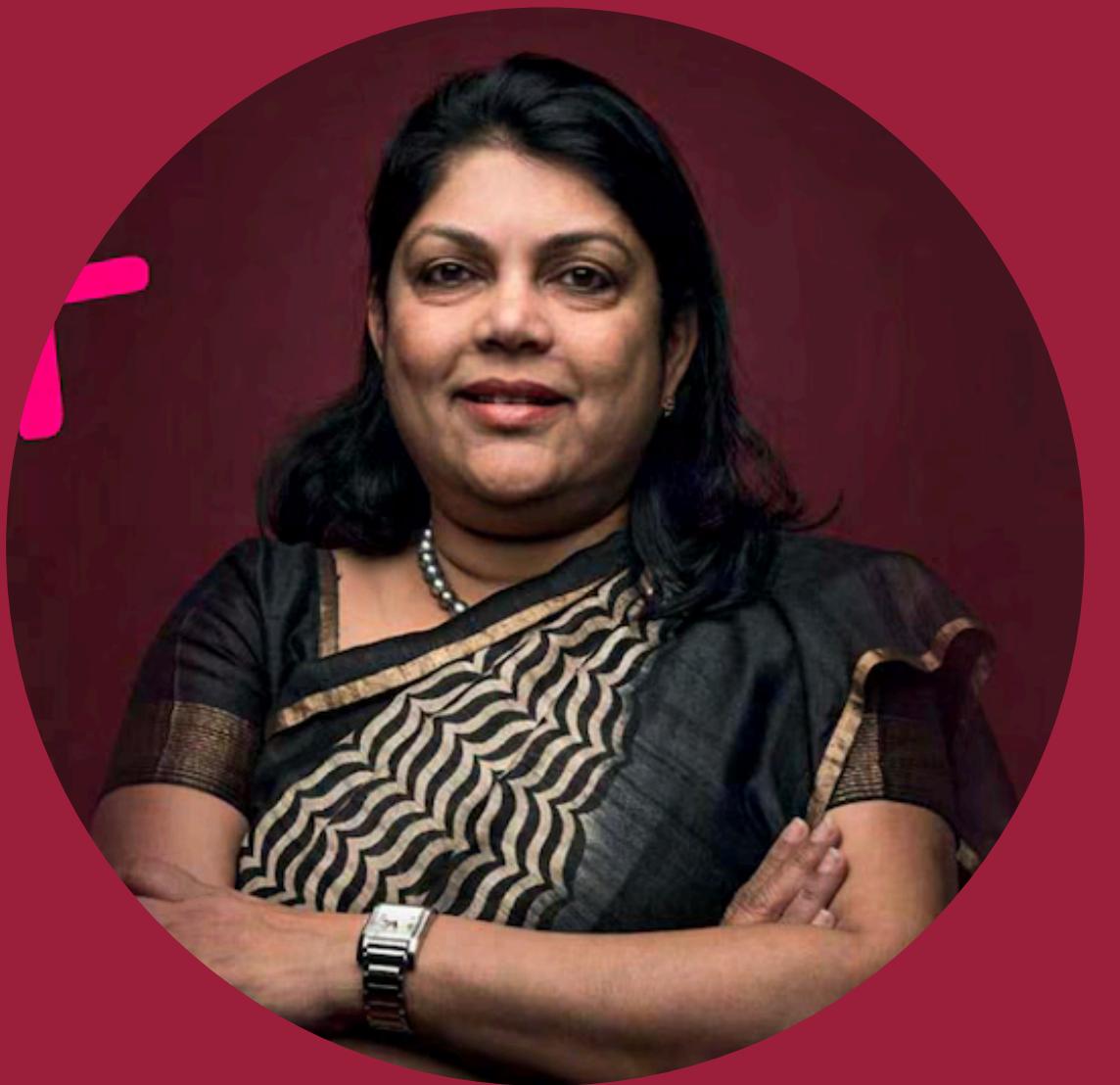


## **VISION**

**Bring inspiration and joy to  
people, everywhere,  
everyday.**

## **MISSION**

**To create a world where  
our consumers have  
access to a finely  
curated, authentic  
assortment of products  
and services that delight  
and elevate the human  
spirit.**



