



FSN E-Commerce Ventures Ltd. (Nykaa)

IPO DETAILS



Issue Opens

28th Oct 21, Thu

Issue Closes

1st Nov 21, Mon

Min. Lot Size

12 Shares

Issue Price Band

₹1,085 - ₹1,125

Issue size

Fresh Issue:
5.60 Mn Equity Shares
(₹6,300.00 Mn)

OFS:
41.97 Mn Equity Shares
(₹47,219.24 Mn)

Face Value

₹1

Listing at
NSE, BSE

Objectives of the Issue

Capital expenditure and investment in certain subsidiaries.

Repayment or prepayment of certain borrowings availed by the company and its subsidiaries.

Expenditure to acquire and retain customers by enhancing the visibility and awareness of brands.

General corporate purposes.

Rating

SUBSCRIBE
(with caution)

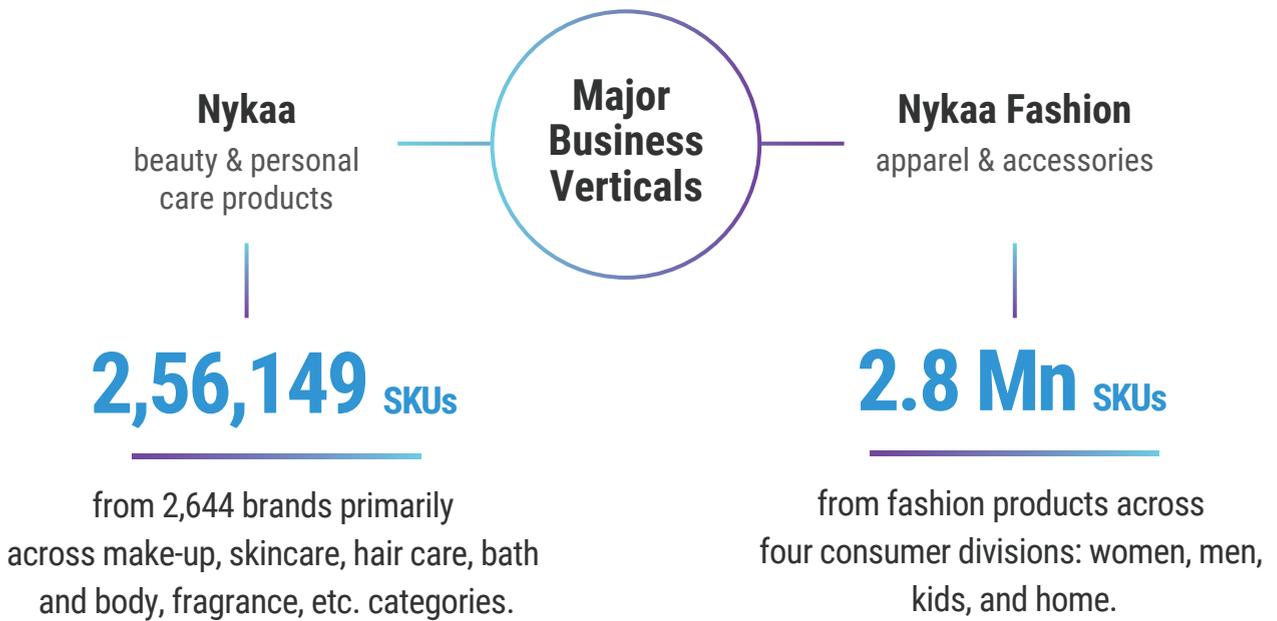
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FSN E-Commerce Ventures Ltd. (Nykaa)

Company Overview

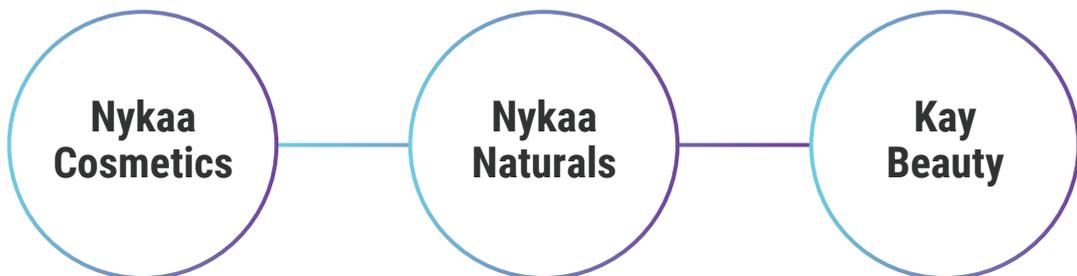
FSN E-Commerce Ventures Ltd. (Nykaa) is a consumer technology platform, delivering a content-led, lifestyle retail experience to consumers. The company has a diverse portfolio of beauty, personal care and fashion products, including their own brand products manufactured by them.



