

# **PERSONALITY ANALYSIS OF Falguni Nayar USING THE BIG FIVE MODEL**

## **Photograph of the Entrepreneur**



## **Introduction**

Falguni Nayar is an Indian entrepreneur best known as the founder, CEO and driving force behind **Nykaa** (FSN E-Commerce Ventures Ltd.), a leading beauty, wellness and fashion retail company in India. She launched Nykaa in 2012 after a long career in investment banking and built it into one of India's most valuable direct-to-consumer retail businesses and a prominent publicly listed company.

## **Background and Nature of Business**

Born in Mumbai in 1963, Nayar graduated with a B.Com from Sydenham College and later earned an MBA (Finance) from the Indian Institute of Management Ahmedabad (**IIM-A**). She spent almost two decades in consulting and investment banking first at A.F. Ferguson and later at Kotak Mahindra, where she rose to become Managing Director of Kotak Mahindra Capital. At age 50 she left corporate life to start Nykaa, investing her own savings to launch the business.

## **Products & services:**

- Branded cosmetics, skincare, haircare, fragrances.
- Nykaa's owned brands and private-label products.
- Fashion & apparel across price segments.
- Retail experience: e-commerce platform + offline stores + loyalty/education content.

## **Personality analysis using the Big Five traits -**

### **Openness to Experience:- High**

Nayar's decision to leave a stable senior banking role at 50 to start a consumer internet company shows intellectual curiosity and willingness to adopt new ideas and formats (e-commerce, private labels). Her push into private brands and fashion indicates creativity and strategic experimentation.

### **Conscientiousness:- Very High**

Building a complex retail operation from scratch handling supplier relationships, inventory, regulatory compliance, and scaling logistics requires discipline, planning and persistence. Nykaa's steady expansion and profitability focus in a capital-intensive sector point to strong conscientious leadership. Her background in investment banking likely reinforced these traits.

### **Extraversion:- Moderate**

While Nayar is visible in media and industry forums (award stages, interviews), her leadership style appears measured and strategic rather than flamboyant. She emphasizes brand building, team capability and long-term growth over personal celebrity, suggesting an effective but not highly extroverted public approach.

### **Agreeableness:- Moderate to High**

Nykaa's brand positioning education, trust and customer service suggests a people-centric approach. Building strong supplier partnerships and convincing premium brands to enter the Indian market also requires diplomacy and collaborative skills, consistent with higher agreeableness. At the same time, tough business negotiations and decisive strategic pivots show she balances warmth with firmness.

### **Neuroticism:- Low (emotionally stable)**

Starting and scaling a startup in a competitive sector, going public, and managing investor expectations requires resilience. Public records and interviews indicate composure under pressure and steady decision-making, implying lower neuroticism.

## **Conclusion**

Falguni Nayar's entrepreneurial journey combines professional rigor from decades in finance with a founder's appetite for innovation. Her personality profile — especially high conscientiousness and openness — has been central to Nykaa's ability to move from a niche online retailer to a diversified consumer retail and lifestyle brand. Her success demonstrates how domain experience, strategic patience and a customer-first mindset can shape a resilient consumer business in a competitive market.

## **References**

- Falguni Nayar — [Wikipedia](#)
- Business Standard — “Falguni Nayar named EY Entrepreneur of the Year”
- Reuters — Nykaa financial and business reporting