

#Summer  
VacayReady

kaya™  
*Beautiful is You.*



Q1 FY23

INVESTOR PRESENTATION



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92+ CLINICS

31+ CITIES

4 COUNTRIES

Skin, Hair &  
Body SERVICES

60+ PRODUCTS

Over 100K KAYA  
SMILES  
MEMBERS

80%+  
WOMEN WORKFORCE

**FACTS – Kaya India & Middle East**





A QUICK  
WALKTHROUGH

kaya™  
*Beautiful is You*



## Women Powered Workforce

- Over 80%+ of Kaya's workforce comprises of women.
- A truly empowered talent pool across the board.

## Tech Forward. Digital Forward

- Launch of AI Powered D2C Website
- Cutting edge dermatology equipment sourced globally
- Investment in creating a tech forward organization.





Our presence in  
**INDIA**

**16** INDIAN STATES | **22** CITIES | **71** CLINICS

Jalandhar (1)  
Ludhiana (1)  
Chandigarh (1)  
Delhi + NCR (13)

Jaipur (2)  
Lucknow (1)

Guwahati (1)

Ahmedabad (3)  
Indore (1)  
Kolkata (5)

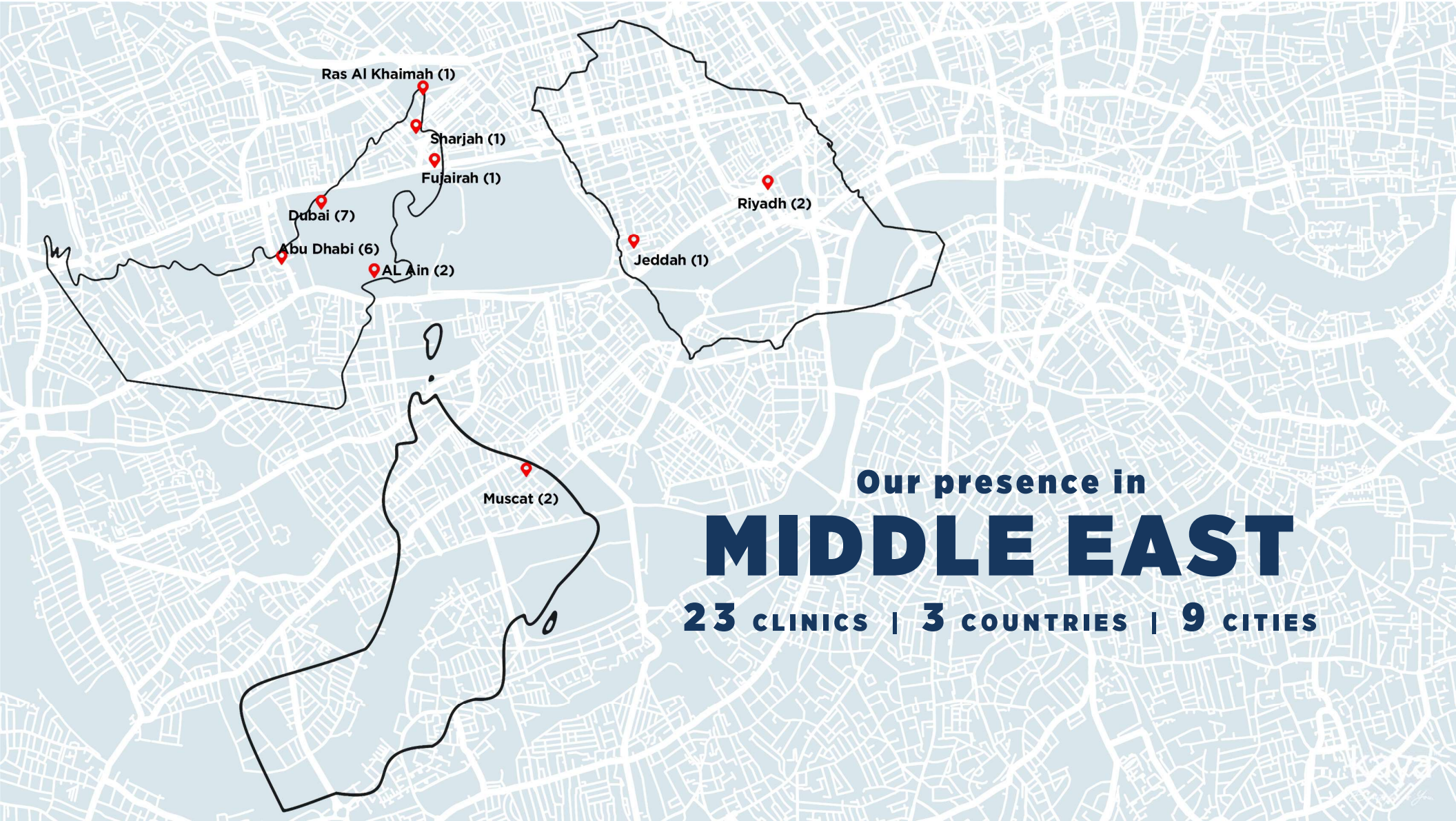
Vadodara (1)  
Surat (1)  
Nagpur (1)