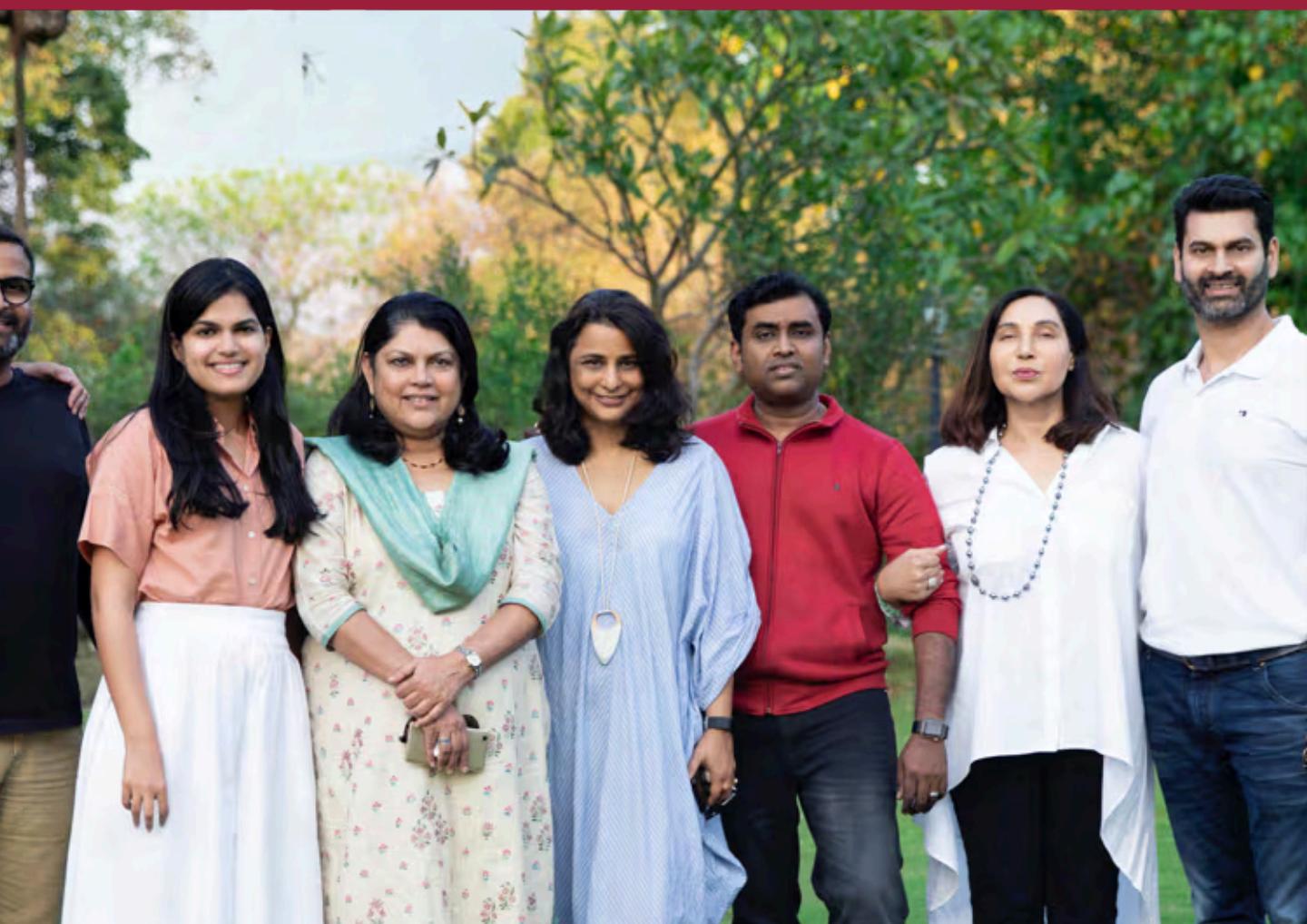
# Falguni Sanjay Nayar

Founder & CEO of NYKAA



# Nykaa Success

The demand for beauty goods, especially from teens and young people, is driving the cosmetics industry's extraordinary rise. The industry's fast digitalization has accelerated its growth even more.





