

Nykaa-KK Beauty Pvt. Ltd.

Est. 2018 | Mumbai



Kay
Beauty

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About the Company

Founded in 2018 and headquartered in Mumbai, India, Nykaa-KK Beauty Pvt. Ltd. is a premium cosmetics company established as a 51:49 strategic joint venture between FSN E-Commerce Ventures (Nykaa) and celebrity partner Katrina Kaif. The company operates under four major segments — Face, Lips, Eyes and Nails — and houses a growing portfolio of ~200 unique SKUs, uniformly certified as 100% Vegan & Cruelty-Free.

Digital Footprint



Pan-India Digital Reach
28,000+ pin-codes covered
across Tier 1, 2 & 3+ cities via
Nykaa's established logistics
framework.

Physical Footprint



Omnichannel Retail Presence

331+ multi-brand beauty outlets
across 99+ operational Indian
cities via Nykaa Luxe and
On-Trend store frameworks.

Institutional Partners



Modern Trade Counters

Strategic shop-in-shops and
premium display counters within
national retail chains like
Shoppers Stop and Lifestyle.

Global Outpost



International Footprint

Pioneer Indian celebrity-led label
physically exported and
launched inside UK's
ultra-premium beauty chain,
Space NK.

GLOBAL EXPANSION — FY2025

UK Launch at Space NK

Kay Beauty became the first Indian celebrity-led beauty brand to launch at Space NK UK, marking entry into the ultra-premium British beauty market.

FINANCIAL RESULT — FY2025

Revenue Touches ₹132.4 Crore

FY25 revenues grew ~50% YoY, crossing ₹132 Cr. Kay Beauty GMV crossed ₹250 Crore — ranking top-5 beauty brand on Nykaa platform.

PRODUCT LAUNCH — FY2025

60+ New Launches in FY25

Successfully launched Hydra Crème Lipstick, Jelly Blush and Full Coverage Foundation as flagship SKUs driving significant GMV contribution.

RECOGNITION — FY2025

Triple Industry Awards

Conferred 'Breakout Brand of the Year' (CNBC-TV18), 'Icon of Excellence' (Forbes India) and 'Beauty Brand of the Year' (Vogue India).



Anchit Nayar

CEO, Beauty, Nykaa

Leads Nykaa's beauty business and support strategic direction across the beauty portfolio.

Relevant to Kay Beauty through category leadership and platform-level execution support.



Kaif Katrina

Co-founder/Product & Brand Vision, Kay Beauty

Consumer-facing leader closely associated with Kay Beauty's product direction and brand



P. Ganesh

Chief Financial Officer (CFO),

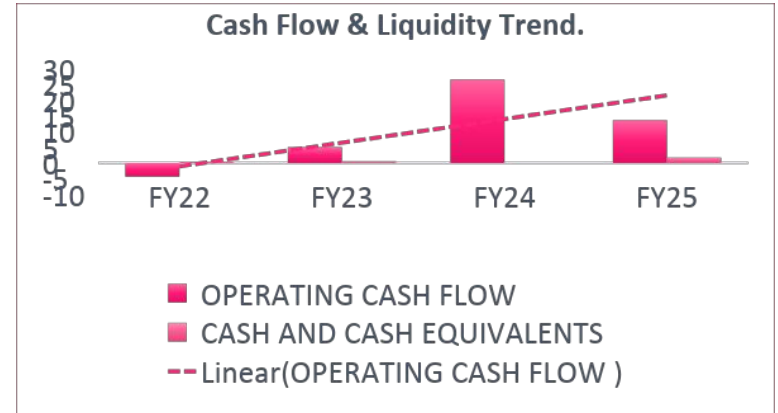
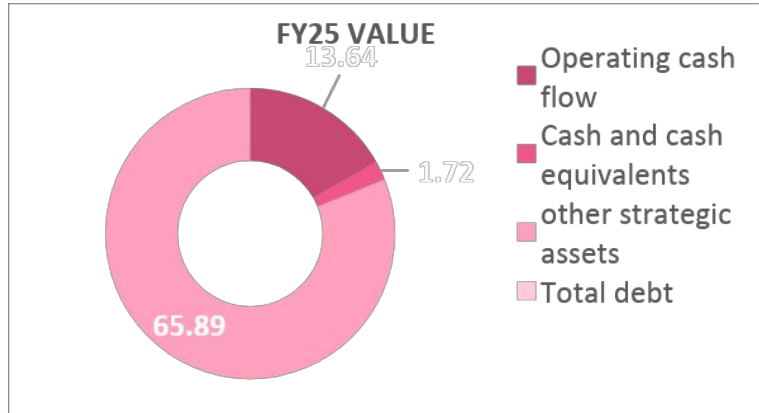
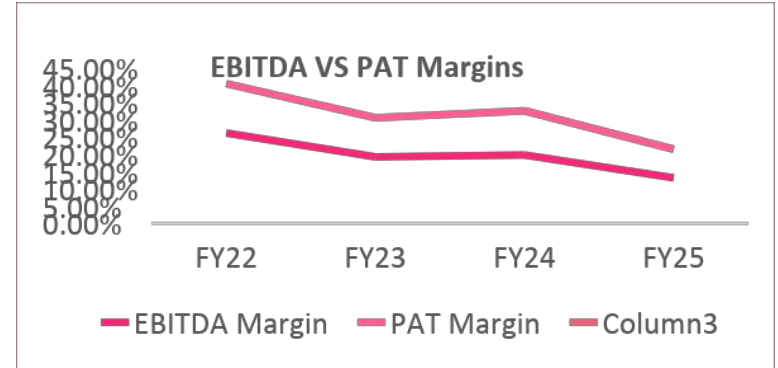
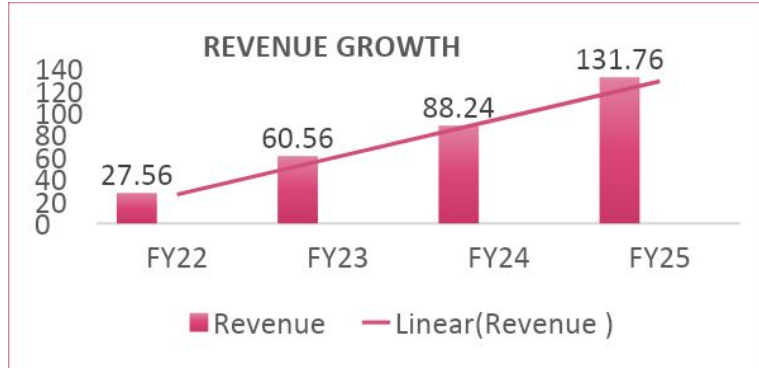
NykaaSenior finance leader responsible for financoversight and governance at the group level. Brings leadership across financial reporting, planning, governance and capital discipline.