Mumbai (14)  
Pune (4)  
Hyderabad (5)  
Vizag (1)

Bangaluru (9)  
Chennai (4)

Coimbatore (1)  
Cochin (1)





Ras Al Khaimah (1)

Sharjah (1)

Fujairah (1)

Dubai (7)

Abu Dhabi (6)

AL Ain (2)

Riyadh (2)

Jeddah (1)

Muscat (2)

Our presence in  
**MIDDLE EAST**

**23 CLINICS | 3 COUNTRIES | 9 CITIES**





# NEW CLINIC RENOVATION

IN LINE WITH THE NEW REBRAND

- A more contemporary, simplistic yet stylized design grammar to accentuate Kaya's Inclusive Beauty Agenda : Beautiful is You
- Progressive improvement planned in clinic infrastructure across the 2 years
- 2 Clinics renovated in last quarter.





**KAYA**  
**HIGHLIGHTS**





## KAYA GROUP GROWTH

- Collections in Q1 FY23 grew by 71% over Q1 FY22

## KAYA INDIA GROWTH

- Overall Clinic collections Q1 FY23 grew by 342% over Q1 FY22
- Service Business grew by 343% driven by growth in segments like Anti-ageing (419%), Fairness & Pigmentation (382%), Laser Hair Reduction (290%), etc. over Q1 FY22
- Products Business at clinics grew by 335% in Q1 FY23 over Q1 FY22
- Overall customer count grew by 83% over Q1 FY22
- Average ticket size grew by 142% over Q1 FY22

## KAYA MIDDLE EAST GROWTH

- Overall collection grew by 11% over Q1 FY22 at constant currency
- Average ticket size grew by 9% over Q1 FY22 at constant currency
- Overall customer count grew by 1% over Q1 FY22





# STRATEGIC PILLARS

- KAYA SMILES
- SERVICES
- PRODUCTS
- D2C
- BODY CONTOURING

# STRATEGIC PILLARS

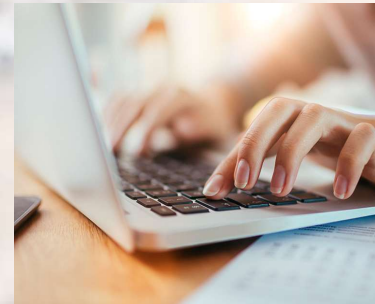
KAYA SMILES

SERVICES

PRODUCTS

D2C

BODY  
CONTOURING



**86%** contribution to  
India's clinic collection

**81%** of Collection  
Contribution in India

**19%** of Collection  
Contribution in India

**3%** of Product collection  
in India. Launched in Oct 21

**9%** Collection in  
Middle East

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# KAYA SMILES LOYALTY PROGRAMME