# Success Factors

*Each section details specific practices and their impacts, illustrating the tangible benefits and challenges of implementing sustainability in the beauty industry.*

**Inventory model**

**Customer experience**

**Omnichannel approach**

**Content marketing**

**Brand credibility**

**Non-discounting policy**

**Exclusive collaborations**

**Private labels**

# CUSTOMER TESTIMONIAL



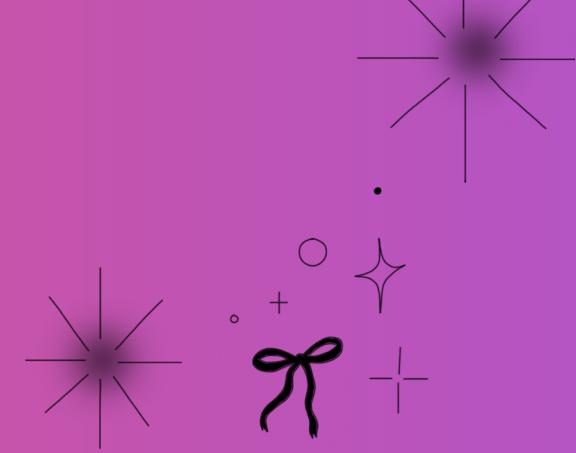
Prachi Arya

Nykaa is so far the best online shopping site I have ever used. Usually the reviews put up look fake when they are just praises...but this website seriously has a five star class...from customer care to timely delivery...everything had a personalized touch to it. Thank you!



Ankita Agarwal

I have shopped like crazy from Nykaa Pink Friday Sale. Everyday I place orders and receive products. Loved shopping. Even purchased the high end brands in this sale which I wouldn't have spent on otherwise.





### Cassidy

Thank you for amazing service...Thank you to the entire team - social media managers, the people working endlessly at the warehouse making sure they ship correct orders and at the fastest time possible. Thank you thank you thank you



### Shweta Deshpande

Nykaa you have surpassed many big brands in the liquid matte lipstick category!! Nykaa Matte To Last is a must buy lipstick for every girl and woman.



### Neha Rahate

I live in a small city of nagpur and here we don't get big cosmetic brands, thanks to nykaa for keeping me style and glamour updated! I have been an avid shopper on your website from the day it was made 'the amazing offers, the style tips, the customer friendly options! Love them a lot



# WHY NYKAA



# When choosing cosmetics, consumers consider many factors

## Product Quality

Consumers want products that are effective and deliver on their promises. They look for high-quality ingredients that are safe and beneficial for their skin and hair.

## Price

Price is a major factor for consumers, with 68% of makeup consumers considering it important. However, consumers may be willing to pay a premium for high-end luxury products if they provide value for money.

## Brand Reputation

Consumers consider the brand's reputation when selecting a product.

## Social Influence

Consumers may be influenced by recommendations from friends and family, as well as social media influencers and celebrities.

## Functional Ingredients

Consumers are drawn to products that offer multiple benefits, such as protecting the skin from environmental stressors, enhancing hydration, and supporting the skin's microbiome.

# TREND

What makes Nykaa unique?



The 'Try and buy' strategy, coupled with a variety of products obtained through brand collaboration, the flexibility to experiment and create a range of innovative products that have made its consumers, the brand and the shareholders win.

