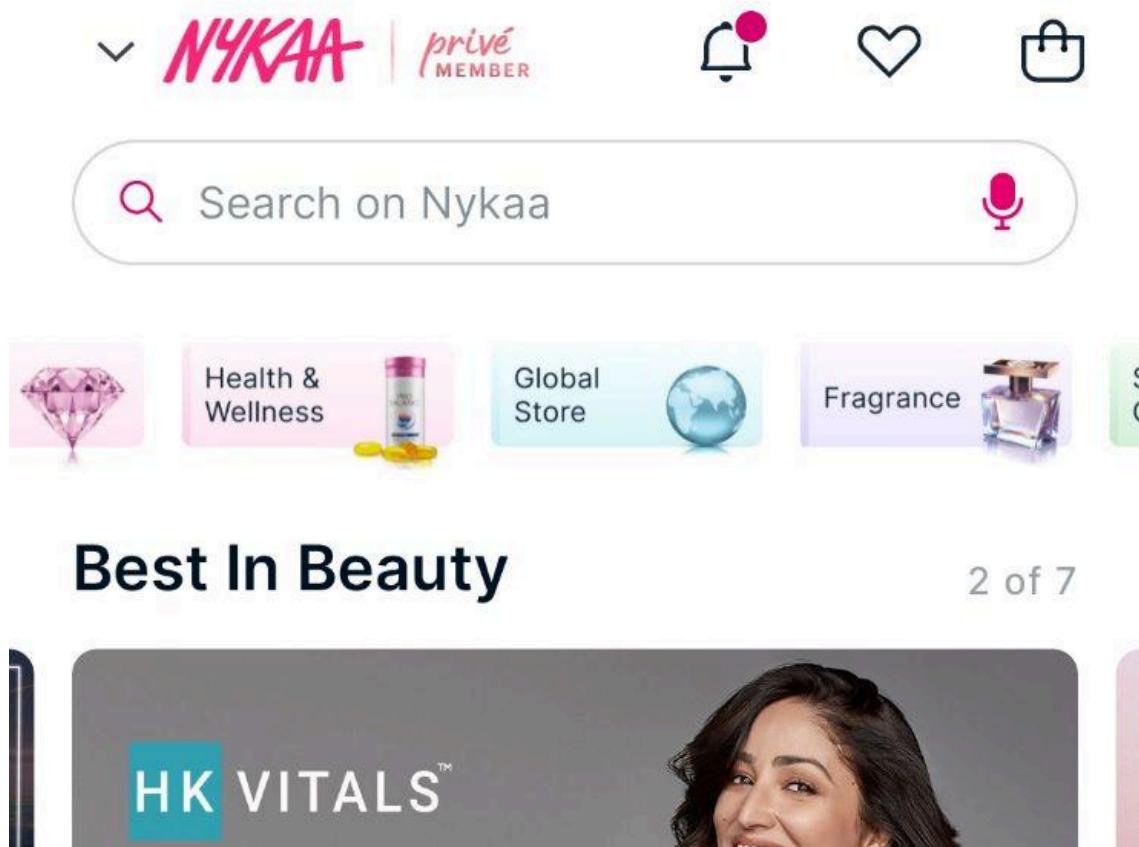
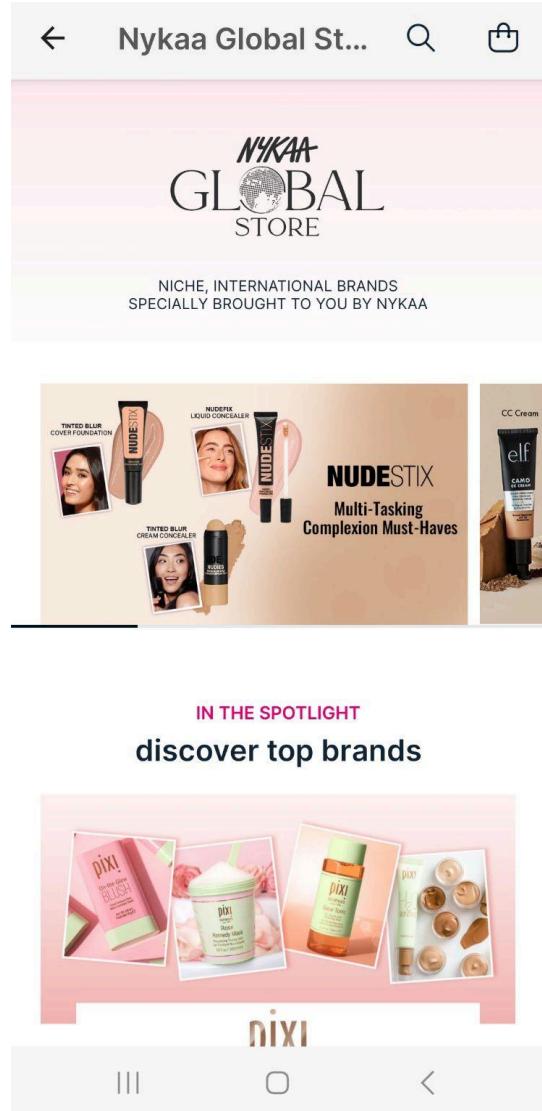