- Contributing to 86% of Kaya India's collection
- Annual Retention at 78%
- High net worth Platinum customers contributing to 37% of Kaya India's collection
- Members Average transaction amount is 4X compared to Non-Members



## SERVICES

Skin, Hair & Body Services

100+ Dermatologists

92+ Clinics

- 81% of Kaya India's Collection | 93% of Kaya Middle East Collections
- Launch of Geolysis in Anti-Ageing – An advanced service for Double Chin Reduction
- Laser Hair Reduction continues to lead the business, with 290% growth over Q1 FY22. We launched a 360 communication Campaign – with narrative across Social Media, Performance Marketing & CRM
- Anti-Ageing grew by 419% over Q1 FY22. Continued HNI targeting through Performance marketing and CRM
- Body Solutions in Middle East grew by 92% over Q1 FY 22







## PRODUCT

USP– Dermat Curated  
| 60+ Strong Portfolio

- 19% of Kaya India's Collection
- Multichannel Presence across Clinics, E-Commerce, D2C
- Launch of Dermat backed New Products high on efficacy : Derma Stemness Cream & Serum, Collagen Boost Serum & Soothing cleansing Gel 200ml
- In-house R&D Lab leading Kaya's Innovation Journey

# Tech Powered Kaya

## **ONE VIEW OF TECHNOLOGY:**

Using Microsoft Dynamics 365 & Power Bi

**Kaya's data-centric approach to drive scientific decision making across functions**

**Building an analytical business organization based on tech**

**Core Tech Stack of Kaya being revamped to help digitize the business**

## **AI POWERED KAYA:**

AI Enabled Website | Driving Business Through Tech In-Clinic

**Launch of AI enabled D2C site that aids in Self Diagnosis with product recommendations**

**Developed using AI experts and Kaya expert Dermatologists**



Hyaluronic Acid & GAG Booster



MRP Rs. 1500/-

COLLAGEN BOOST SERUM 30ML

Argan Plant Stem Cells



MRP Rs. 2400/-

DERMA STEMNESS SERUM (30ml) & CREAM (50 ml)



Glycerine & Niacinamide



MRP Rs. 2200/-

MRP Rs. 540/-

SOOTHING CLEANSING GEL 200ML

CUTTING EDGE

# INNOVATION

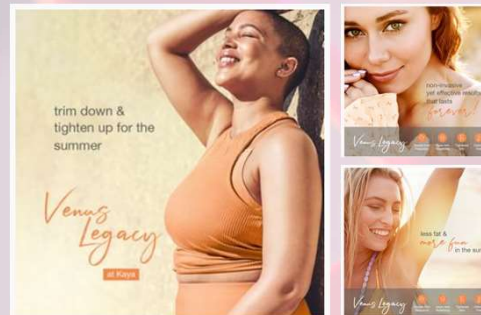
Crafting New Tech Powered Product Launches In line with Kaya's USP : Dermats

# Kaya Middle East: New Machine Launches & Communications

## LIFTERA HIFU



## VENUS LEGACY



## SECRET DUO



## PLASMA LIFT



## LASER LUXE





## Awards & Recognitions



### Best Brand Strategy

Awarded to Kaya India's Marketing Team at the Ink Spell Awards for "Beautiful is You"



### Gold in Mena Digital Awards:

For best use of Digital Media in Healthcare sector with our 'Back to Beauty Campaign' done in 2020-2021, awarded post Covid in Q1 FY23



### UBS Forums – L&D Excellence Award:

Kaya Training Function won for the L&D Excellence for our Best Practices for Capability Development of the Training & Behavioural Training strategies in alignment with Business Impact