# *Where we lagging...*

**Retail Branches**

**Customer Service**

**Return Process**



**Product Range  
Quality Sub Brands**

**Sale**



# User's Pain point

**Waiting for 18 days for a reply on exchange of faulty piece from their own brand.**

**Your return policy sucks.**

**One of the worst delivery services.**

**Never ever buy from Nykaa - Worst experience in Return/Refund Process.**

**Big promotions Zero ethics.**

**The delivery partner are very pathetic.**

**Disappointed with Nykaa Fashion: Poor Product Quality and Failing Return Services.**

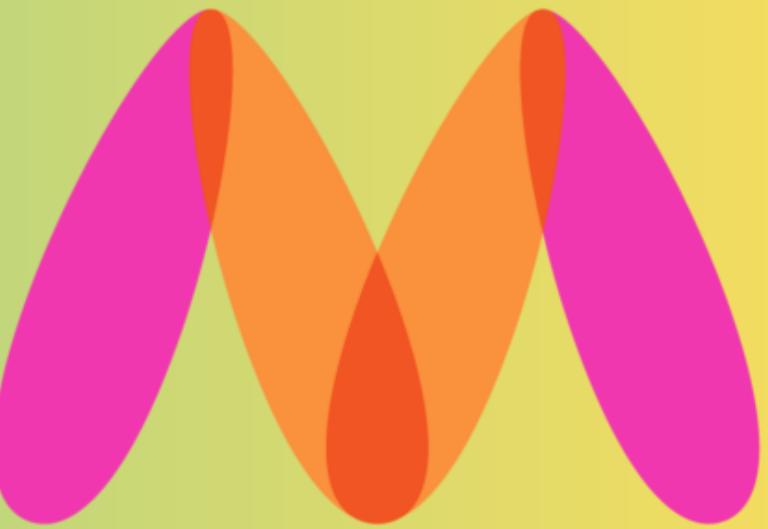
**Beware of Nykaa Scam! First they deliver products without sealing and upon retuning them they ask you for the pictures which must have sealing.**

**Harassment by Nykaa Fashion. they lie about easy return Policies.**

**Average experience so far.**



# COMPETITIVE PROFILE





Tata CliQ is an Indian cosmetics, e-commerce, and marketplace company. Tata Digital founded the luxury e-commerce company in 2016; it has established a network of approximately 1200 brands and 1000 stores across India.

### Products

Luxury fashion, Apparel, Lifestyle, Accessories.

### Brand Reputation

Luxury Fashion E-commerce Company.

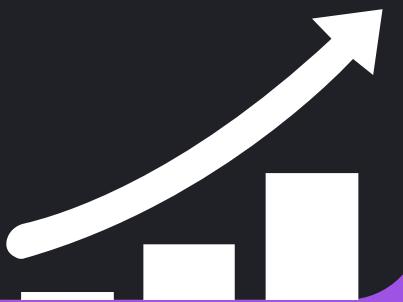
### Services

Online shopping, E-commerce.



### Pricing Structure

Premium pricing strategy.



### Marketing Strategies

Smart banners, Mobile Advertisement, Apps flyers.



Flipkart is an Indian e-commerce company. Sachin Bansal and Binny Bansal founded the e-commerce company in 2007; it has established a network of approximately over 150 million products in 80 categories.

### **Products**

Lifestyle, Fashion, Consumer electronics, Home essentials, and Consumer electronics.

### **Brand Reputation**

E-commerce Platform.

### **Services**

E-commerce and Mobile Application.

### **Pricing Structure**

Dynamic and Market-Competitive.

### **Marketing Strategies**

Influencers Marketing, Sponsorship of events, Social Media, Joint Venture and Alliances.



Amazon is an American retail and e-commerce multinational company. Jeff Bezos founded the e-commerce company in 1994; Amazon India came into existence in 2014; it has established a large network of approximately over 7500,000 brands under its portfolio.

### **Products**

Beauty, Cosmetics, Jewellery, Kitchen, Automotive, Industrial, Grocery, and others.

### **Brand Reputation**

E-commerce Platform.

### **Services**

Mobile Application and Web Platform.



### **Pricing Structure**

Dynamic, Market Competitive Pricing Strategy.



### **Marketing Strategies**

Digital Marketing, Bundle offers, Social media marketing.



Myntra is an Indian cosmetics and e-commerce company. Ashutosh Lawania, Vineet Saxena, and Mukesh Bansal founded the e-commerce company in 2007; it has established a network of approximately 1000 brands and 150,000 products in its portfolio.

