FSN E-Commerce Ventures Limited

November 04, 2026

National Stock Exchange of India Limited **BSE Limited**

Symbol: NYKAA **Scrip Code: 543384**

Dear Sir / Madam,

Subject: Press Release

We are enclosing herewith the following Press Release being issued by the Company regarding:

i. Unaudited Standalone and Consolidated Financial Results for the quarter and half year ended September 30, 2026; and
ii. Nykaa Accelerates Premium Cosmetics Play, Acquiring Majority Stake in Professional Makeup Brand Simply Nam Beauty Private Limited (" Simply Nam")

This intimation is being submitted pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

We request you to take the above information on records.

Thanking You,

Yours faithfully,

For **FSN E-Commerce Ventures Limited**

Chetan Sharma
Digitally signed by Chetan Sharma
Date: 2026.11.04 16:08:06 +05'30'

Dr. Chetan Sharma
Company Secretary & Compliance Officer

Encl. As Above

FSN E-Commerce Ventures Limited

Quarter ended September 30, 2026 – Media Press Release

Nykaa delivers strong Q2 FY2027 performance; consolidated Net revenue up 28% YoY, PAT up 207% YoY

FSN E-Commerce Ventures Limited (referred to as "Nykaa" or the "Company"), today announced its financial results for the quarter ended September 30, 2026

Q2 FY2027 FINANCIAL HIGHLIGHTS SUMMARY:

- **Consolidated GMV** grew **30% YoY to Rs. 6,151 Cr**
- **Revenue** from Operations grew **28% YoY** to **Rs. 3,006 Cr**
- **Gross Profit** grew **31% YoY** to **Rs. 1,382 Cr**
- **EBITDA** grew **65% YoY** to **Rs. 263 Cr**
- **EBITDA margins** expanded to **8.7% in Q2 FY2027 vs 6.8%** in Q2 FY2026
- **Profit Before Tax (PBT) was Rs. 149 Cr, up 168% YoY**
- **Net Profit (PAT) was Rs. 101 Cr, up 207% YoY**

BUSINESS SUMMARY:

Beauty saw strong momentum on the back of accelerated customer acquisition and premiumization of existing customers, and 330+ brands were launched in the past year. House of Nykaa continues to outperform supported by strong innovation, and Nykaa is excited about welcoming Simply Nam, a specialized, premium, professional grade colour cosmetics brand founded by celebrity makeup artist Namrata Soni to the portfolio. The fourth edition of Nykaaland once again brought together the beauty community in an immersive, experiential format with over 30,000 attendees. The Superstore business demonstrated how productivity can be improved to build the right foundation for future growth. Fashion also delivered a strong quarter, with the launch of Nykaa LUXE, a curated shop-in-shop bringing together homegrown and international luxury labels. Landmark launches, including the exclusive introduction of COS, further strengthened Nykaa's premium fashion proposition.

Speaking on this quarter's results, Falguni Nayar, Executive Chairperson, Founder and CEO of Nykaa, said, *"Our performance this quarter reflects the strength of the Nykaa ecosystem, with each of our businesses contributing to growth and productivity gains. We continued to improve operational efficiency, particularly across marketing and overheads. Beauty and Fashion are seeing accelerated growth, while House of Nykaa and Wellness offer significant runway for long-term growth. We remain focused on building differentiated businesses that serve our consumers and deliver sustainable growth over the long term."*

BUSINESS HIGHLIGHTS:

BEAUTY:

- Nykaa's Beauty vertical GMV for Q2 FY2027 stood at **Rs. 4,454 Cr.** This includes performance across businesses of e-commerce, retail stores, eB2B distribution and the House of Nykaa Beauty portfolio. **NSV**

growth came in at **28% YoY** this quarter with **EBITDA up 51% YoY**.

Beauty Multi-brand Retail:

- Nykaa's brand launch engine remains robust as it accelerates bringing in globally trending brands to Indian consumers. This year, it launched over 330 brands across global, national & emerging beauty brands, further strengthening its portfolio, latest among which include **Yves Rocher, Oribe, Mamonde, MEDIHEAL, &honey, and Purito Seoul,** among others. These partnerships from multiple regions like France, Japan, Korea, USA as well as emerging Indian brands highlight Nykaa's role in bringing globally bestselling and trending brands for the Indian consumer.