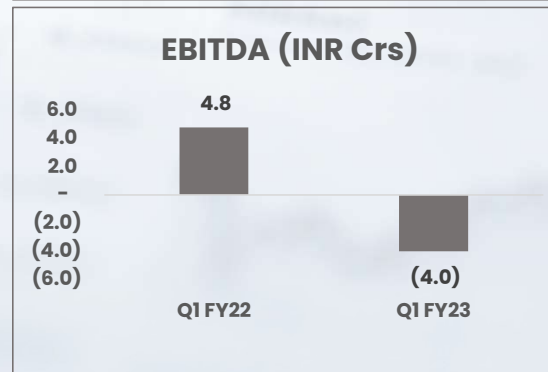
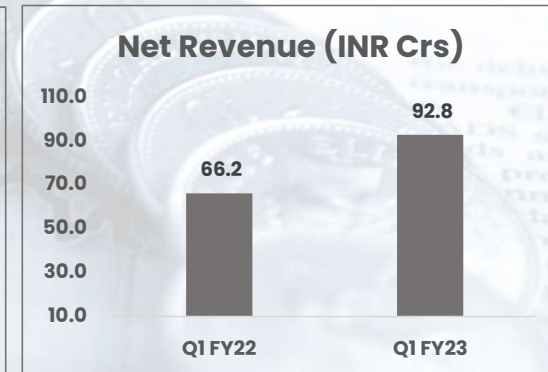
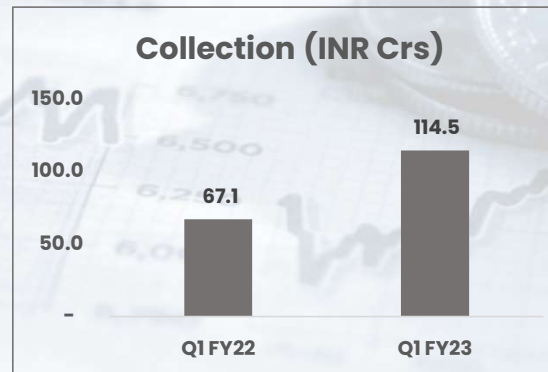


**Q1 FY23**  
**FINANCIALS**



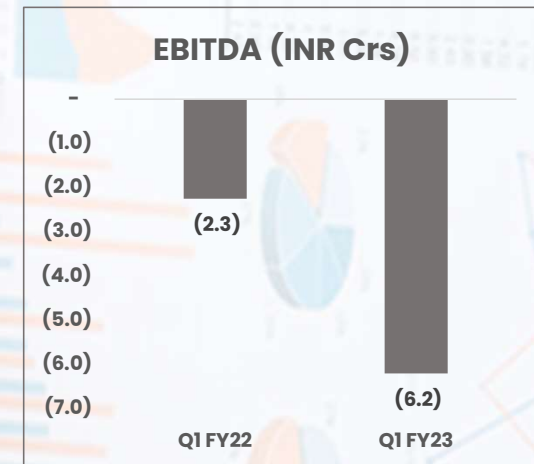
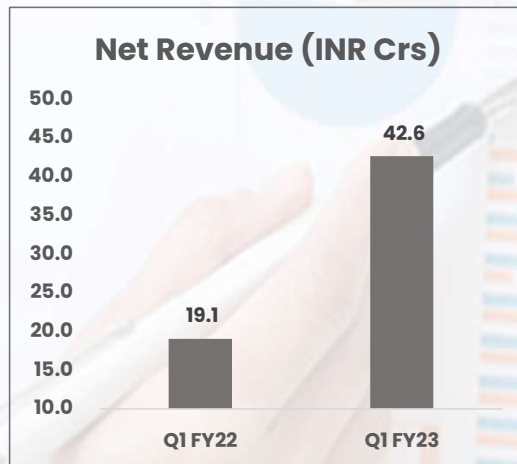
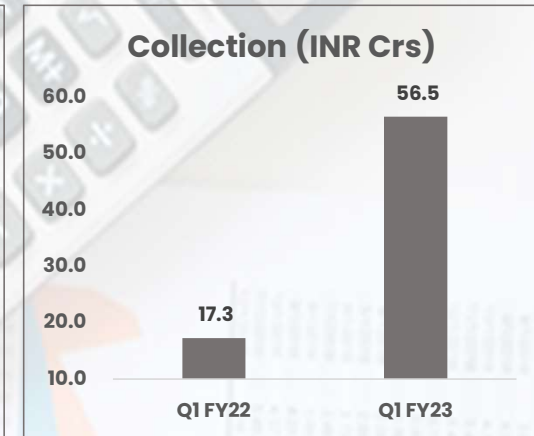
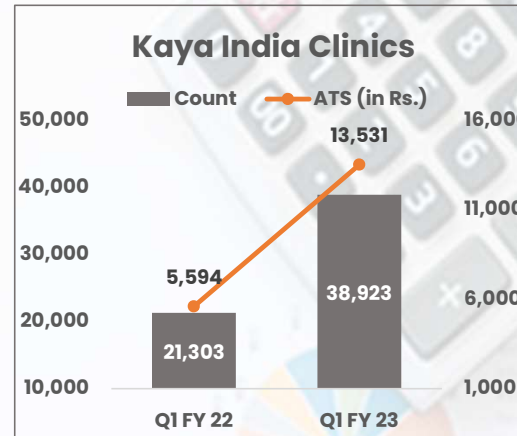
## KAYA GROUP HIGHLIGHTS