### **Products**

Beauty, Fashion, Health, Wellness, Cosmetics.

### **Brand Reputation**

Fashion, Cosmetics, Beauty e-commerce brand.

### **Services**

Mobile app, Web platform.



### **Pricing Structure**

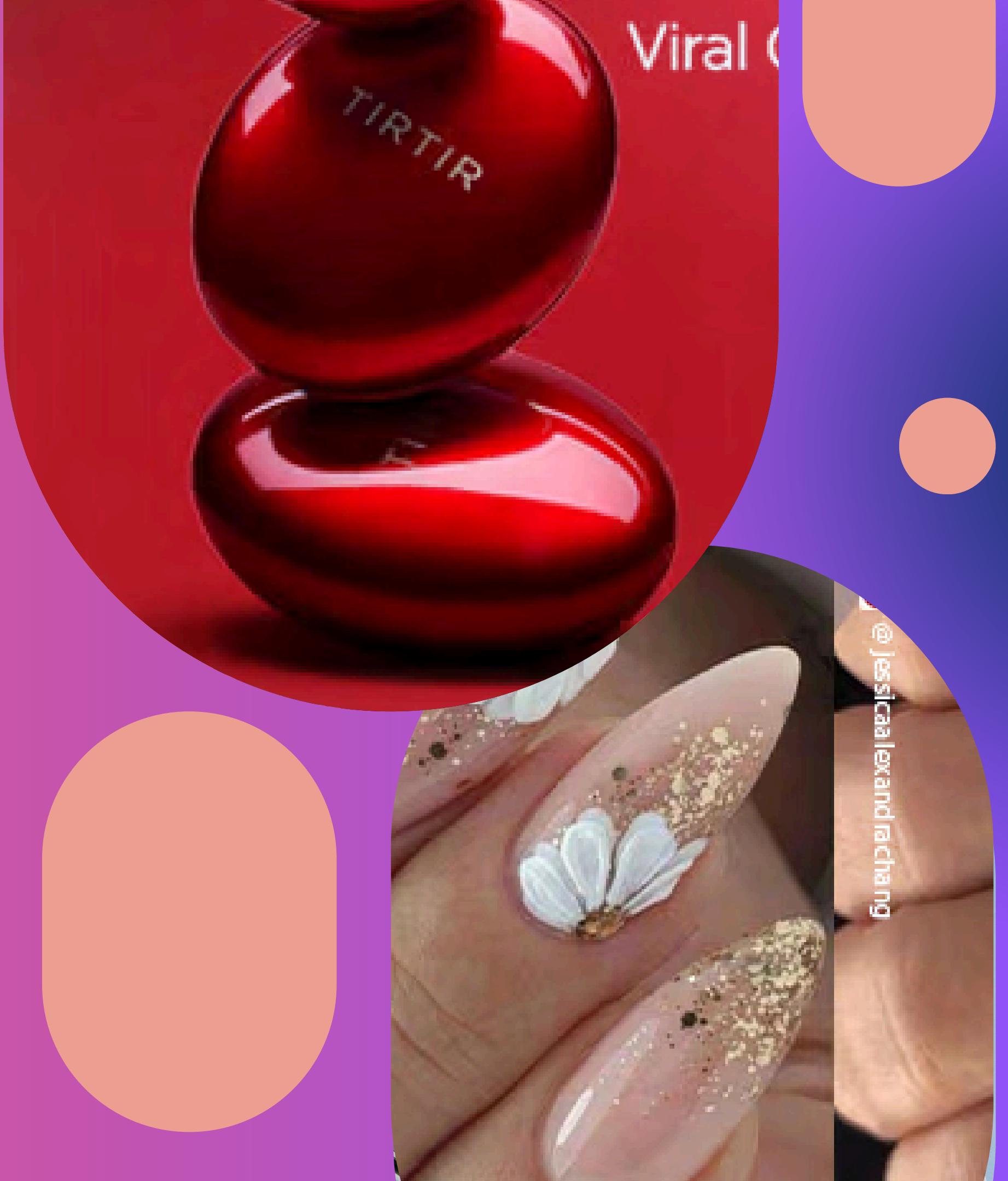
Dynamic pricing strategy.



