

# NYKAA



## FOUNDER :

Falguni Nayar is the founder and CEO of Nykaa. Nayar was born and raised in Mumbai.

Falguni is a graduate of the Indian Institute of Management Ahmedabad.

*“I wanted to stand for those women who want to be beautiful for themselves, not for men or other women.”*

## CONTACT

 <https://www.nykaa.com/>

## ABOUT

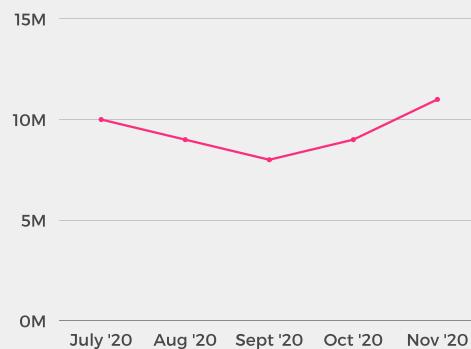
- **Nykaa** is an e-commerce platform for beauty and cosmetics products.
- Nykaa was launched in 2012 by **Falguni Nayar**.
- It offers a wide range of category including skincare, makeup, luxury products, fragrances and hair care products for both men and women.
- Nykaa can be accessed through its website or you can download the mobile application for Android and iPhone

## ANALYTICS

### • Nykaa website rankings:

- **Global** : 4116
- **India** : 228
- **Category (lifestyle/ beauty and cosmetics)** : #1

### • Nykaa traffic overview:



(The data is taken as a round off)

- **Nykaa traffic from search**: 52.54%
- **Nykaa traffic from social media**: 6.57%
- **Nykaa traffic from advertising**: 0.92%

# NYKAA

## NYKAA BUSINESS MODEL

Nykaa has an Inventory-based model which helps with the brand awareness in the cosmetics industry.

They sell authentic and genuine products, sourced from various brands.

Nykaa provides a **smooth and breezy** shopping experience. The free beauty advice from experts is a cherry on top!

## CONCLUSION

Nykaa has been experiencing decent growth with respect to users, sales and revenues.

Last year, in 2019, Nykaa won the **Emerging Retailer of the Year** at India's Retail Champion awards. It was hosted by the **Retailers Association of India**.

The company has also partnered with **Femina**, to launch **Nykaa Femina Beauty Awards**. It is an annual award show for beauty products.

Nykaa stood upfront even during the difficult phase of COVID-19 lockdown.

**" Nykaa was able to meet demands for essential products through the critical time of the lockdown, overcoming logistical hurdles and gaining customer trust. In the last few months we have responded rapidly to the needs of our customers, launching a range of hygiene essentials including hand washes, hand sanitizers, masks, PPE suits, and thermometers. We once again look to provide for the need of the hour with these home and travel essentials. "**