Pearl Shah

Senior Vice President,

Owned BrandsLeads owned brands responsibilities covering Kay Beauty and Nykaa private label brands. Relevant to Kay Beauty through oversight of owned-brand strategy, brand building and portfolio development.



Brand	Segment	Founded	Key USP	Price Range	Channel
Sugar Cosmetics	D2C / Mid-Premium	2015	Bold colors, digital-first, Indian skin tones	₹299–₹999	Online + 50K+ outlets
Lakme (HUL)	Mass–Premium	1952	India's most trusted heritage beauty brand	₹150–₹800	200K+ retail points
L'Oréal Paris	Mass–Premium	1909	Global R&D, 'Because You're Worth It' equity	₹300–₹1500	Modern trade + e-com
Maybelline NY	Mass	1915	Affordable, trend-forward, wide SKU range	₹150–₹700	Offline + online
MAC Cosmetics	Luxury	1984	Professional makeup, cult products, 150+ shades	₹1500–₹4000	MAC stores + Nykaa
Rare Beauty	Premium D2C	2020	Selena Gomez-led celebrity brand, inclusivity	₹2000–₹3500	Nykaa (India launch)

STRENGTHS

- ▶ 51% backing by Nykaa (CRISIL A/Stable) with corporate guarantee
- ▶ Strong celebrity equity of Katrina Kaif (80M+ social following)
- ▶ ₹132.4 Cr revenue; 50% YoY growth trajectory
- ▶ 100% Vegan & Cruelty-Free — differentiating in Indian market
- ▶ 28,000+ pin-code reach via Nykaa logistics

WEAKNESSES

- ▶ Modest standalone scale vs larger FMCG beauty players
- ▶ Celebrity-linked brand carries concentration risk
- ▶ Heavy dependence on Nykaa platform for distribution
- ▶ Rating sensitive to parent FSN's credit profile
- ▶ Limited offline presence vs global beauty majors

OPPORTUNITIES

- ▶ Potential IPO / FSN stake increase boosts profile
- ▶ Rising premiumisation in Tier 2/3 cities — 28K pin-codes
- ▶ International markets: UK (Space NK), GCC already live
- ▶ Men's beauty and wellness — potential new segment
- ▶ Skincare-makeup hybrid — growing consumer trend

THREATS

- ▶ Intense competition: Sugar, Lakme, L'Oréal, Maybelline, MAC
- ▶ D2C beauty brands rapidly scaling with aggressive pricing
- ▶ Global luxury labels (Charlotte Tilbury, Rare Beauty) entering India
- ▶ Risk of celebrity brand dilution if brand perception shifts
- ▶ Rapid trend cycles require fast product innovation

Products & Portfolio

Category Architecture & Hero SKUs

NYKAA | Kay Beauty

Four core color-cosmetics categories supported by a broad hero-SKU portfolio across Face, Lips, Eyes and Nails.

01

LIPS

*Bold color.
Comfort that lasts.*



Lip Liner



Lip Crayon



Hydra Crème Lipstick



Lip Gloss

02

EYES

*Defined eyes.
Effortless impact.*



Kajal



Eyeliner



Mascara



Eyeshadow

03

FACE

*Flawless base.
Natural finish.*



Foundation



Compact



Concealer



Blush

04 NAILS

*Chip-resistant.
Long-lasting shine.*



Nail Color



Top Coat



Quick-Dry



Gel Finish

Representative portfolio categories and hero products.

Nykaa-KK Beauty

Private Limited

"It's Kay to be You"