### **Marketing Strategies**

Social Media, Paid ads, Remarketing, and Google Ads.

# MARKETING PLAN



Viral C

© jessicalexandrachang

# Nykaa Marketing Strategy

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Marketing strategies form the basis for the success of any company or organization. These strategies help any brand, business or a company to sustain in the market and cater to the ever changing demands and preferences of the users.

Let's begin with each of these factors!

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# Marketing Mix

Marketing mix is one of the basic points that a brand or any other company employs that helps them to become a leading name in their operating industry. Same is with Nykaa, it follows 4Ps of marketing mix strategy, which are Product, Place, Price, and Promotion.

- Product Strategy
- Placing Strategy
- Pricing Strategy
- Promotional Strategy



# PRODUCT STRATEGY



01

Skin products

02

Makeup products

03

Hair products

04

Lipsticks

05

Tools and  
Brushes

06

Fashion  
products

07

Wellness  
products

08

Mom & Baby  
products

09

Nail paints



# Placing Strategy

Nykaa has a wide network of distribution for its products. For that it uses different channels and mediums to make their products available to everyone. Their product placement strategy includes their presence through both ways, i.e. Online as well as Offline means.

# Pricing Strategy

- Value Based.
- Cost Based
- Offers & Discounts

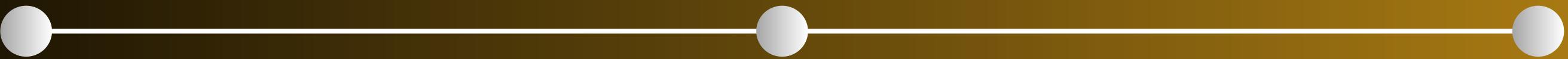
# Placing Strategy

Nykaa promotion strategy encompasses its engaging campaigns, collaborations with celebrities and influencers, television advertisements, sponsorships, festive promotions, and so on. All this has very well captivated the customers attention towards the brand.

# DIGITAL & SOCIAL MEDIA MARKETING STRATEGY

**Nykaa has around 2.5 million followers on its Instagram account and around 40.3K followers on its twitter account, all marking a strong as well as a growing presence of the brand on social media platforms.**

**Nykaa interacts with various influencers on social media platforms through collaborations. The influencers try out and promote their product on their social media handles, which helps the brand to create a more human based review for their products.**



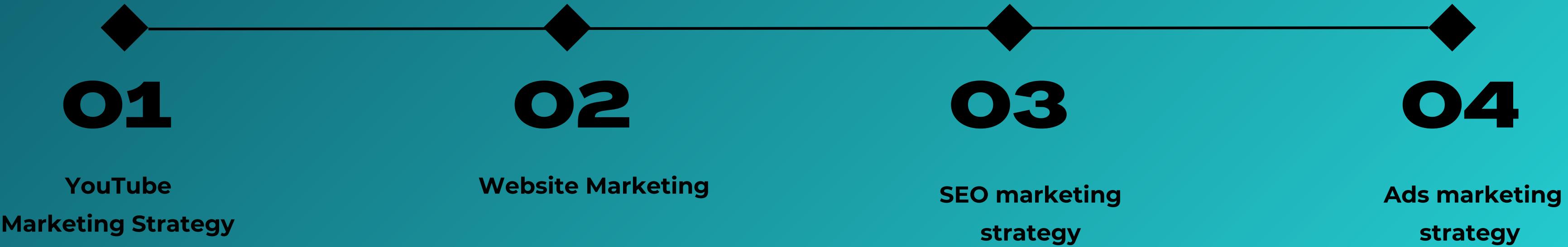
Email  
Marketing  
Strategy

Customer  
Relationship  
Management

Referral  
Marketing

# CONTENT MARKETING STRATEGY

***Nykaa has employed different channels to showcase their high-end content which eventually helps them to acquire a wide base of its customers.***



# Influencer Marketing

Nykaa has appropriately made a good use of influencer marketing. Nykaa has made use of every possible marketing strategy which helps them to make a good mark of their brand in the market.

