FSN E-Commerce Ventures Accumulate

Retail | Q3FY25 Result Update

CMP: Rs.169 | TP: Rs 190 | Upside 12%

Healthy performance, sustenance key!

- Nykaa's Q3FY25 operating performance was marginally ahead and healthy. GMV/Revenues/GP/EBITDA grew by 33/27/30/43% YoY. PAT grew by 48% YoY on a low base, but was below estimate due to higher depreciation and finance costs on store roll-out.
- The company is facing challenges of balancing rapid growth and margin expansion as multiple segments viz fashion, superstore, GCCs etc. are under-investment mode thereby restricting margin expansion. Core BPC margins, too, remain rangebound limiting the platform effect. Growth in Fashion continues to remain weak. Mgmt. has given upbeat guidance on its investor day projecting robust GMV (and thus revenue) growth coupled with healthy margin improvement. Achieving its guidance would be key. We find Nykaa treading on the right path.
- We change our FY25/26/27E revenue estimates by 4/5/5%, EBITDA by 2/2/1% and EPS by -16/-8/-4%. Reiterate 'Accumulate' rating with TP of Rs 190 @ 4.5x FY27E EV/S (earlier Rs 200 @ 5x FY27E EV/S). We have lowered multiples to factor in weak margin and higher below EBITDA costs. At CMP, Nykaa trades at ~63/45x FY26/27E EV/E and 174/96x PE. Valuations remain extremely rich leaving limited room to err.

Respectable revenue growth in tough macros.....

Nykaa's Q3FY25 was healthy with GMV growth of 33% YoY (BPC/Fashion at 43/8%). Revenue also grew by 24% (BPC/Fashion 36/21%). The Fashion segment's Revenue/GP was aided by content marketing.

.....driving superior profitability

GP grew by 30% (BPC/Fashion 29/32%) with a +69bps GP margin YoY. Contribution growth was healthy at 29% YoY (BPC/Fashion 28/44%). EBITDA grew by 43% YoY led by Oplev. On a lower base, PAT grew by a healthy 48% YoY.

BPC steady, Fashion modest

The BPC business segment has been witnessing 25%+ growth despite weak macros with stable margins. The company has strategically invested in marketing to drive consumer recruitment & brand building. Although the revenue growth from the fashion business was muted, it witnessed healthy growth (especially EBITDA) for the 6th quarter in a row with unit economics starting to fall in place and is a positive.



Key Data	
Nifty	23,382
Equity / FV	Rs 2,856mn / Rs 1
Market Cap	Rs 484bn
	USD 5.5bn
52-Week High/Low	Rs 230/ 140
Avg. Volume (no)	83,32,080
Bloom Code	NYKAA IN

	Current	Previous
Rating	Accumulate	Accumulate
Target Price	190	200
Change in Es	timates	
(Rs.bn)	Current	Chg (%)/bps
(KS.DII)	FY25E FY26E	FY25E FY26E

(Da ha)	-	•	G.1.9 (70), 12 pc			
(Rs.bn)	FY25E	FY26E	FY25E	FY26E		
Revenue	80	100	3.7	5.0		
EBITDA	5	8	12.5	10.1		
EBITDA (%)	5.9	7.8	46	36		
APAT	1	3	22.9	5.8		
EPS (Rs)	0.3	1.0	22.9	5.8		

va	luat	ior	1 (z	K)

	FY25E	FY26E	FY27E
P/E	606.5	174.4	96.1
EV/EBITDA	104.2	63.1	44.8
ROE (%)	6.1	18.7	26.9
RoACE (%)	5.5	12.9	19.1

Q3FY25 Result (Rs Mn)

Particulars	Q3FY25	YoY (%)	QoQ(%)
Revenue	22,672	26.7	20.9
Total Expense	21,264	25.8	20.1
EBITDA	1,408	42.5	35.8
Depreciation	698	20.3	9.7
EBIT	710	74.2	77.2
Other Income	55	(27.1)	1.5
Interest	319	46.2	31.8
EBT	446	68.2	109.6
Tax	176	113.1	124.9
RPAT	270	47.9	100.7
APAT	270	47.9	100.7
		(bps)	(bps)
Gross Margin	43.7	119	(8)
EBITDA (%)	6.2	69	68
NPM (%)	1.2	17	47
Tax Rate (%)	39.5	831	269
EBIT (%)	3.1	85	99