NGS SOP

Nykaa Global Store is the acronym for NGS.
NGS page is for the app and not for desktop, since the visibility or
the entry point is through the L1 category widgets on the app.



- ❖ Clicking on the blue category widget with the Globe icon will redirect to the NGS page.



Just like any other pages NGS has a carousel section, ITS and other sections like new brand launches Luxe Treats, etc. NGS store has global international products which provides customers access to shop International Brands with the prices being inclusive with taxes and other duties.



❖ What makes NGS different from the Cross Border store ?

Nykaa Global Store is a store segment where customers can buy/ place order for international brands through the app, Products that are shown on the app are stored in the Nykaa warehouses and shipped to the customers once they place orders.

NGS gives access to a host of international brands by giving choice, authenticity, and convenience.

Through this platform, Nykaa will offer its customers brands from countries across the world including the U.S., South Korea, Finland, Australia, Dubai, etc.

Whereas Cross border Store offers customers access to cosmetics and skincare items from other nations while ensuring their complete authenticity, as well as a straightforward ordering method and a 2 to 4 week shipping period. Direct delivery of the goods from the foreign nation to the customer's home is provided by Cross Border Store. This requires a customs clearance, which

Nykaa does on the client's behalf by asking the required ID documentation in order to provide a hassle-free customs clearing. The store sells high-end and foreign beauty products, with a focus on Korean skincare products.

❖ How to make changes or schedule changes for a Refresh?

- Follow Monthly mail thread for NGS refresh or focus which gets the visibility on Homepage.
Mail thread name - **Re: NGS February Refresh.**
- According to the Wireframe Doc attached on the mail Schedule for changes.