- **Collection** in Q1 FY 23 grew by 71% over Q1 FY 22
- **Net Revenue** in Q1 FY 23 grew by 40% over Q1 FY 22
- **EBITDA** of INR 7.5 crs (8% of NR) in Q1 FY 23 before considering one-time exceptional cost and INR (4.0) crs (-4% of NR) post considering one-time exceptional costs as detailed below, as compared to INR 4.8 crs (7% of NR) in Q1 FY22
- **PAT bei** at INR (25.6) crs (-28% of NR), as compared to INR (14.0) crs (-21% of NR) in Q1 FY22
- **Exceptional costs** in Q1 FY 23 one-time impact of INR 12.4 crs in Statement of Profit and loss primarily due to PF liability of INR 9.7 crs and Rates & taxes of INR 2.0 crs



# KAYA INDIA HIGHLIGHTS

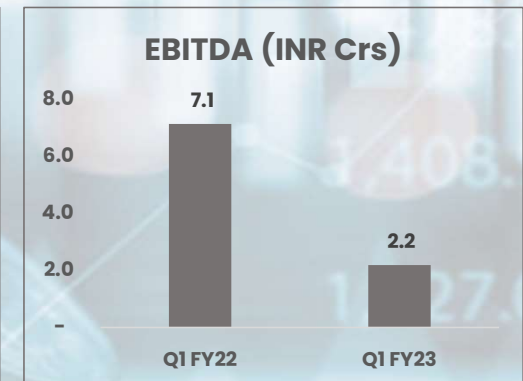
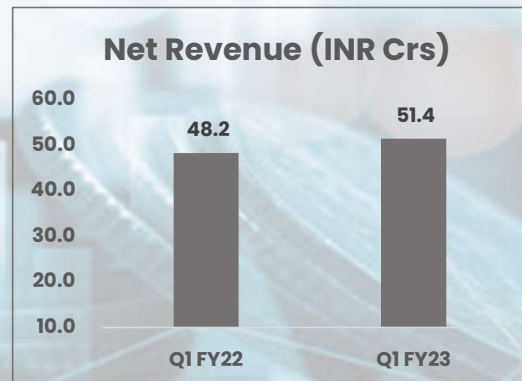
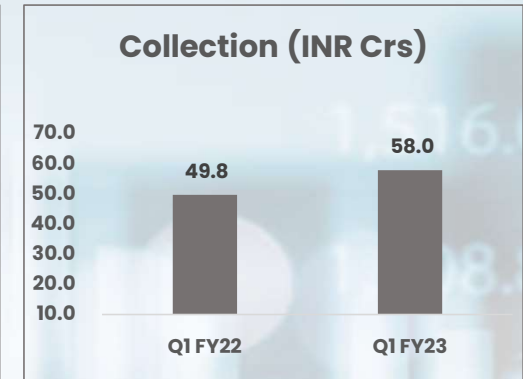
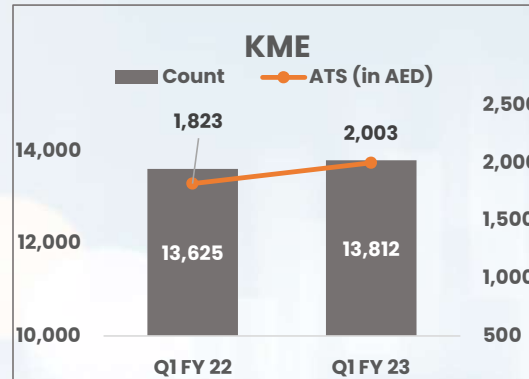
- **Collection** grew by 227% in Q1 FY 23 over Q1 FY 22
- Segment like Beauty Facial grew by 468%, Anti – Ageing grew by 419% and Hare Care grew by 407% over Q1 FY 22
- **Net Revenue** in Q1 FY 23 grew by 124% over Q1 FY 22
- Clinic Net Revenue in Q1 FY 23 grew by 180% over Q1 FY 22
- **EBITDA** of INR 4.6 crs (11% of NR) in Q1 FY 23 before considering one-time exceptional cost and INR (6.2) crs (-15% of NR) post considering one-time exceptional costs as detailed below, as compared to INR (2.3) crs (-12% of NR) in Q1 FY 22
- A one-time impact of INR 11.7 crs in Statement of Profit and loss primarily due to PF liability of INR 9.7 crs and Rates & taxes of INR 2.0 crs





