

ENTERPRISE ANALYSIS & DESK RESEARCH

NAME OF ORGANIZATION:- NYKAA

NAME OF STUDENT:- BHAVIK VERMA

NAME OF FACULTY:- PUJA GAVANDE



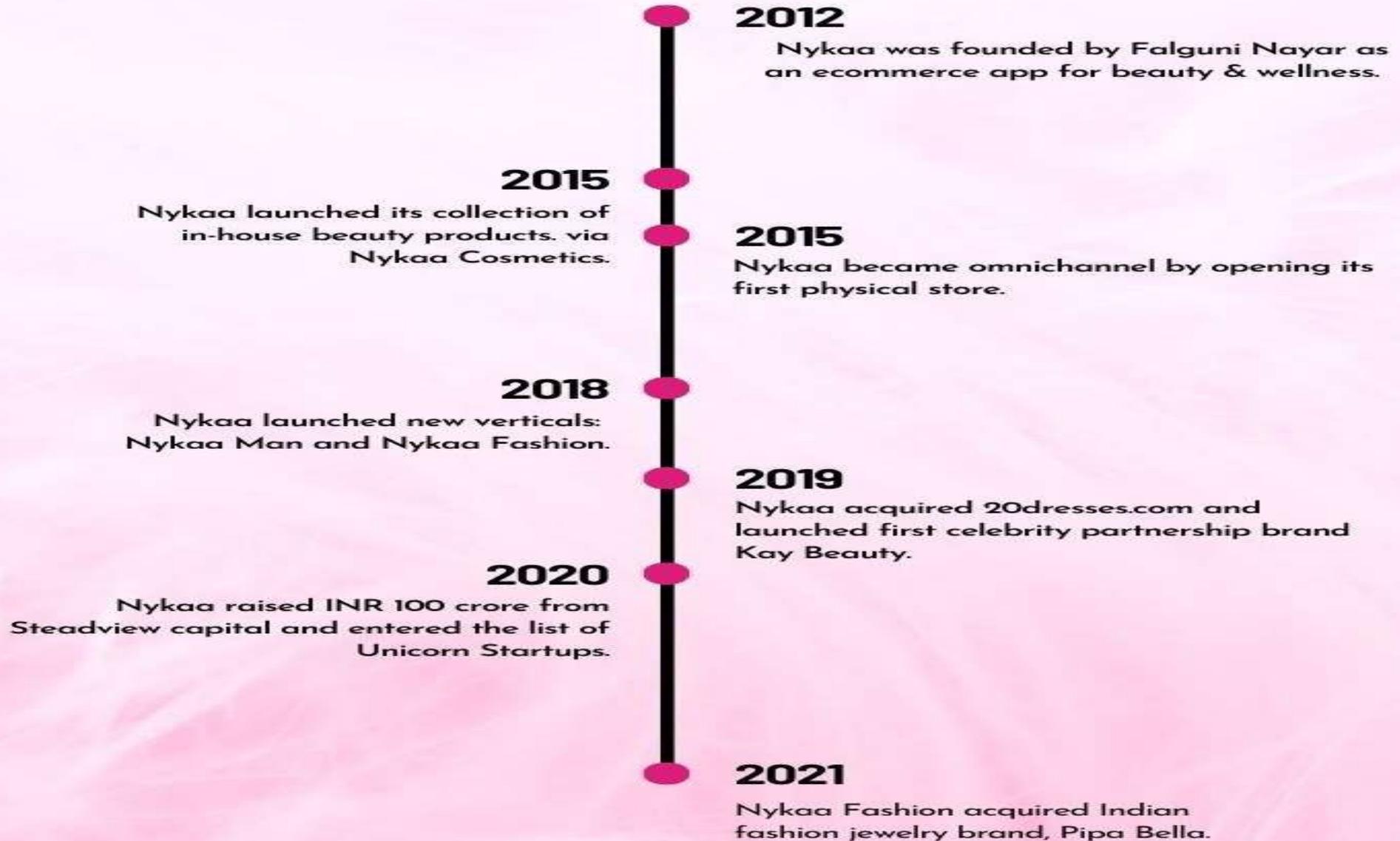
E-COMMERCE

NYKAA

INTRODUCTION TO NYKAA

- ▶ Nykaa is an Indian e-commerce company, founded by Falguni Nayar in 2012 and headquartered in Mumbai.
- ▶ It sells beauty, wellness and fashion products across websites, mobile apps and 100+ offline stores.
- ▶ In 2020, it became the first Indian unicorn startup headed by a woman.
- ▶ Nykaa sells products which are manufactured in India as well as internationally.
- ▶ In 2015, the company expanded from online-only to an omnichannel model and began selling products apart from beauty.
- ▶ As of 2020, it retails over 2,000 brands and 200,000 products across its platforms.

