

Name of the Issue: FSN E-commerce Ventures Limited

1 **Type of Issue** Initial Public Offer

2 **Issue Size (Rs. Mn)** 53,497.24

Source: Prospectus

3 **Grade of issue along with name of the rating agency**

Name NA

Grade NA

4 **Subscription Level (Number of times)** 82.42

Source: Basis of allotment

5 **QIB Holding (as a % of Outstanding Capital) as disclosed to the stock exchanges**

Particulars	%
(i) On Allotment *	7.87%
(ii) at the end of the 1st Quarter immediately after the listing of the issue (December 31, 2021)	9.15%
(iii) at the end of 1st FY (March 31, 2022)	9.10%
(iv) at the end of 2nd FY (March 31, 2023)**	N.A.
(v) at the end of 3rd FY (March 31, 2024)**	N.A.

*Shareholding pattern disclosed to Stock Exchanges

** QIB Holding not disclosed as reporting for relevant period has not been completed.

6 **Financials of the issuer**

(Rs. Million)

Parameters	1st FY (March 31, 2022)	2nd FY (March 31, 2023) *	3rd FY (March 31, 2024) *
Income from operations	37,739.35	Not Available	Not Available
Net Profit for the period	412.88	Not Available	Not Available
Paid-up equity share capital	474.11	Not Available	Not Available
Reserves excluding revaluation reserves	12,924.89	Not Available	Not Available

* Financials not available as reporting for the relevant years has not been completed.

7 Trading Status

The equity shares of the Company are listed on BSE Limited ("BSE") and National Stock Exchange of India Limited ("NSE")

The equity shares have not been suspended or delisted.

Particulars	Status
(i) at the end of 1st FY (March 31, 2022)	Frequently traded
(ii) at the end of 2nd FY (March 31, 2023) *	Not Available
(iii) at the end of 3rd FY (March 31, 2024) *	Not Available

* Trading status not disclosed as the relevant fiscal years have not been completed.
Source: Stock exchange data.

8 Change in Directors of Issuer from the disclosures in the offer document

Particulars	Name of Director	Appointed / Resigned
(i) at the end of 1st FY (March 31, 2022)	Nil	Nil
(ii) at the end of 2nd FY (March 31, 2023) *	Not Available	Not Available
(iii) at the end of 3rd FY (March 31, 2024) *	Not Available	Not Available

* Changes in Directors of Issuer not updated as the relevant financial years have not been completed

9 Status of implementation of project/ commencement of commercial production

(i) as disclosed in the offer document	Not applicable
(ii) Actual implementation	Not applicable
(iii) Reasons for delay in implementation, if any	Not applicable

10 Status of utilization of issue proceeds

(i) As disclosed in the offer document

Particulars	INR MM
Investment in certain of our Subsidiaries, namely, FSN Brands and / or Nykaa Fashion for funding the set-up of new retail stores	420
Capital expenditure to be incurred by our Company and investment in certain of our Subsidiaries, namely, Nykaa E-Retail, FSN Brands and Nykaa Fashion for funding the set-up of new warehouses	420
Repayment or prepayment of outstanding borrowings availed by our Company and one of our Subsidiaries, namely, Nykaa E-Retail	1,560.00
Expenditure to acquire and retain customers by enhancing the visibility and awareness of our brands	2,340.00
General corporate purposes	1269.51
Total	6009.51

(ii) Actual utilization as on March 31, 2022:

Particulars	INR MM
Investment in certain of our Subsidiaries, namely, FSN Brands and / or Nykaa Fashion for funding the set-up of new retail stores	28.76
Capital expenditure to be incurred by our Company and investment in certain of our Subsidiaries, namely, Nykaa E-Retail, FSN Brands and Nykaa Fashion for funding the set-up of new warehouses	68.81
Repayment or prepayment of outstanding borrowings availed by our Company and one of our Subsidiaries, namely, Nykaa E-Retail	1,560.00
Expenditure to acquire and retain customers by enhancing the visibility and awareness of our brands	1,366.13
General corporate purposes	1,030.67
Total	4,054.37

(iii) Reasons for deviation, if any Not applicable

11 Comments of monitoring agency, if applicable

(i) Comments on use of funds	Not applicable
(ii) Comments on deviations, if any, in the use of proceeds of the Issue from the objects stated in the Offer document	Not applicable
(iii) Any other reservations expressed by the monitoring agency about the end use of funds	Not applicable

12 Pricing Data

Designated Stock Exchange	NSE
Issue Price (Rs.)	1125.00
Listing Date	10-Nov-21

Price parameters	At close of listing day- 17-Dec-2021	Close of 30th calendar day from listing day (17-Jan-2022)	Close of 90th calendar day from listing day	As at the end of the 1st FY after the listing of the issue (31st March, 2022)		
				Closing price	High	Low
Market Price	2,025.80	2163.5	1,895.2	1,689.6	2,493.1	1,291.3
Nifty	18,017.20	17,516.9	17,213.6	17,464.8	18,477.1	14,296.4
Price parameters	As at the end of the 2nd FY after the listing of the issue (31st March, 2023)*			As at the end of the 3rd FY after the listing of the issue (31st March, 2024)*		
	Closing price	High	Low	Closing price	High	Low
Market Price	Not Available	Not Available	Not Available	Not Available	Not Available	Not Available
Nifty	Not Available	Not Available	Not Available	Not Available	Not Available	Not Available

* The pricing data is not disclosed as the relevant fiscal years have not been completed

13 Basis for Issue Price

There are no listed companies in India that engage in a business similar to that of the Company. Accordingly, it is not possible to provide an industry comparison in relation to the Company.

