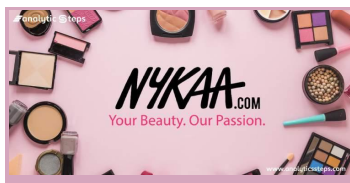




GOALS OF NYKAA FASHIONS

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.



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.

The multi-brand beauty retailer Nykaa will expand its physical presence in India by opening around 180 new stores over the next five years across the country.

KPIs of NYKAA FASHIONS

- Product, Price, Promotion & Placement.