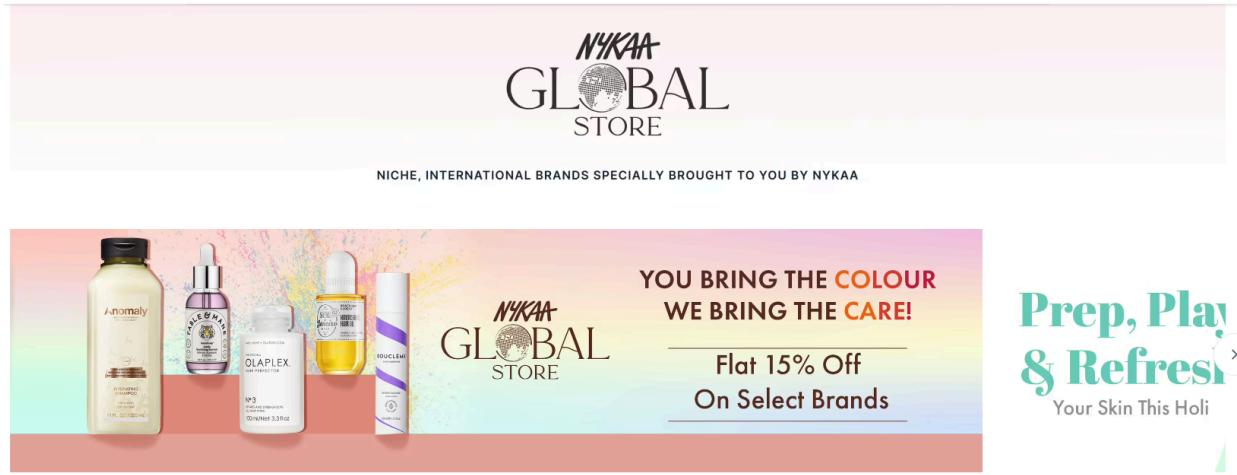
Feb'23 NGS									
A1	B	C	D	E	F	G	H	I	J
1									
2	Global Store Banner								
3									
4	Banner/ Tile/ Menu	Brand	Final Offer Call out	Offer	Change Remarks	Product Focus	Creative Link	Desktop QC	JRL for Linking
5									
6	Global Store Moving Carousel Banner								
7	Nudestix	L1: flat 20% off + L2: multi-tasking lip crayon	Flat 20% Off	Offer Call-out change Creative change	Tinted Cover foundation Liqu				
8	ELF	L1: flat 30% off + L2: full size lip balm on ₹899		OC Change Creative Change	Base convc- Resize creative CC cream concealer Camo Powder Sponges				
9	Diaplex	L1: The Original Bond Builder L2: Repairs Hair Damage		Creative Change	No 3 + 4 + 5				
10	Mund	3 piece kit on ₹3000 pick a full size product on ₹5500 L1: up to 20% off		Creative Change	Vita C Range no change				
11	Foreo	L1: up to 20% off L2: Flat 5% off	Flat 5% off	Creative Change	Call out on banner to change				
12									
13									
14									
15									
16									
17									
18									

- Follow the sheet & make changes accordingly, both Creative & offer callout changes will be made on all the sections.

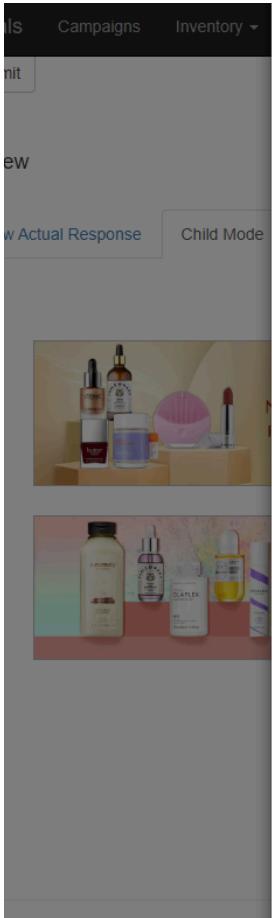
- Inventory for NGS page -

https://nykaa-widgets.nykaa.com/inventory/?q=&page_type=ngs-homepage&lang_types=en,hi,bn,ta,mr,gu,or,te,kn,ml,pa,as,ko

- For the first section on NGS page - slider section

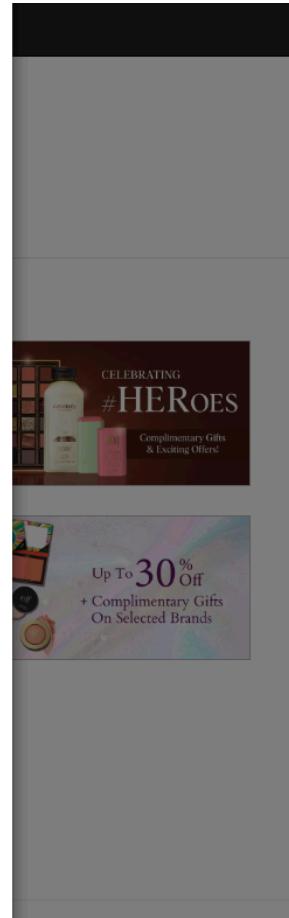


- Make sure the banner dimensions are correct. Fill in the details - Only Analytics data, Url redirection & Brand. And Schedule or publish accordingly.