Nykaa onboarded various social media influencers like ShivShakti Sachdev, Mallika Dua, Tarini Peshwaria and more like that. It has also collaborated with celebrity Janhavi Kapoor, who is also the brand ambassador of Nykaa since 2018.

Nykaa has heavily invested in its influencer marketing

## Marketing Campaigns of Nykaa

### **Nykaa Femina Awards**

Nykaa organizes their event called “Nykaa Femina Awards” every year and that celebrates the achievement of women in various fields. The awards first started in 2013 and since then it has become one of the prestigious awards.

### **Power of Makeup Campaign**

Another major campaign by Nykaa. This marketing campaign of Nykaa launched with the goal to aim to increase its brand awareness and to create more of their buzz in the market. The tagline of the campaign was “Power of Makeup” and featured various make-up products.



# UPCOMING NYKAA SALES

**REPUBLIC DAY SALE 2025**

**NYKAA VALENTINE'S DAY SALE 2025**

**NYKAA WOMEN'S DAY SALE 2025**

**SUMMER SALE 2025**

**FUTURE PLANS OF NYKAA**

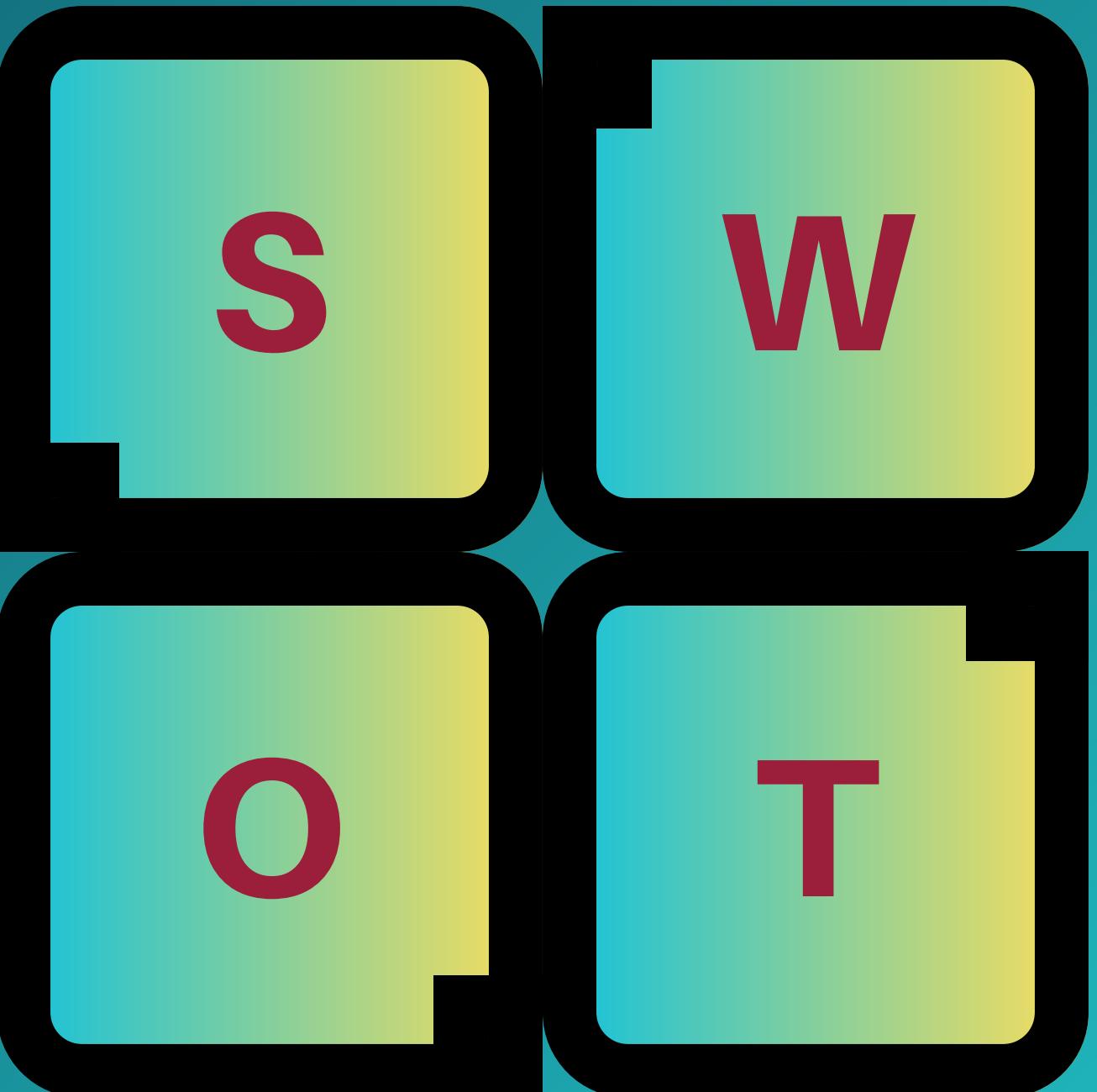
The brand is focusing on expanding its offline business. It wants to grow its offline evidence by offline business by opening 180 offline stores across India by 2025.