SKU (Stock keeping unit)

Selling products under brand name

(Manufactures through third-party manufacturers)



Total SKUs from Business Verticals

It has offered approximately 3.1 million SKUs from 4,078 national and international brands to its consumers across two business verticals.



Omnichannel Shopping Experience

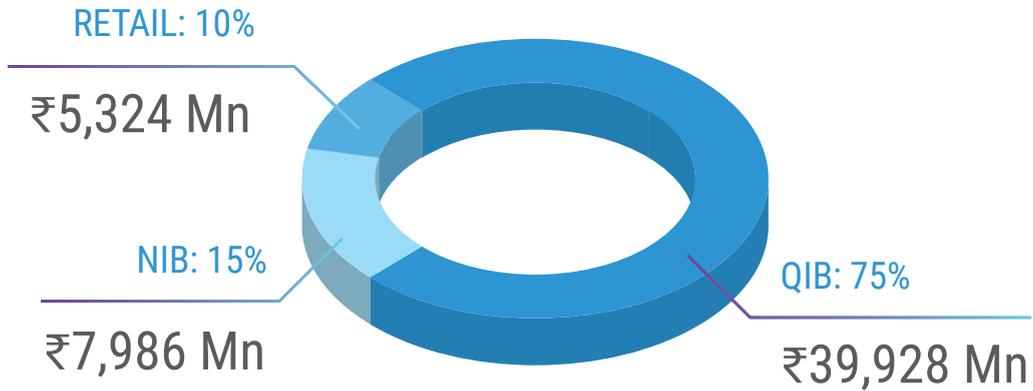
The company provides an omnichannel shopping experience to its customers by providing both online and offline shopping channels. Online channels include mobile apps, websites, and mobile sites while offline channel consists of 80 physical stores spread across 40 cities in India.



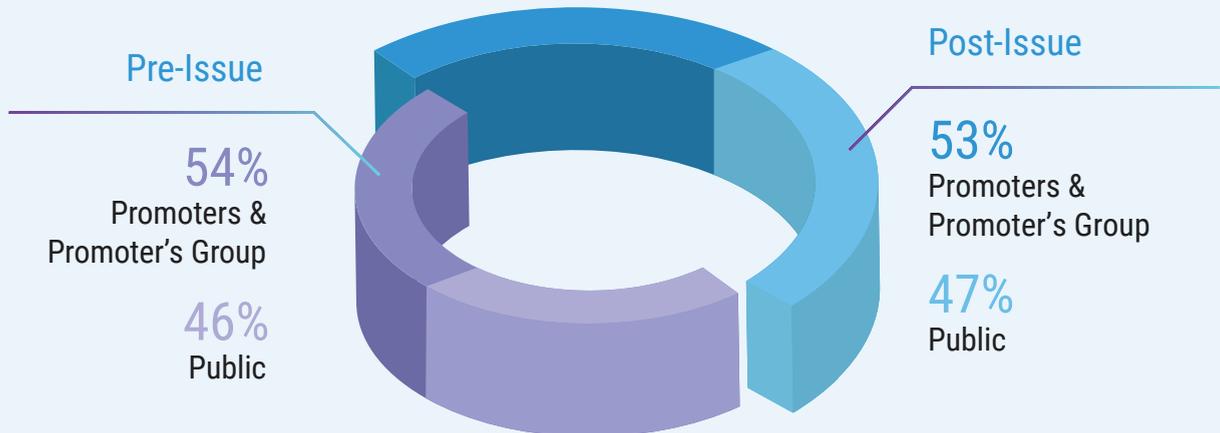
FSN E-Commerce Ventures Ltd. (Nykaa)

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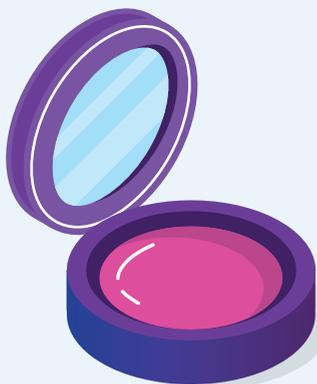
Issue Break-Up



Shareholding Pattern



Capital Structure (in ₹)



2,750 Mn

Authorized Equity Share Capital



467 Mn

Paid-Up Capital (Pre-Offer)



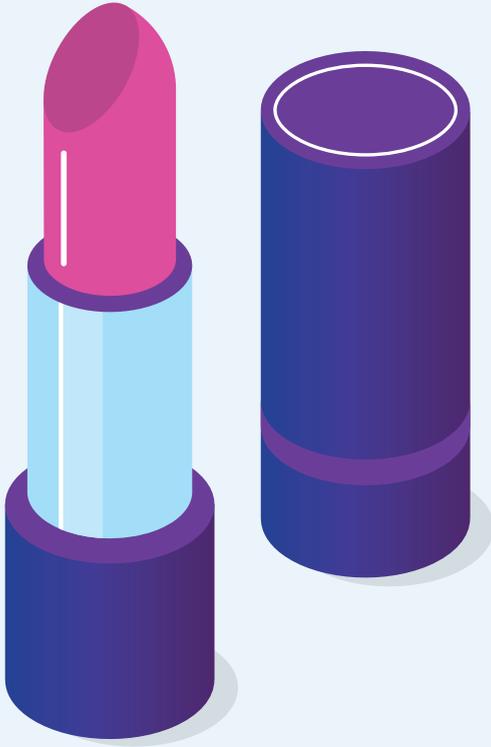
473 Mn

Paid-Up Capital (Post-Offer)