- Nykaa's fourth edition of **Nykaaland, India's largest immersive beauty** festival, further brought together beauty enthusiasts, leading international and homegrown brands, celebrities and industry experts. Across all four editions, the festival has welcomed **100,000+ beauty enthusiasts, featured 50+ masterclasses led by renowned international and Indian beauty artists**, and brought together **1,500+ celebrities, creators and KOLs, alongside 150+ international and homegrown brands**. Nykaaland has evolved into a flagship IP that deepens consumer engagement, enables meaningful brand connections and strengthens Nykaa's role in shaping India's beauty community.

- **NYKAA NOW** has expanded to **15 cities**, with plans to reach **25+ cities** by the end of FY2027, bringing delight, speed and convenience to beauty shoppers across India. Delivering **India's largest beauty, personal care and wellness assortment** within **30-60 minutes**, Nykaa Now offers over **1,000 marquee brands** and **more than 2X** the BPC SKU depth of quick commerce. Its curated premium and luxe offerings are resonating with consumers, driving an **AOV 3X that of the BPC category** on quick commerce and a **15% higher FOP** compared to the Nykaa platform.

- As India's largest beauty specialty retail network, the company expanded its beauty retail footprint to **338 stores** (+14 new stores in Q2) **across 111 cities** (+6 cities in Q2), with total retail space increasing +**26% YoY to 3.4 lakh+ sq. ft.** This is across multiple innovative retail formats, including 253 MBOs which are curated multi-brand destinations, 69 House of Nykaa owned brand outlets, and 16 exclusive brand experiential formats. Nykaa's retail growth engine strengthens as scale, productivity and customer traction converge.

HOUSE OF NYKAA (Beauty & Fashion):

- House of Nykaa continued to scale rapidly during the quarter, achieving an annualized GMV run rate of **Rs. 4,000 Cr+**, and **Rs. 2,300 Cr+** annualized NSV for Q2 FY2027, a **36% YoY** NSV growth. The portfolio has served over 19 million customers to date, underscoring strong consumer affinity and sustained adoption.

- House of Nykaa continued to build consumer relevance and unlock new growth opportunities via innovation across products, packaging and formulations**. Dot & Key launched eight new shades of its Tinted Sunscreen** in fun, fresh packaging, alongside the Dragon Fruit Jelly Bounce Moisturizer, offering lightweight hydration for oily and combination skin. **Kay Beauty expanded into skincare this quarter**, while marking its **first anniversary in the UK** through its presence across Space NK and TikTok Shop. Nykaa Cosmetics **collaborated with Gen Z celebrity icon Sara Tendulkar** and landed stellar lipstick launches, strengthening its position as a trend-led beauty brand.

- The quarter also saw recognition of the immense consumer love received by Nykaa's owned brands. **Nykaa Cosmetics' Matte to Last Lipstick won Best Lipstick** Category at the Grazia Indie Awards, while **Kay Beauty's Lash Maximizer Mascara was recognised as Best Mascara** at the same awards. Kay Beauty also received the **Reader's Choice award** for its Soft Matte Full Coverage Concealer at the Vogue Beauty & Wellness Honours, and its **Hydra Glow Tinted Sunscreen SPF 40 PA++ was named Best Base Product** at the ELLE Beauty Awards.

BEAUTY EB2B: SUPERSTORE BY NYKAA:

- Superstore by Nykaa continued to scale, with **GMV reaching Rs. 328 Cr**, supported by an expanding retailer network and wider geographic reach. **Its registered retailer base** grew 27% YoY to over **550k+**, making it **one of India's fastest-growing beauty retail distribution platforms**. This growth was achieved while keeping the number of business development executives (BDEs) constant over the past year, reflecting gains in productivity. During the quarter, Superstore further strengthened its portfolio across new-age skincare, makeup and wellness brands, with multiple brand launches across Recode, Lacto Calamine, Clay Co., BLA BLI BLU, Renee & Love Earth, among others

- This quarter, Superstore also launched 'Meri Dukan', a personalised shopping experience designed to help retailers make more informed purchase decisions. Tailored to each retailer's purchase history, geography and store type, it highlights products due for replenishment, identifies demand in local markets, surfaces daily deals and price drops, and recommends relevant products and brands.