SUCCESS STORY OF NYKAA



WHO OWNS NYKAA



Falguni Sanjay Nayar (born 19 February 1963) is an Indian billionaire businesswoman, who is the founder and CEO of the beauty and lifestyle retail company Nykaa, formally known as FSN E-Commerce Ventures which is an acronym of her own name. Nayar is one of two self-made female Indian billionaires.

Our Vision

Bring inspiration and joy to people, everywhere, everyday.

Our 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.



MANAGEMENT STRUCTURE OF NYKAA

Falguni Nayar
Executive Chairperson,
Managing Director
and Chief Executive
Officer

Adwaita Nayar
Executive Director

Anchit Nayar
Executive Director

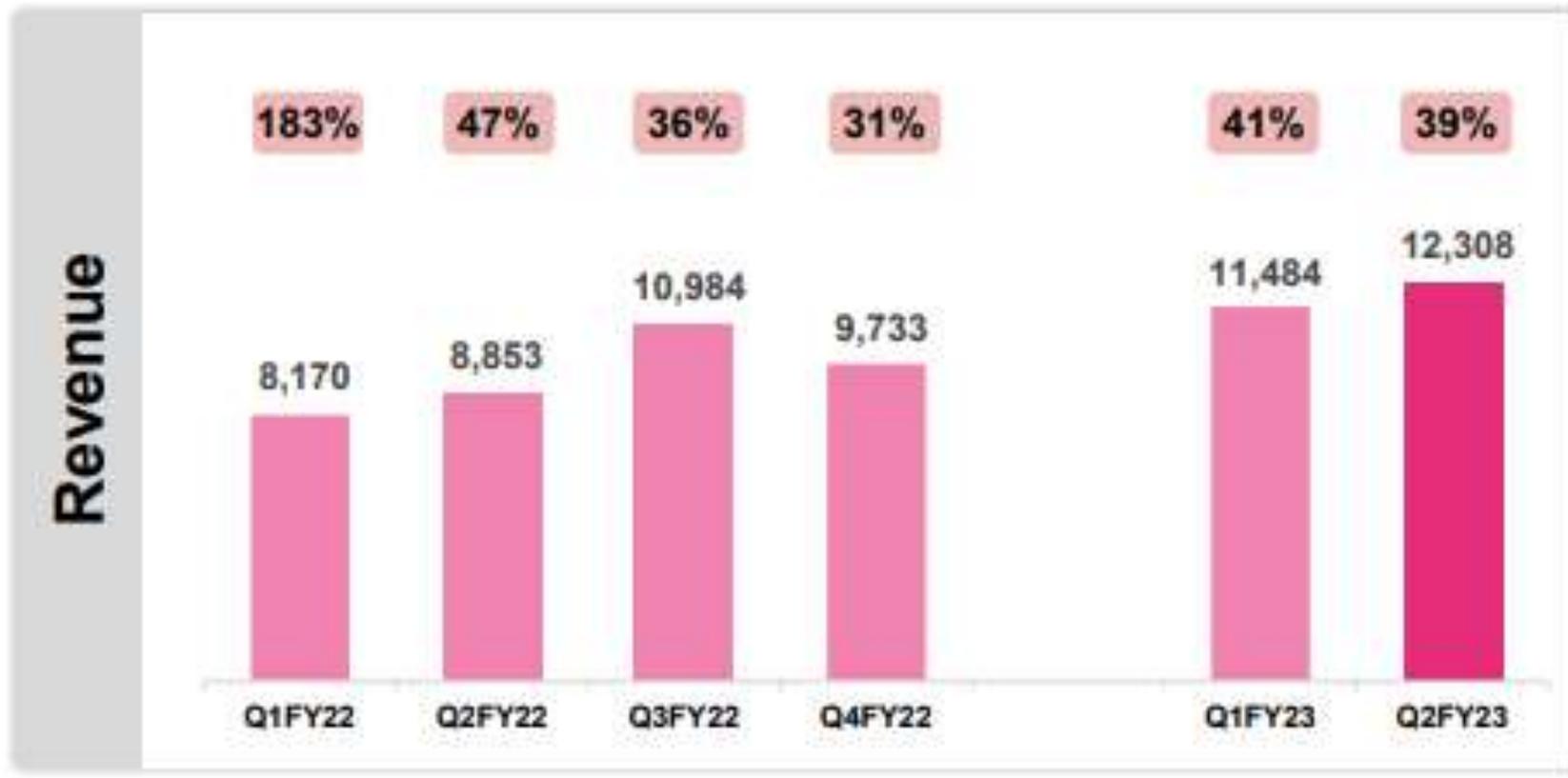
Milan Khakhar
Non-Independent and
Non-Executive Director

