

# ***Presentation On Impact Of COVID & Post COVID On NYKAA***

**PRESENTER:**

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**UNDER THE GUIDANCE OF**

**MRS . POOJA GAWANDE**





# INTRODUCTION

## Nykaa's Inception Story

It was started in 2012 by Falguni Nayar and is headquartered in Mumbai. She entered the market to remove the irregularities in the beauty industry. Despite high demand, the industry was not up to the mark. Her expertise in Investment banking has made her value the sustainability of the business.

Despite being a capital-intensive industry, she decided to raise and accommodate funds accordingly. The company has pioneered in providing a one place shopping experience for all domestic brands, international brands, luxury & prestige brands, premium brands, niche, and cult brands.



**NYKAA**.COM  
Your Beauty. Our Passion.

## FOUNDER :



“ Think Big  
but Start  
Small.”

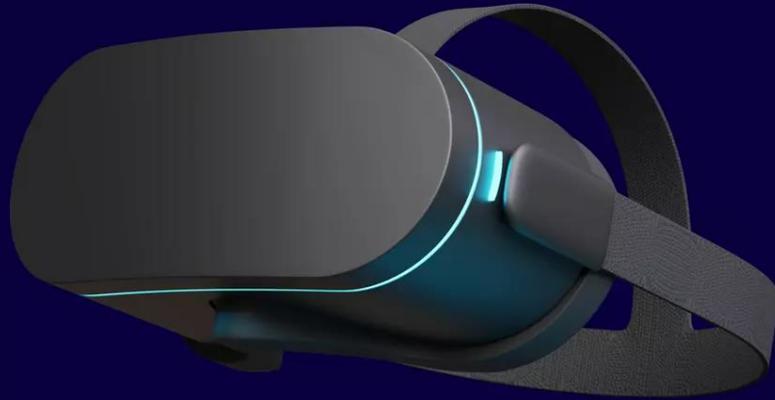
- Falguni Nayar  
CEO, Nykaa.com

LEADER BIOGRAPHY

# MISSION AND VISSION OF NYKAA :

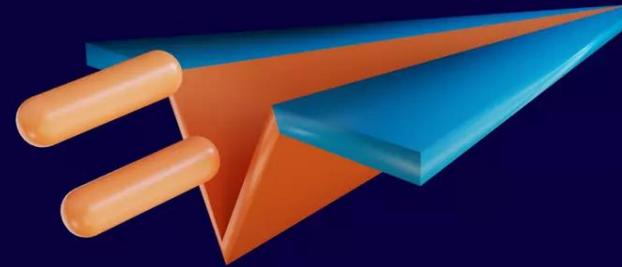
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## Vision

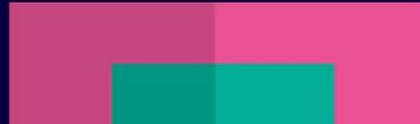


Bring inspiration and joy to people, everywhere, everyday.

## 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.



# Nykaa Revenue Model



NYKAA

## CHALLENGES FACED DURING COVID-19 :

- Nayar admitted that as a banker, her strengths were in legal, compliance, regulatory or finance issues. She did not have experience in aspects related to digital marketing and technology.
- The company was staring at a loss of Rs 42.5 crore after Covid-19 struck in April 2020, as opposed to a loss of approximately Rs 26 crore for a full year.
- Supply chain distribution
- Labor shortage
- Logistics challenges
- Financial impact