FASHION:

- Fashion sustained strong growth alongside meaningful profitability improvement, with **NSV increasing 47% YoY** to **Rs. 509 Cr**. EBITDA margin (as a percentage of NSV) expanded from **-3.5%** in Q2 FY2026 to **0.2%** in Q2 FY2027, underscoring the strength of the business model.

- Nykaa Fashion strengthened its premium and luxury fashion proposition with the launch of Nykaa Fashion LUXE, a dedicated **shop-in-shop** destination bringing together international luxury brands and leading Indian designer labels across fashion, accessories, jewellery, watches and home. The platform further elevates luxury discovery through curated edits, personalized concierge services, styling and customizations – all while sourcing directly from brand partners and authorized distributors. This quarter also, Nykaa Fashion delivered over 250+ brand launches, including the exclusive launch of COS, and among others.

OTHER UPDATES:



- **Nykaa acquired a 82% majority stake in Simply Nam**, India's pioneering celebrity makeup artist brand. Founded in 2020 by celebrated makeup artist Namrata Soni and Bozzil, a venture studio founded and led by Hanna Strömgren Khan, the brand combines Namrata's professional makeup expertise with clinically tested, expert-backed formulations shaped by consumer needs.
  The acquisition adds a complementary dimension to House of Nykaa's makeup portfolio, which caters to diverse consumers, from trend-led makeup for younger audiences to celebrity-led beauty brands with inclusivity at its core. Among these - Simply Nam allows Nykaa to play in the specialized, premium, professional grade makeup segment. The acquisition is subject to regulatory approvals and closing conditions.

- Nykaa strengthened its strategic partnership with L'Oréal through a collaboration with BOLD, L'Oréal's corporate venture capital fund, to jointly invest in high-growth Indian beauty and personal care brands. The partnership combines Nykaa's consumer ecosystem, retail network and distribution capabilities with L'Oréal's global beauty expertise, mentorship and strategic guidance to support emerging brands in scaling their businesses, while enabling founders to retain operational and creative control.

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ABOUT NYKAA:

Nykaa's vision is to bring inspiration and joy to people everywhere, every day. Born from a desire to make beauty a mainstream choice, the Nykaa journey began in 2012 as a digital-first, consumer-tech beauty company. Falguni Nayar's entrepreneurial leap with Nykaa tapped into an underserved beauty retail market, disrupting the ecosystem and putting India in the global spotlight. Today, Nykaa has expanded its offerings to include fashion and B2B, launching platforms such as Nykaa Fashion, Nykaa Man, and Nykaa Superstore. Nykaa has also expanded into the Middle East through its omnichannel beauty offering 'Nysaa'.

Over the years, Nykaa has steadily captured the hearts of consumers, serving over 65 million customers (as of 30 September 2026) through its online platforms and 338 offline beauty destinations (as of 30 September 2026), while building loyal communities through engaging and educative content.

House of Nykaa - Nykaa continues to build its house of brands with a sharp focus on innovation and consumer delight. Nykaa Cosmetics, Dot & Key, Kay Beauty, Nykaa Collections, Nykaa Wanderlust, Nykaa Perfumes, Earth Rhythm and Aminu alongside celebrated fashion labels such as Nykd by Nykaa, KICA, 20 Dresses, RSVP, and Gajra Gang, have become household names, consistently delivering inspiration and high-performing products to consumers.

Nykaa's unwavering commitment to authenticity and customer-centricity has cemented its position as the retailer of choice for international brands looking to enter the Indian market. With Nykaa's Global Store, a gateway to some of the world's most coveted brands, the company harnesses its powerful supply chain and marketing expertise to create a flawless shopping experience. Trusted by renowned global names like Rare Beauty, K18, JudyDoll, Chanel Fragrance and Beauty, SK-II, Nike, H&M, Charlotte Tilbury, Elf Cosmetics, Urban Decay, Birkenstock, Foot Locker, Revolve, and Cider, Nykaa has empowered these iconic brands to connect with Indian consumers and make a lasting impact in the market.

Nykaa has been recognized with prestigious accolades, including a place in the TIME100 Most Influential Companies List and the Isidoro Alvarez Lifetime Achievement Medal at the World Retail Congress in Barcelona. Falguni Nayar, Founder and CEO, has also won personal honours such as EY Entrepreneur of the Year and Power Businesswoman by Forbes Asia.