Director Research: Himanshu Shah +91 22 4096 9737

himanshu.shah@dolatcapital.com

Associate: Urvi Shah +9122 40969750 urvis@dolatcapital.com

Associate: Mohit Rajani +9122 40969714 mohitr@dolatcapital.com



Exhibit 1: Actual vs. Estimates table

Particulars (Rs Mn)	Actual	Estimates	Variance (%)	Remarks
Revenue	22,672	22,320	1.6	Operating performance is marginally better APAT is
GP	9,911	9,514	4.2	Operating performance is marginally better. APAT is lower due to higher D&A and finance costs.
GP %	43.7	42.6	110 bps	
EBITDA	1,408	1,316	6.9	Increase in finance costs is on account of additional
Margin %	6.2	5.9	32 bps	stake acquisition in subsidiaries and rupee
PAT	270	343	(21.4)	depreciation (forex loss)

Exhibit 2: Change in estimates

Doutionland		FY25E			FY26E			FY27E		
Particulars (Rs mn)	Old	New	Chg %/bps	Old	New	Chg %/bps	Old	New	Chg %/bps	Remarks
Revenue	77,325	80,191	3.7	95,279	100,013	5.0	115,614	121,339	5.0	
GP	33,328	34,821	4.5	41,226	43,468	5.4	50,282	53,015	5.4	
EBITDA	4,650	4,725	1.6	7,642	7,807	2.2	10,883	10,951	0.6	
APAT	953	798	(16.2)	3,022	2,775	(8.2)	5,260	5,037	(4.2)	Trim
AEPS	0.3	0.3	(16.2)	1.1	1.0	(8.2)	1.8	1.8	(4.2)	estimate to factor
Margin %										Q3FY25
GP %	43.1	43.4	32	43.3	43.5	16	43.5	43.7	19	Q0. 120
EBITDA %	6.0	5.9	(12)	8.0	7.8	(19)	9.4	9.0	(37)	
APAT %	1.2	1.0	(24)	3.2	2.8	(42)	4.6	4.2	(45)	

Source: Company, Dolat Capital

Earning call KTAs

Q3 Performance Update

- Strong Demand for Beauty & Fashion: Wedding category is driving beauty product demand, with 36% YoY GMV growth during the festive season. Additionally, 12 new stores were opened in Agartala, Mohali, Belgaum etc.
- Gross margins rose 250 bps due to higher ad income and premium brand sales, while eB2B contribution margin improved by 500 bps, with continued growth expected.
- Working capital days are expected to remain stable, and EBITDA margins in the BPC segment are set to stay consistent.
- E-commerce channels contribute 50% to top-line revenue. The GCC rollout depends on tech stack adoption. Order-to-delivery timelines have been reduced from four days to under two, with 70% of orders in 110+ cities delivered the same/next day.

Macro Environment:

Resilient Beauty & Personal Care Market:

- Beauty and personal care remain the second-largest consumption category, after food and grocery.
- Upper mid and high-income households account for 50% of the beauty market, supporting continued demand.
- The wedding season continues to drive strong demand for beauty products, benefiting the business.



Fashion Industry & Marketing Strategy:

- Challenges in the fashion industry are short-term, with no long-term impact on consumer demand.
- The company's marketing strategy is effectively driving growth, countering potential decline in consumer spending, if any.
- The fashion market holds vast potential, driven by broad demand and an increasing number of brands entering space.

Strategic Focus & Future Outlook:

Cross-Leveraging & Expansion:

- 50% of new Fashion customers come from the Beauty segment, indicating successful cross-leveraging between the two categories.
- Nykaa Fashion is focusing on enhancing its premium positioning and expanding its product assortment.
- The eB2B business is focusing on improving unit economics rather than expanding into more cities.

Breakeven & Growth Strategy:

- The company remains on track to reach breakeven by next year, with continued investment in Nykaa's own brand launches.
- However, industry-wide discount trends are affecting NSV growth relative to GMV.