The configuration interface includes fields for:

- Timer End Text: Enter timer_end_text
- Tag timer end: Enter tag_timer_end
- Analytics title type: * Others
- Analytics Title: * women-lead-brands
- Analytics display name: Enter tile_name
- Web action type: url_redirection
- Web action URL/data: https://www.nykaa.com/best-of-
- App webview action: category
- App webview action data: 31036
- App link type: category
- App link data: 31036
- Source: navigation
- Filters: Enter filter_data
- Sort type: popularity
- Remote app link: Enter remote_app_link
- filter classes: Enter filter_classes



The published banner displays:

- CELEBRATING #HEROES
- Complimentary Gifts & Exciting Offers!
- Up To 30% Off + Complimentary Gifts On Selected Brands

IN THE SPOTLIGHT
discover top brands



bestseller minis on ₹2000
twist, swipe & glow!



HUDA BEAUTY



Anomaly
Founded by Priyanka Chopra Jonas



buy 5 get 5 sheet masks



Discover New Global Launches

the best of new launches
everyone's talking about!



CharlotteTilbury

dreamy date night glam
with magical makeup icons

- The next section is the ITS, just like the homepage section; this section requires creative tiles & fill in the offer callout, url & analytics data.

Offer callout should be added in Title & description i.e,

L1 - Title & L2 - Description.

Update Widget Param(625fdcee2e7f7c5f85d2704d)

Luxe Treats

HUDA BEAUTY
by huda kattan

TONYMOLY

pixi

Analytics title type: * Brands

Analytics Title: * Huda Beauty

Analytics display name: Enter tile_name

Web action type: url_redirection

Web action URL/data: https://www.nykaa.com/luxe/br

App webview action: brand

App webview action data: 4985

App link type: brand

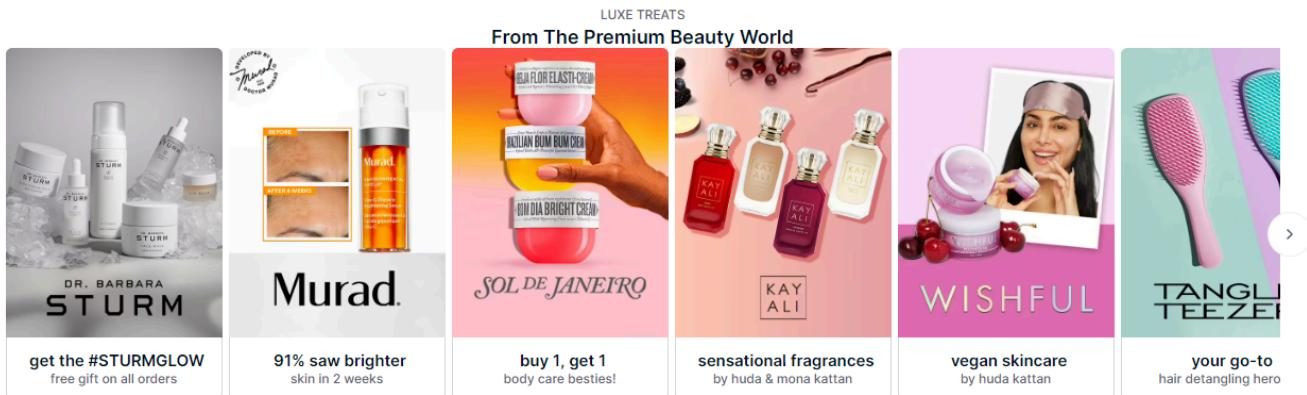
App link data: 4985

Source: navigation

Filters: Enter filter_data

Sort type: popularity

- Luxe Treats is a new section added at the start of the year, its a sliding widget.



Most of the items in this category are premium, as stated in the title.

- Details like Offer callouts, url & Analytics title is to be filled.

L1 - Title L2 - Description

- Creatives are always in Vertical Format.

Campaigns Inventory

Template sheet
No file chosen

I Response Child Mode

TREATS

free gift on all orders

Title: buy 1, get 1

Description: body care besties!