14 Any other material information

Particulars	Date
Submission of Certificate under Regulation 74(5) of SEBI (Depositories and Participants) Regulations, 2018 for the period ended September 30, 2022	11-Oct-2022
"NYKAA FASHION BRINGS REVOLVE TO INDIA"	10-Oct-2022
Press release dated October 06, 2022 titled "Nykaa enters into a Strategic Alliance with Middle East-based Apparel Group to recreate Omnichannel Beauty Retail Platform in the Gulf Cooperation Council (GCC)"	06-Oct-2022
Company has informed stock exchange about strategic alliance with Middle East based Apparel Group to recreate Omnichannel Beauty Retail Platform in the GCC	06-Oct-2022
Board recommendation of Issue of bonus Equity Shares	03-Oct-2022
Board Meeting Outcome for Re-Classification Of Authorized Share Capital, Issue Of Bonus Shares & Fixation Of Record Date And Formulation & Implementation Of 'ESOP 2022' And 'Stock Unit Plan 2022'	03-Oct-2022
Press release dated September 27, 2022 titled "IIMA-Nykaa partner to establish Research Chair in Consumer Technology"	27-Sep-2022
Completion of 100% acquisition of equity shares of Illuminar Media Private Limited	10-Sep-2022
Intimation of investor conference details that would be attended by the officials of the Company	07-Sep-2022
Press release dated August 25, 2022 titled 'Here's everything you need to know about the Nykaa X Anomaly Launch founded By Priyanka Chopra Jonas'	25-Aug-2022
Nykda by Nykaa launches first flagship store in New Delhi	18-Aug-2022
Company has informed the Exchange about Proceedings of the 10th Annual General Meeting of the Members of the Company held on August 10, 2022	11-Aug-2022
Resignation of Ms. Reena Chhabra as CEO of Beauty Private Label w.e.f. August 16, 2022	11-Aug-2022
Press release dated 09-Aug-2022 titled NYKAA FASHION LAUNCHES TWIG & TWINE-A finely curated home-decor brand to infuse warmth and personality into favourite personal spaces	09-Aug-2022
Company has informed the Exchange about 100% acquisition of equity shares of Illuminar Media Private Limited	05-Aug-2022
Company has informed that the country's second Aveda X Nykaa salon has opened doors in New Delhi	05-Aug-2022
Company has informed the Exchanges that the Board of Directors of the Company, at its meeting held today, has inter alia approved the Audited Standalone and Consolidated financial results for the quarter and financial year ended March 31, 2022, along with the Auditor's Report on the Standalone and Consolidated Financials	27-May-2022
Intimation of Allotment of 1,00,150 Equity Shares against exercise of vested Employee Stock Options under ESOS Scheme - 2017	06-May-2022
Company has informed that pursuant to Regulation 30 and other applicable provisions of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulation, 2015, the Board of Directors of the Company at its meeting held on Friday, April 22, 2022 has approved, inter alia: (a) Entering into Share Subscription Agreement, Share Purchase Agreement and Shareholders' Agreement by the Company to acquire by way of subscription and/or purchase of Compulsory Convertible Cumulative Preference Shares and/or Equity shares, upto 18.51 % of the fully diluted share capital of Earth Rhythm Private Limited; (b) Entering into Share Subscription and Shareholder's Agreement and Share Purchase Agreement by the Company to acquire by way of subscription	22-Apr-2022

and/or purchase of Equity shares, initially upto 60% (with a right to go upto 100%) of the fully diluted share capital of Nudge Wellness Private Limited;

(c) Entering into definitive agreements/documents by Nykaa Fashion Private Limited (a wholly owned subsidiary of the Company) for acquisition of the brand 'KICA' including Brand Trademark, other Intellectual Property Rights etc.;

(d) To seek, by way of postal ballot, enabling authorisations of members for (i) increase of borrowing powers of the Company under Section 180(1) (c) of the Companies Act, 2013 ("Act"); (ii) creation of charge/mortgage on the assets of the Company under Section

180(l)(a) of the Act; and (iii) increase in limits of investments/loans/guarantees/securities under Section 186 of the Act.

(e) the postal ballot notice to be issued to the members seeking approval for the matters mentioned at (d) above.

Press Release titled 'Global Haircare Leader Aveda partners with India's Leading Lifestyle Retailer, Nykaa, to launch Prestige Salons in the Country'	20-Apr-2022
Intimation of Allotment of 82,300 Equity Shares against exercise of vested Employee Stock Options under ESOS Scheme - 2017	22-Mar-2022
Nykaa Opens 100 th Store on International Women's Day	10-Mar-2022
Intimation of Allotment of 1,48,650 Equity Shares against exercise of vested Employee Stock Options under ESOS Scheme - 2017	03-Mar-2022
Settlement of litigation (civil proceeding) with L'Oreal S.A	22-Feb-2022

Note: For further updates and information, please refer Stock Exchange websites