Others:

Increasing Brand Competition:

 Growing competition from domestic, international, and D2C brands on the platform is leading to increased discounting by brands to remain competitive.

Order Delivery Efficiency:

- There is no significant difference in KPIs between same-day/next-day delivery and longer delivery times regarding AOV, suggesting delivery speed has minimal impact on purchasing behavior.
- The company doesn't see any significant impact from the entry of Shein. Nykaa playbook is in Women's western wear where Style-first approach is predominant unlike the Sports category which has a brands first approach.



Exhibit 3: Consolidated Quarterly P&L

Particular (Rs Mn)	Q3FY24	Q4FY24	Q1FY25	Q2FY25	Q3FY25	Chg YoY (%)	Chg QoQ (%)
Revenue	17,888	16,680	17,461	18,747	22,672	26.7	20.9
COGS	10,281	9,577	9,901	10,537	12,761	24.1	21.1
Gross Profit	7,607	7,102	7,560	8,210	9,911	30.3	20.7
Employee costs	1,479	1,421	1,559	1,748	1,746	18	8.1
Marketing	2,175	1,856	2,018	2,365	3,016	38.7	27.5
Fulfilment	1,718	1,550	1,667	1,615	2,092	21.8	19.7
S&D	427	447	465	493	597	39.8	21.1
Other exps	820	896	890	953	1,053	28.3	10.5
Total Op. Exps	6,620	6,170	6,599	7,174	8,504	28.5	18.5
EBITDA	988	933	961	1,037	1,408	42.5	35.8
D&A	580	596	601	636	698	20.3	9.7
EBIT	407	336	361	400	710	74.2	77.2
Finance Costs	218	211	213	242	319	46.2	31.8
Other Income	76	71	73	55	55	(27.1)	1.5
PBT	265	196	221	213	446	68.2	109.6
Tax	83	98	78	78	176	113.1	124.9
PAT	182	97	142	134	270	47.9	100.7
AEPS (Rs)	0.4	0.2	0.3	0.3	0.6	47.9	100.7

Exhibit 4: Common size statement

Particulars (Rs Mn)	Q3FY24	Q4FY24	Q1FY25	Q2FY25	Q3FY25	Chg YoY(bps)	Chg QoQ(bps)
Revenue	100	100	100	100	100	-	-
COGS	57.5	57.4	56.7	56.2	56.3	(119)	8
Gross Profit	42.5	42.6	43.3	43.8	43.7	119	(8)
Employee costs	8.3	8.5	8.9	8.6	7.7	(57)	(91)
Marketing	12.2	11.1	11.6	12.6	13.3	114	69
Fulfilment	9.6	9.3	9.5	9.3	9.2	(38)	(10)
S&D	2.4	2.7	2.7	2.6	2.6	25	0
Other exps	4.6	5.4	5.1	5.1	4.6	6	(44)
Total Op. Exps	37	37	37.8	38.3	37.5	50	(76)
EBITDA	5.5	5.6	5.5	5.5	6.2	69	68
D&A	3.2	3.6	3.4	3.4	3.1	(16)	(31)
EBIT	2.3	2	2.1	2.1	3.1	85	99
Finance Costs	1.2	1.3	1.2	1.3	1.4	19	12
Other Income	0.4	0.4	0.4	0.3	0.2	(18)	(5)
PBT	1.5	1.2	1.3	1.1	2	48	83
Tax	0.5	0.6	0.4	0.4	0.8	31	36
PAT	1	0.6	0.8	0.7	1.2	17	47
Tax as % of PBT	31.2	50.2	35.5	36.8	39.5	831	269