## **FORECASTING DURING COVID-19 :**

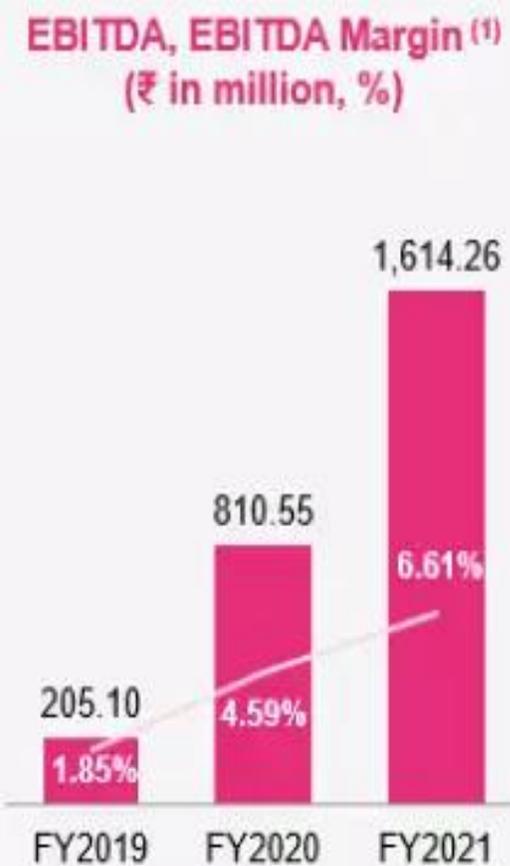
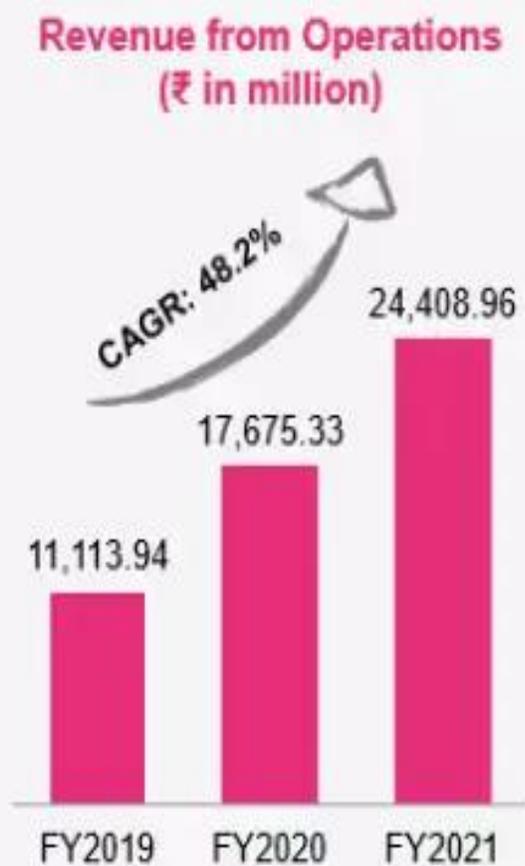
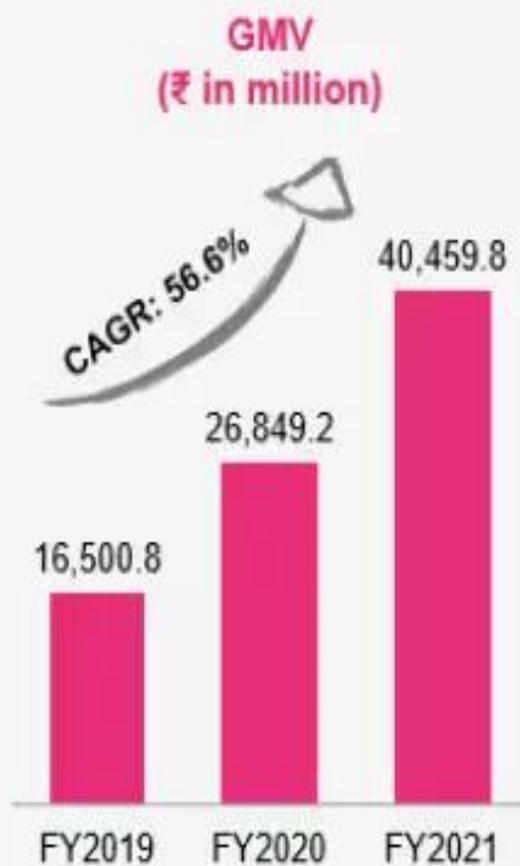
- As the pandemic brought down an immense effect on the overall world Nykaa was also affected rigorously. There was disruption in the whole supply chain management system.
- They decided to go fully cashless as cash might contain the virus. Introduced fully online payment system eliminating Cash On Delivery System.
- Vaccinated most of the employees.
- Resumed the service with full effect as the cases got low.
- The future production forecast will depend on factors such as the evolution of the pandemic, government policies, consumer sentiment, and the state of the global economy.

## FORECASTING OF NYKAA POST COVID :

- India's beauty brands must learn to rely less on traditional channels and make the move to becoming 'digital-first' brands as uncertainty reigns supreme in the nation's brick-and-mortar retail space.
- Nykaa has predicted that the festival season will boost demand for beauty products after 'subdued' sales at the start of the year, according to a report published by Reuters.
- The Indian online retailer saw profit grow 33 percent yoy to Rs455 crore in the June quarter (Q1FY23), while revenue was up 41 percent to Rs1,148.4 crore.
- CEO and Managing Director Falguni Nayar, told investors on a post earnings call, per Reuters, "We remain cautiously optimistic and believe the season may be good and hopeful of strong demand."



## Growth and Scale of Nykaa Platform



Note:

1. Computed on revenue from operations

## **POLICIES OF NYKAA :**

- Related party transaction policy.
- Anti-corruption & anti-bribery policy
- Risk management policy.
- Support and ease in restrictions for logistics and supply chain.
- Loan repayment period extended.
- Relief measures for overall safety
- Relief in some policies for further ease in business carrying

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Thank

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you