Callout: Enter callout

Callout 2: Enter callout_2

Callout 3: Enter callout_3

Tag type: text

Tag text: Enter tag_text

Timer End Text: Enter timer_end_text

Tag timer end: Enter tag_timer_end

Analytics title type: * Brands

Analytics Title: * Sol de Janeiro

Analytics display name: Enter tile_name

Web action type: url_redirection

Web action URL/data: https://www.nykaa.com/luxe/bras

App webview action: brand

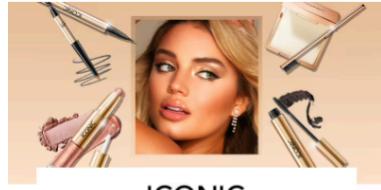
App webview action data: 20011

App link type: brand

NEW ON GLOBAL STORE
fresh brands just landed



NEOGEN
DERMALOGY



ICONIC
LONDON



Rude®

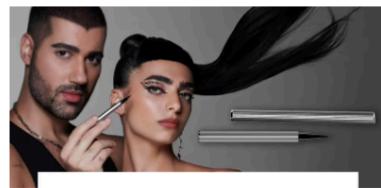
flat 15% off
on the entire range

world famous & glow-giving makeup
for a lit-within-glow look!

quirky makeup starting ₹295



FABLE & MANE



HINDASH

award-winning
root treatment hair oil

explore artful cult makeup
by makeup artist hindash

- New on Global store section is very similar to the ITS section on top.
- The freshly released brands are those that are listed in this section.
 - Creative tiles are in Horizontal format.
- Details to be Filled - Url, Offer callout, Analytics title & Brand Dropdown.

Campaigns Inventory Widgets Social Campaigns Users Activities API Utility

Update Widget Param(6241809c7f484f3aed791fe3)

Title: world famous & glow-giving ma

Description: for a lit-within-glow look!