Nykaa is interested in expanding its fulfillment centers nationwide to enhance customer experience. In addition, it has plans to grow its warehouse capacity by almost 40%.

- Consumer Market.
- Brand's low-cost structure.
- Solid social media presence.
- Location and Geography.
- Partnerships and collaborations with its dealers, suppliers, and other stakeholders.
- Vast product portfolio that offers products in various categories.
- Strong Distribution.



- Massive number of internet users.
- E-commerce growth can lead Nykaa to earn massive revenue by opening different online stores and making huge sales.
- Three social media platforms, Instagram, Twitter, and Facebook
- Advertisements.
- Technology helps improve data to be collected on clients and enhances marketing efforts.



- Nykaa is spending much more than average on research and development within the cosmetics industry.
- Considerable amount of the company is rented instead of purchased, which leads to higher costs.
- The company can meet its short-term financial obligations less than the industry average.
- Because of the low budget allotted for its quality control department compared to its competitors, the consistency might not remain the same in the future.



- Technological advancements by competitors; modern technological developments by competitors within the beauty industry seriously threaten Nykaa.
- New entries in the market are gaining a share by gaining existing companies' market share.
- There has been a rise in competition within the industry, putting costs downwards.
- Tastes and customer preferences are changing, putting pressure on companies to change their products to meet the demands of these consumers.
- Increased advertisements by competitors are a severe threat to Nykaa.

# NYKAA BUSINESS MODEL

## OMNI-CHANNEL STRATEGY

- Utilizes email, social media, influencer marketing, and offline events.
- Presence in 38 cities.
- Retail stores for trial and hyperlocal delivery.
- Facilitates face-to-face interactions.

## FOCUS ON BEAUTY & WELLNESS

- Specializes in beauty/wellness.
- Builds niche expertise and identity.

## TECH-ENABLED OPERATIONS

- Enhances operations and customer experience through technology.
- Invests in AI and ML for personalized experiences.

## EXCLUSIVE PRODUCT RANGE

- Offers exclusive products not found elsewhere.
- Includes Nykaa Cosmetics and other exclusive beauty/wellness items.

## AFFILIATE PROGRAM & CONTENT-FIRST STRATEGY

- Utilizes 3000+ influencers, in-house content creation.
- Affiliate program for external creators.
- Credibility through influencers.

# CONCLUSION

We have seen the overview of NYKAA performance and stand at the market. Discussed positive and negative side of the Company. Should improvise the company standard and customer satisfaction in the Retail sector. Upcoming 2025 will be a “WOW” year of our journey since we started.



**THANK  
YOU**