Exhibit 5: Segment-wise performance - BPC

Particulars	Q3FY24	Q4FY24	Q1FY25	Q2FY25	Q3FY25	Chg YoY%	Chg QoQ%
GMV (Rs Mn)	25,696	23,377	25,429	27,833	33,899	43.1	21.8
NSV (Rs Mn)	14,954	13,979	14,695	15,661	18,817	36.3	20.2
NSV / GMV (%)	58.2	59.8	60.3	58.6	59.1	87	286
Revenue / NSV (%)	108.5	108.7	108.4	109	109.5	(806)	75
Revenue (Rs Mn)	16,227	15,193	15,935	17,029	20,601	27	21
COGS (Rs Mn)	9,910	9,244	9,607	10,201	12,426	25.4	21.8
Gross Profit (Rs Mn)	6,317	5,949	6,328	6,828	8,175	29.4	19.7
Fulfilment (Rs Mn)	1,396	1,283	1,417	1,488	1,749	25.3	17.5
Marketing (Rs Mn)	1,414	1,206	1,268	1,462	1,897	34.2	29.8
S&D (Rs Mn)	385	403	413	439	532	38.2	21.2
Contribution (Rs Mn)	3,121	3,056	3,230	3,439	3,997	28.1	16.2
Ratio as % of Revenue							
COGS	61.1	60.8	60.3	59.9	60.8	(25)	92
GP	38.9	39.2	39.7	40.1	39.7	75	(41)
Fulfilment	8.6	8.4	8.9	8.7	8.5	(11)	(25)
Marketing	8.7	7.9	8	8.6	10.1	137	150
S&D	2.4	2.7	2.6	2.6	2.4	5	(16)
Contribution	19.2	20.1	20.3	20.2	19.4	17	(79)

Exhibit 6: Segment-wise performance - Fashion

Particulars	Q3FY24	Q4FY24	Q1FY25	Q2FY25	Q3FY25	Chg YoY%	Chg QoQ%
GMV (Rs Mn)	10,465	8,760	7,741	8,633	11,299	8.0	30.9
NSV (Rs Mn)	2,899	2,479	2,449	2,713	3,295	13.7	21.5
NSV / GMV (%)	27.7	28.3	30.7	31.4	27.5	(25)	(397)
Revenue / NSV (%)	56.6	58.7	58.9	61.2	60.4	382	(83)
Revenue (Rs Mn)	1,640	1,454	1,486	1,661	1,990	21.3	19.8
COGS (Rs Mn)	366	317	276	370	299	(18.3)	(4.5)
Gross Profit (Rs Mn)	1,274	1,137	1,210	1,348	1,691	32.7	25.4
Fulfilment (Rs Mn)	318	259	237	248	330	3.8	33.1
Marketing (Rs Mn)	714	625	672	790	1,007	41.0	27.5
S&D (Rs Mn)	42	44	52	54	65	54.8	20.4
Contribution (Rs Mn)	200	209	249	256	289	44.5	12.9
Ratio as % of Revenue							
COGS	22.3	21.8	22.1	22.3	15.0	(729)	(382)
GP	77.7	78.2	81.4	81.2	85.0	729	382
Fulfilment	19.4	17.8	15.9	14.9	16.6	(281)	165
Marketing	43.5	43	46	47.6	50.6	707	304
S&D	2.6	3	3.3	3.3	3.3	71	2
Contribution	12.2	14.4	16.8	15.4	14.5	233	(89)



Exhibit 7: Consolidated performance

Particulars	Q3FY24	Q4FY24	Q1FY25	Q2FY25	Q3FY25	Chg YoY%	Chg QoQ%
GMV (Rs Mn)	36,179	32,173	33,209	36,525	45,279	32.5	24.0
NSV (Rs Mn)	17,868	16,488	17,183	18,432	22,190	32.7	20.4
NSV / GMV (%)	49.4	51.2	51.7	50.5	49.0	9	(146)
Revenue / NSV (%)	100.1	101.2	101.6	101.7	102.2	(482)	46
Revenue (Rs Mn)	17,888	16,680	17,461	18,747	22,672	26.7	20.9
COGS (Rs Mn)	10,281	9,577	9,901	10,686	12,761	24.1	21.1
Gross Profit (Rs Mn)	7,607	7,103	7,560	8,210	9,911	30.3	20.7
Fulfilment (Rs Mn)	1,718	1,550	1,666	1,748	2,092	21.8	19.7
Marketing (Rs Mn)	2,131	1,856	1,949	2,274	2,926	37.3	28.7
S&D (Rs Mn)	427	447	465	493	597	39.8	21.1
Contribution (Rs Mn)	3,331	3,249	3,480	3,695	4,296	29.0	16.3
Ratio as % of Revenue							
COGS	57.5	57.4	56.7	57	56.3	(119)	8
GP	42.5	42.6	43.3	43.8	43.7	119	(8)
Fulfilment	9.6	9.3	9.5	9.3	9.2	(38)	(10)
Marketing	11.9	11.1	11.2	12.1	12.9	99	78
S&D	2.4	2.7	2.7	2.6	2.6	25	0
Contribution	18.6	19.5	19.9	19.7	18.9	33	(76)