Callout: Enter callout

Callout 2: Enter callout_2

Callout 3: Enter callout_3

Tag type: text

Tag text: Enter tag_text

Timer End Text: Enter timer_end_text

Tag timer end: Enter tag_timer_end

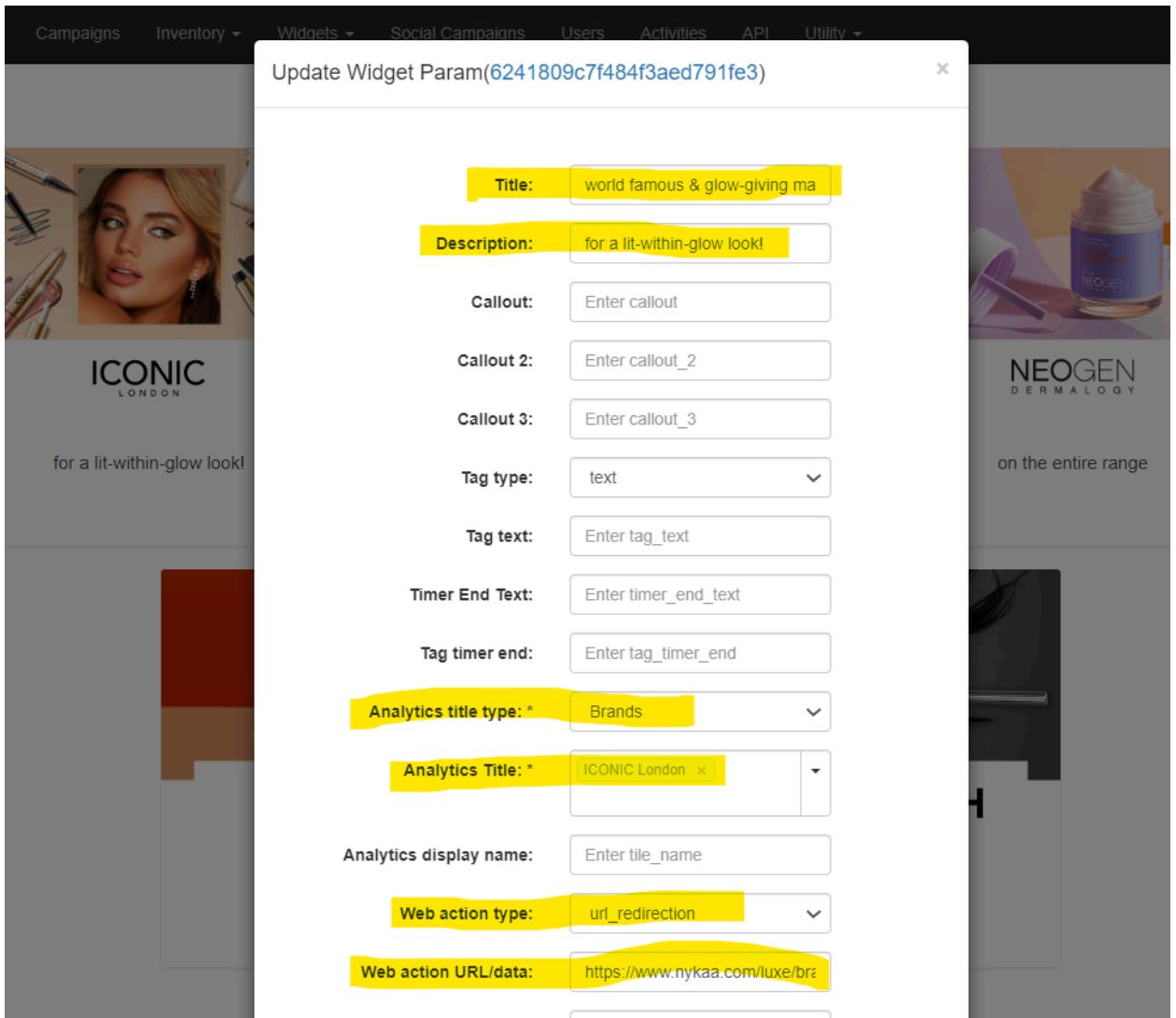
Analytics title type: * Brands

Analytics Title: * ICONIC London

Analytics display name: Enter tile_name

Web action type: url_redirection

Web action URL/data: https://www.nykaa.com/luxe/br



FEATURED BRANDS
deals you can't scroll past



OLAPLEX

the original bond builder
repairs, protects &...