## KAYA MIDDLE EAST HIGHLIGHTS

- **Collection** grew by 16% in Q1 FY 23 over Q1 FY 22
- Segments like Body Solutions grew by 92%, Anti-Ageing grew by 16%, Hair Care grew by 11% over Q1 FY 22
- **Net Revenue** grew by 7% in Q1 FY 23 over Q1 FY 22
- **EBITDA** of INR 2.2 crs (4% of NR), as compared to INR 7.1 crs (15% of NR) in Q1 FY 22
- **PAT** bei of INR (6.9) crs (-13% of NR), as compared to INR (2.0) crs (-4% of NR) in Q1 FY 22



## FINANCIAL HIGHLIGHTS: Q1 FY23

Particulars (INR crs)	Kaya India			Kaya Middle East			Kaya Group		
	Q1 FY23	Q1 FY22	Gr %	Q1 FY23	Q1 FY22	Gr %	Q1 FY23	Q1 FY22	Gr %
Collection	56.5	17.3	227%	58.0	49.8	16%	114.5	67.1	71%
Net Revenue*	42.6	19.1	124%	51.4	48.2	7%	92.8	66.2	40%
EBITDA	(6.2)	(2.3)		2.2	7.1		(4.0)	4.8	
% to NR	-15%	-12%		4%	15%		-4%	7%	
Operating Margin	(13.2)	(9.9)		(5.3)	(0.1)		(18.5)	(10.0)	
% to NR	-31%	-52%		-10%	0%		-20%	-15%	
PAT bei	(18.7)	(12.0)		(6.9)	(2.0)		(25.6)	(14.0)	
% to NR	-44%	-63%		-13%	-4%		-28%	-21%	
PAT aei**	(18.8)	(12.0)		(4.7)	(1.4)		(23.5)	(13.4)	
% to NR	-44%	-63%		-9%	-3%		-25%	-20%	

Net Revenue grew by 40% over PY

EBITDA margin is -4% of NR as against 7% of NR in PY

Operating margin is -20% of NR as against -15% of NR in PY

PAT bei at -28% of NR, as against -21% of NR in PY

\* Net Revenue of Kaya Group excludes intercompany Transactions

\*\* PAT aei is PAT after other comprehensive income and non-controlling interest

One time impact of INR 12.4 crs in Statement of Profit and loss primarily due to PF liability of INR 9.7 crs and Rates & taxes of INR 2.0 crs





THANK YOU

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*Beautiful is You*