For queries, please contact: pr@nykaa.com | investor-relation@nykaa.com

Nykaa Accelerates Premium Cosmetics Play, Acquiring Majority Stake in Professional Makeup Brand Simply Nam

India, 4th November 2026: FSN E-Commerce Ventures Limited (Nykaa), India's leading beauty and lifestyle platform, today announced the acquisition of a majority stake of 82% in Simply Nam, India's pioneering celebrity makeup artist brand. The acquisition strengthens House of Nykaa portfolio and marks a significant expansion into the fast-growing premium and bridge-to-luxury professional makeup segment.

Founded in 2020 by celebrated makeup artist Namrata Soni and Bozzil, a venture studio co-founded and led by Hanna Strömgren Khan, Simply Nam was built to address the need for expert-led, high-performance makeup tailored to Indian skin tones, climate and everyday routines. The brand brings together Namrata's 25+ years of professional artistry across 10,000+ faces and Hanna's international business acumen and brand-building expertise. Simply Nam combines Namrata's professional makeup expertise with clinically tested, expert-backed formulations shaped by consumer needs. The brand brings professional-grade makeup into everyday routines, while its education-led content, masterclasses and tutorials empower consumers with the knowledge and techniques to make the most of their products. Simply Nam has created several award-winning hero products and has won multiple recognitions from leading industry publications including Vogue, ELLE and Grazia.

For Nykaa, the addition of Simply Nam to House of Nykaa marks a strategic step in broadening its colour cosmetics portfolio with a distinct, founder-led proposition rooted in professional makeup artistry. Simply Nam brings professional-grade makeup expertise to products designed to be intuitive and for everyday consumers, including beginners. It adds a complementary dimension to House of Nykaa's makeup portfolio, which caters to diverse consumer cohorts, from trend-led makeup for younger audiences to celebrity-led beauty with inclusivity at its core, and professional artistry made accessible through Simply Nam. By combining the brand's makeup expertise and consumer proposition with Nykaa's strengths in consumer insights, distribution, brand building and technology, the partnership is well positioned to unlock its next phase of growth and deepen its reach across India.

The acquisition is subject to regulatory approvals and closing conditions. Post-acquisition, Namrata Soni will continue to steer the creative, formulation, and education direction as Co-Founder & Chief Product Officer, while Hanna Strömgren Khan will lead the transition as Co-Founder and Strategic Brand Custodian.

Adwaita Nayar, Co-founder & Executive Director of Nykaa and CEO of House of Nykaa, said: *"House of Nykaa is built on the belief that distinctive beauty brands, each with their own identity and consumer proposition, can collectively shape a more diverse and dynamic beauty landscape. Simply*

Nam is a valuable addition to this portfolio, bringing the expertise and perspective of professional makeup artistry to the Indian beauty market. Namrata's craft and understanding of the Indian

consumer have given the brand a distinctive identity, and we see an opportunity to build on this further. We are excited to partner with the Simply Nam team and bring together their expertise with Nykaa's consumer understanding and brand-building capabilities to realise the brand's potential."

Namrata Soni, Co-founder & Chief Product Officer of Simply Nam, said: *"Bringing Nykaa and Simply Nam together feels like a beautiful coming together of vision, passion and purpose. As a makeup artist, I've spent over 25 years understanding what women truly want from their makeup. With Nykaa's reach and understanding of the Indian beauty consumer, and Simply Nam's philosophy of creating high-performance, easy-to-use makeup, I'm excited about the possibilities ahead. This is about taking a brand I've built with so much love to more women across India, while staying true to what Simply Nam has always stood for."*

Hanna Strömgren Khan, Co-founder and CEO of Bozzil & Simply Nam, added: *"When I moved from Sweden to India in 2013, I could never have imagined that I would go on to build one of India's leading beauty brands alongside Namrata Soni, and eventually see Simply Nam become part of Nykaa. What began as a conversation with my makeup artist on my wedding day grew into an entrepreneurial journey between Bozzil and Namrata, with a single makeup remover towel, and a big ambition to build India's first iconic celebrity makeup artist beauty brand. At the time, we were repeatedly told that India was not a premium market. Today, Simply Nam has become one of the country's leading premium makeup brands, and our journey has reinforced for me the importance of trusting your instinct and having the patience to see a vision through. I'm incredibly proud of what our teams, partners and everyone who believed in us have built together, and excited to see Simply Nam enter its next chapter with Nykaa and reach an entirely new scale."*

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