January 23, 2023

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra – Kurla Complex,
Bandra (E), Mumbai – 400 051

Symbol: NYKAA

BSE Limited
Corporate Relationship Department,
2nd Floor, New Trading Wing,
Rotunda Building, P.J. Towers,
Dalal Street, Mumbai – 400 001

Scrip Code: 543384

ISIN: INE388Y01029

Dear Sirs,

Sub: Disclosure in terms of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Appointment of Chief Financial Officer ('CFO') and Key Managerial Personnel ('KMP')

In continuation to our intimation dated November 22, 2022 and pursuant to the provisions of Regulation 30 read with Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended ('SEBI Listing Regulations'), and based on the recommendation of the Nomination and Remuneration Committee and approval of the Audit Committee, the Board of Directors of the Company, at its Meeting held on Monday, January 23, 2023, has appointed Mr. P. Ganesh, as Chief Financial Officer ('CFO') and Key Managerial Personnel ('KMP') of the Company effective February 03, 2023.

The requisite disclosure pertaining to Change in Key Managerial Personnel as required under Regulation 30 read with Para A of Schedule III of the SEBI Listing Regulations and SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 09, 2015, is enclosed as **Annexure - I**.

In this regard, we are further enclosing herewith the press release titled **'Nykaa Appoints P Ganesh as Chief Financial Officer'** as **Annexure - II.**

We request you to take the above information on records.

Thanking You.

Yours faithfully,
For FSN E-Commerce Ventures Limited
(formerly 'FSN E-Commerce Ventures Private Limited')

RAJENDRA NILKANTH PUNDE
Digitally signed by RAJENDRA NILKANTH PUNDE
Date: 2023.01.23 20:46:18 +05'30'

Rajendra Punde
Head – Legal, Company Secretary & Compliance Officer
Mem. No.: A9785

Encl: As above

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Nykaa Appoints P Ganesh as Chief Financial Officer

Mumbai, 23 January, 2023: FSN E-Commerce Ventures Ltd. (NYKAA) today announced the appointment of Mr P Ganesh as their Chief Financial Officer to further strengthen and boost Nykaa's financial operations and key long-term business strategies. Mr. Ganesh is a qualified Chartered Accountant, Cost and Management Accountant and Company Secretary with over 27 years of diverse industry experience in domestic and international markets. He will step into his role at the company on February 3, 2023.

"We are pleased to welcome Ganesh to our leadership team and be part of Nykaa's growth story that will benefit from his rich financial experience. His knowledge about the Indian financial market and insights into International markets will be valuable in guiding Nykaa's journey as a leader in beauty and lifestyle omnichannel retail." **said Falguni Nayar, Founder and CEO, Nykaa.**

P Ganesh joins Nykaa from the TAFE Group, a leading manufacturer and marketer of tractors in India, with iconic brands like Massey Ferguson and Eicher. Ganesh has previously held leadership and senior management roles in India and overseas and has been associated with the Godrej Group, Glenmark Pharma and Pidilite. Ganesh brings with him vast experience in Financial Reporting, Business Finance, Domestic and International Taxation, Investor Relations, Banking, Mergers and Acquisitions and Corporate Law.

Commenting on his appointment, **P Ganesh** said, "I'm excited to join Team Nykaa and become a part of the remarkable Nykaa growth journey as it expands its presence further by entering new markets, products and geographies. I look forward to leveraging my expertise and contribute to what I believe is an exciting phase in the Nykaa journey as it continues to grow and scale its businesses.''

A recipient of Business Today's 'Best CFO' Award in 2010 and 2013, Ganesh is a member of the Academic Advisory Panel of the Birla Institute of Management and Technology, Noida. He is also a member of the Board of Studies (Commerce) at Mulund College of Commerce, Mumbai and an active commentator in industry and academic forums.

About Nykaa:

Nykaa (FSN E-Commerce) was founded in 2012 by Indian entrepreneur Falguni Nayar with a vision of bringing inspiration and joy to people, everywhere, every single day. Derived from the Sanskrit word 'Nayaka', meaning one in the spotlight, Nykaa has emerged as one of India's leading lifestyle-focused consumer technologies platforms. Since its launch, Nykaa expanded its product categories by introducing online platforms Nykaa Fashion, Nykaa Man, and Superstore. Delivering a comprehensive Omnichannel e-commerce experience, Nykaa offers over 4,500 brands and over 4.6 million product SKUs through its website and mobile applications. The Nykaa Guarantee ensures that products available at Nykaa are 100% authentic and sourced directly from the brand or authorized retailers. Through engaging and educational content, digital marketing, social media influence, robust CRM strategies, and the Nykaa Network community platform, Nykaa has built a loyal community of millions of beauty and fashion enthusiasts. Over the years, Nykaa has received many accolades for disrupting the beauty market. At the 17th India Business Leader Award in 2022, Nykaa was awarded as the *Disruptor of the Year* and Kantar's Brandz List features Nykaa as one of most valuable brands in India. www.nykaa.com

For media enquiries, please contact pr@nykaa.com