FSN E-Commerce Ventures Ltd. (Nykaa)

Valuations



Market Capitalization

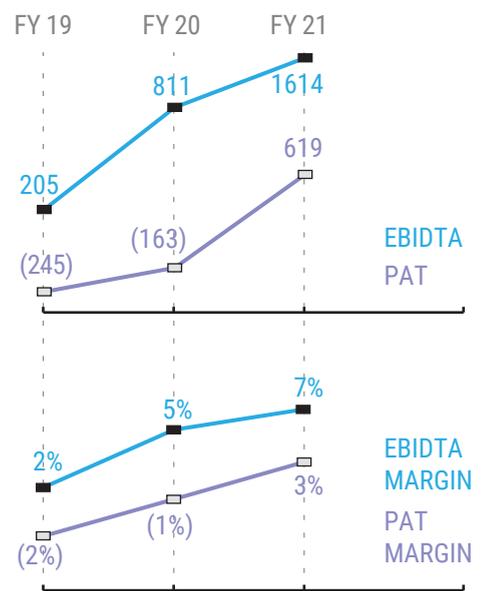
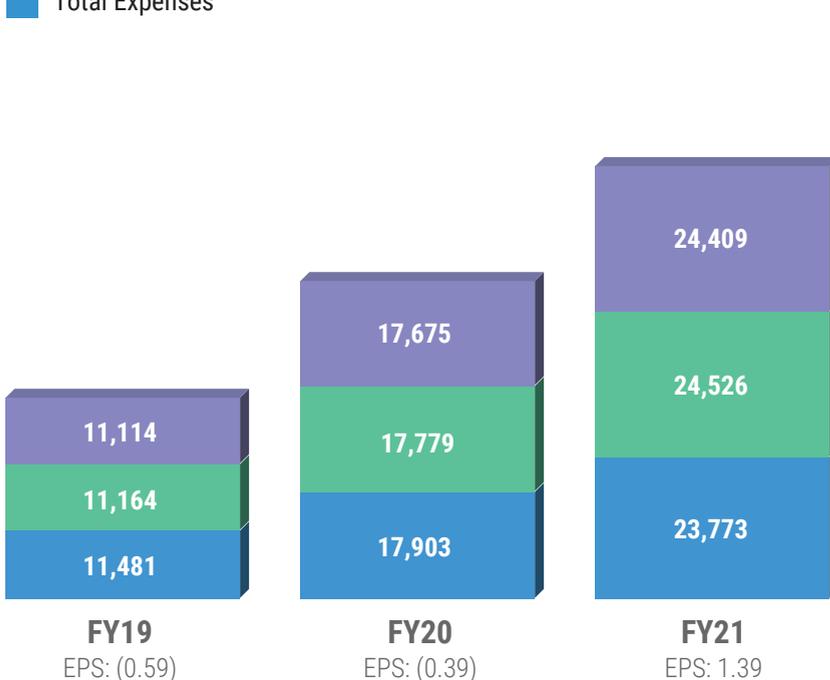
5,32,040 Mn

Price to Earnings (P/E)

443.46X

Financial Snapshot (in Mn ₹)

- Revenue
- Total Income
- Total Expenses





FSN E-Commerce Ventures Ltd. (Nykaa)

Business Insights



Competitive Strengths

- One of India's leading lifestyle focused consumer technology platform.
- The preferred destination for luxury and prestige products in India for consumers and brands.
- Resilient, capital efficient business with a combination of strong growth and profitability.
- The proprietary technology stacks.
- Founder-led company supported by a professional management team.



Business Strategy

- Continue to acquire new consumers and increase consumer loyalty.
- Deepen and broaden brand relationships.
- Leveraging on art of retailing to expand into lifestyle adjacencies and launch new channels.
- Further expand omnichannel capabilities.
- Invest in the owned brand portfolio.
- Focused, selective international expansion as well as acquisitions and joint ventures in India.



Risks

- The company operate in a highly competitive industry and failure to compete effectively could have a negative impact on the success of the business.

The business depends on the growth of online commerce industry in India and company's ability to effectively respond to changing user behaviour on digital platforms.

Promoters and Management Details

Falguni Nayar - Managing Director and Chief Executive Officer

Sanjay Nayar - Non-Executive Director