

NYKAA

FSN E-Commerce Ventures Ltd. (NYKAA) IPO

Oct 28 to Nov 01

FSN E-COMMERCE VENTURES LIMITED (NYKAA) is coming out with a fresh public issue to raise ₹ 5349.7 crores from the market.

Key details of the issue:

- **Issue opens – Oct 28 (Thursday)**
- **Issue closes – Nov 01 (Monday)**
- Issue size – ₹ 5349.7 crores
- Price band – ₹ 1085 – 1125 per equity share
- Bid lot – 12 shares and in multiples thereof

And here are some details of the company and further details on the **FSN E-COMMERCE VENTURES LIMITED (NYKAA)** IPO issue.

Company details:

FSN E-COMMERCE VENTURES LIMITED (NYKAA) is a digitally native consumer technology platform, delivering a content-led, lifestyle retail experience to consumers. Since their incorporation in 2012, they have invested both capital and creative energy towards designing a differentiated journey of brand discovery for their consumers. They have a diverse portfolio of beauty, personal care and fashion products, including their owned brand products manufactured by them. As a result, they have established themselves not only as a lifestyle retail platform, but also as a consumer brand.

- They offer consumers an Omni channel experience with an endeavour to cater to the consumers' preferences and convenience:
 - 1) Online: include mobile applications, websites and mobile sites. As of August 31, 2021, they had cumulative downloads of 55.8 million across all their mobile applications and during the five months ended August 31, 2021, 88.2% of their online GMV came through their mobile applications. According to the RedSeer Report which has been exclusively commissioned and paid for by them in connection with the Offer, they have one of the highest share of mobile application-led transactions, among the leading online retail platforms in India during Financial Year 2021 and the five months ended August 31, 2021.
 - 2) Offline: comprises of 80 physical stores across 40 cities in India over three different store formats as of August 31, 2021. Their physical stores offer a select offering of products as well as a seamless experience across the physical and digital worlds.
- Their lifestyle portfolio spans across beauty, personal care and fashion products. They believe that consumers have different journeys for different lifestyle needs, and this has led them to build business vertical-specific mobile applications, websites and physical stores. These independent channels allow them to tailor their content and curation optimally for the convenience of consumers and to cater to the different consumer journeys that exist in these business verticals:
 - 1) Nykaa: Beauty and personal care
 - 2) Nykaa Fashion: Apparel and accessories
- They have entered into manufacturing agreements with several manufacturers in India, for the manufacture of such products which are sold under their owned brands such as “Nykaa Cosmetics”, “Nykaa Naturals” and “Kay Beauty”. Their owned brands are available on their online and offline channels, as well as for certain brands at third party retailers.
- They launched the Nykaa Man mobile application and website, thereby customizing their model and experience for men, along with increasing education and awareness among men on the use of grooming and personal care products.

Issue size: ₹ 5349.7 crores

Issue break-up:

- QIB – 75% of the net offer – ₹ 3993.07 crores
- NIB – 15% of the net offer – ₹ 798.61 crores
- RET – 10% of the net offer – ₹ 532.41 crores
- EMP – ₹ 25.63 crores
- Employee Reservation – Up to 2,50,000 Equity Shares. ₹ 25.63/- crs @ upper price band
- Employee Discount – ₹ 100/- per share

Listing: NSE and BSE

Registrar: Link Intime India Private Limited

UPI: All retail applications through brokers are compulsorily in UPI mode

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