PAT McGRATH LABS
PM PM

buy 1: 10% Off
buy 2: 15% Off



RIMMEL LONDON

up to 30% off
on entire range



MARIO BADESCU
SKIN CARE
Established 1907

Anti-Acne Dream Team



SOL de Janeiro

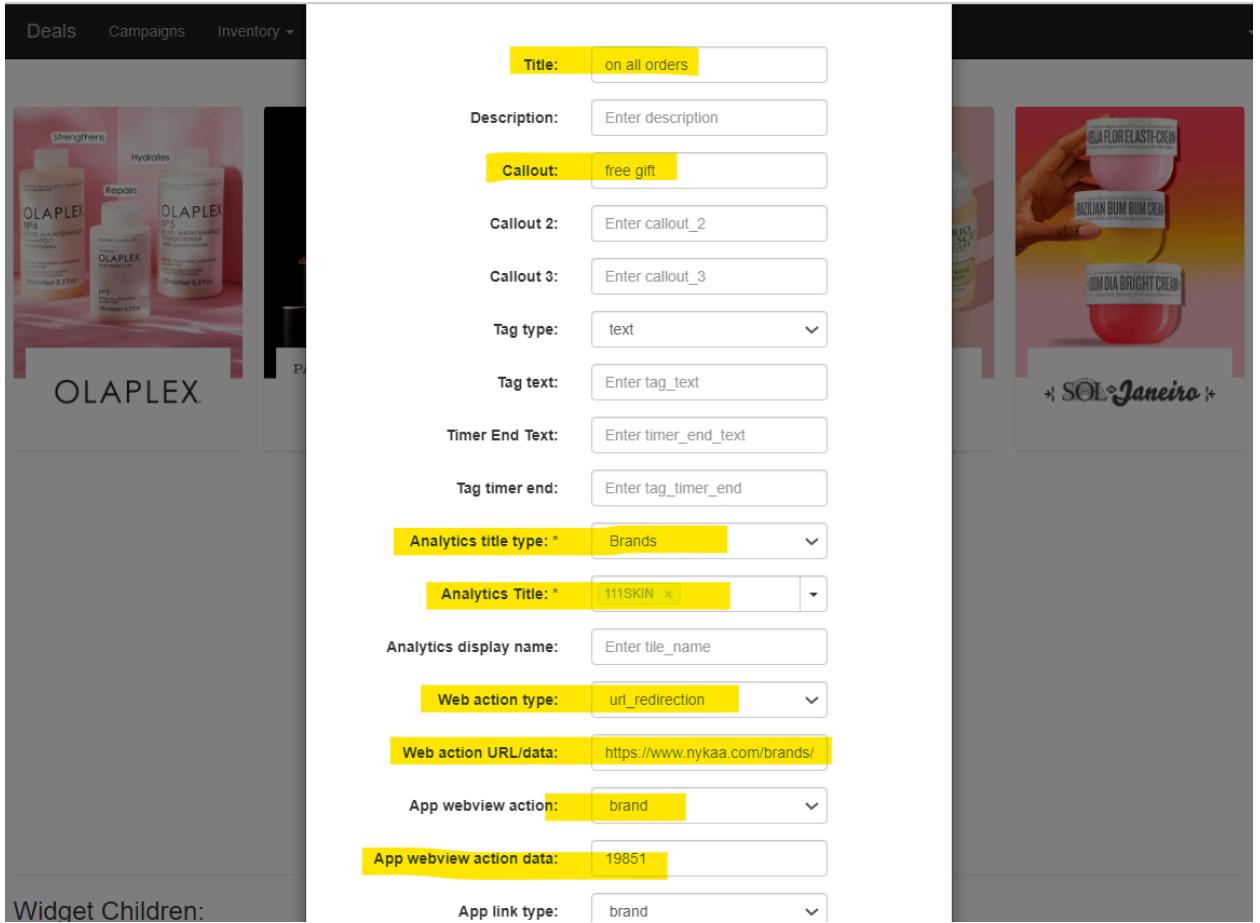
ultra-moisturising
bodycare besties



111SKIN
HARLEY ST. LONDON

free gift

- Featured Brands section, which again in a column grid V2, looks similar to the Homepage Featured brands.
- Details to be filled - URL, Offer callout & Analytics title & Brand Dropdown.
 - L1 - Callout & L2 - Title



- Shop By Category is a section that is subdivided into other sections based on categories, which changes only if mentioned in the Refresh.
- Other than that, the other section is a bestseller Product widget section which also changes as per Refresh.
- And the Last section is Crossborder banner which redirects to the Cross Border Store.

SHOP BY CATEGORY
Curated Specially For You

makeup →



Eye Shadow



Lipstick



Complexion



Blush



Nails



skin →



toners & mist



masks & peels



serums & essence



sunscreens & lotions



moisturizers



hair →



Bestsellers
our customer favourites

BESTSELLER



★ 4.4/5 (1116)

Charlotte Tilbury Matte Revolution
19 Shades
₹2,205 ₹3,150 30%

BESTSELLER



★ 4.4/5 (671)

MORPHE Jaclyn Hill Palette
56.2gm
₹3,700

BESTSELLER



★ 4.5/5 (140)

Olaplex No. 3 Hair Perfector Treatment
100ml
₹2,950

BESTSELLER



★ 4.4/5 (291)

PIXI On The Glow Blush
3 Shades
₹1,950

BESTSELLER



★ 4.2/5 (32)

Max Factor Lipfinity Lip Colour
7 Shades
₹800

OFFER



★ 4.3/5 (599)

Rimmel London Scandaleyes Waterproof...
5 Shades
₹245 ₹350 30%

BESTSELLER



★ 4.3/5 (59)

Sigma Beauty Fiery Eyeshadow Palette
9 g
₹2,650

BESTSELLER



Murad Retinol Youth Renewal Serum
3 Sizes
₹3,250

THE CROSS BORDER STORE
endless access to global brands



NYKAA
CROSS BORDER STORE

Best of International Brands

Now available in India



100%
Authentic



Custom Duty
Included



Easy KYC
Process



No Hidden
Charges