Sanjay Nayar
Non-Executive Director

Anita Ramachandran
Independent Director

REVENUE OF NYKAA

All Values in Rs million



CHALLENGES AT THE TIME OF COVID ON NYKAA

- Cosmetics had suffered due to COVID-19. Those things have started coming back but we don't believe it is back to the pre-COVID-19 level of consumption
- To best serve customers in times of the Covid-19 pandemic and the consequent lockdown, and reflect the need of the hour, beauty and lifestyle retailer Nykaa is focusing on wellness, fitness and DIY content as well as conversations with leading influencers.
- Beauty products and cosmetics retailer Nykaa has suspended operations and also informed vendors and partners to expect a delay in payments as the business has been disrupted in the lockdown due to the COVID-19 crisis.
- In a bleak 2020, beauty and fashion retailer Nykaa showed strategic nimbleness to stay strongly in the game, even managing to raise funds and become a unicorn in the process.

Nykaa Funding & Acquisition

- Nykaa founded in 2012 has raised a total of \$148.5M in funding over 13 rounds.
- On Nov 10 2021, Nykaa made a dream IPO debut with the stock listing at Rs 2,018 with a 79% premium.
- Nykaa has displayed strong performance across all the financial metrics with an increase in revenue of 39% YoY growth and an increase in gross profit of 45% YoY growth.
- Nykaa has acquired six organizations including LBB, Nudge, Dot & Key Wellness, Kica, Pipa Bella and 20Dresses.
- Nykaa has been expanding its business by entering new markets and products along with various partnerships.

HOW NYKAA HELP DURING COVID

During the COVID-19 global pandemic, we joined hands with PM Cares Fund to help the citizens of our country.

We encouraged our customers to donate in order to enhance research, strengthen disaster management, provide essentials to medical staff and build capacities for quick emergency responses.

We matched the amount donated by our customers to play our part in helping those affected by the outbreak.

During the second wave of the COVID-19 pandemic, we contributed to the 'Give India Foundation' to provide medical essentials to hospitals in Maharashtra.

We worked towards arranging the medical equipment such as N-95 masks, PPE kits, sanitisers, pulse oximeters in the hospitals.

THANK YOU