

NYKAA

FSN E-Commerce Ventures Limited

Public Issue of Equity Shares

Incorporated in 2012, Nykaa is a consumer technology platform, delivering a content-led, lifestyle retail experience to consumers. The company has a diverse portfolio of beauty, personal care, and fashion products, including their own brand products manufactured by them. The company operates under 2 major verticals: 1) **Nykaa**: Beauty and personal care 2) **Nykaa Fashion**: Apparel and accessories. Under the Beauty and Personal Care Offering, the company has 197,195 SKUs from 2,476 brands primarily across make-up, skincare, haircare, bath and body, fragrance, grooming appliances, personal care, and health and wellness categories as of March 31, 2021. For beauty and personal care offerings, Nykaa's business is mainly inventory-led. The company manufactures its owned brand beauty and personal care products through third-party manufacturers and are sold under their brand name such as "Nykaa Cosmetics", "Nykaa Naturals" and "Kay Beauty". Apparel and accessories verticals consist of 1,350 brands and over 1.8 million SKUs with fashion products across four consumer divisions: women, men, kids, and home. Nykaa Fashion also has six owned brands. The company provides an omnichannel shopping experience to its customers by providing both online and offline shopping channels. Online channels include mobile apps, websites, and mobile sites while offline channel consists of 73 physical stores spread across 38 cities in India.

ISSUE HIGHLIGHTS

Issue opens	28 October 2021
Issue closes	01 November 2021
Price Band	Rs. 1085/- to Rs.1125/-
Bid Lot	12 Equity Shares and in multiples thereafter
Fresh Issue	₹ 5351.92
Listing	BSE /NSE
UPI	All Broker ASBA Retail Applications compulsorily in UPI Mode.
Registrar	Link Intime India Private Ltd

RETAIL PAYMENT CHART

No. of Shares	Cut off price per share (Rs.1125)	Total Amount (Rs.)
12	1125	13500
24	1125	27000
36	1125	40500
48	1125	54000
60	1125	67500
72	1125	81000
84	1125	94500
96	1125	108000
108	1125	121500
120	1125	135000
132	1125	148500
144	1125	162000
156	1125	175500
168	1125	189000

Note: All retail applications compulsorily in UPI Mode All Retail Individual Investors bidding using the UPI mechanism must provide the UPI ID in the relevant space provided in the Bid cum Application Form and the Bid cum Application Form that does not contain the UPI ID are liable to be rejected. Applications made by using third party bank account or using third party linked bank account UPI ID are liable for rejection.

Click here to know more about UPI mechanism - <https://www.npci.org.in/upi-live-ipo> For details & Risk Factors, Please refer to the Red Herring Prospectus.