Exhibit 8: Assumptions - Operating and Financials

FY22	FY23	FY24	FY25E	FY26E	FY27E	FY23	FY24	FY25E	FY26E	FY27E
27	35.8	42.4	55.3	65.9	77.4	32.7	18.4	30.4	19.2	17.5
1,857	1,857	2,000	2,119	2,164	2,207	-	7.7	5.9	2.2	2.0
50,089	66,492	86,361	1,17,122	1,42,663	1,70,938	32.7	29.9	35.6	21.8	19.8
30,822	40,765	51,204	67,051	83,579	1,00,645	32.3	25.6	30.9	24.7	20.4
33,997	44,820	58,099	73,142	91,520	1,10,710	31.8	29.6	25.9	25.1	21.0
6,675	10,796	11,950	14,447	18,378	22,295	61.7	10.7	20.9	27.2	21.3
19.6	24.1	20.6	19.8	20.1	20.1	445	(352)	(82)	33	6
5	6	7	7.6	9.1	10.9	20	16.7	7.9	20.0	20.0
3,400	3,973	4,705	5,016	5,187	5,343	16.9	18.4	6.6	3.4	3.0
17,516	25,696	33,855	37,893	47,027	58,126	46.7	31.8	11.9	24.1	23.6
5,728	7,445	9,878	11,400	14,034	17,491	30	32.7	15.4	23.1	24.6
3,254	4,348	5,684	6,871	8,493	10,629	33.6	30.7	20.9	23.6	25.1
165	162	619	1,077	1,592	2,334	(1.8)	282.1	74.0	47.8	46.6
5.1	3.7	10.9	15.7	18.7	22.0	(134)	716	479	306	322
32.6	43.2	51	61.3	72.6	63.4	75.0	88.3	24.3	18.3	17.8
2,126	2,255	2,359	2,459	2,543	2,449	2,530	2,593	3.8	3.3	2.5
69,332	97,434	1,20,284	1,50,838	1,84,515	1,55,195	1,89,690	2,29,064	29.0	22.2	20.8
37,116	50,627	61,138	76,275	93,554	78,627	97,613	1,18,137	28.6	24.1	21.0
37,738	51,438	63,857	77,325	95,279	80,190	1,00,013	1,21,339	25.6	24.7	21.3
6,660	10,476	12,563	14,547	18,440	15,536	19,970	24,629	23.7	28.5	23.3
17.6	20.4	19.7	18.8	19.4	19.4	20.0	20.3	(30)	59	33
3,264	4,918	5,649	6,408	7,113	6,624	7,618	8,570	17.3	15.0	12.5
1,558	2,861	3,338	3,782	4,236	3,899	4,367	4,890	16.8	12.0	12.0
1,636	2,559	3,462	4,235	6,963	4,725	7,807	10,951	36.5	65.2	40.3
4.3	5	5.4	5.5	7.3	5.9	7.8	9.0	47	191	122
	27 1,857 50,089 30,822 33,997 6,675 19.6 5 3,400 17,516 5,728 3,254 165 5.1 32.6 2,126 69,332 37,116 37,738 6,660 17.6 3,264 1,558 1,636	27 35.8 1,857 1,857 50,089 66,492 30,822 40,765 33,997 44,820 6,675 10,796 19.6 24.1 5 6 3,400 3,973 17,516 25,696 5,728 7,445 3,254 4,348 165 162 5.1 3.7 32.6 43.2 2,126 2,255 69,332 97,434 37,116 50,627 37,738 51,438 6,660 10,476 17.6 20.4 3,264 4,918 1,558 2,861 1,636 2,559 4.3 5	27 35.8 42.4 1,857 1,857 2,000 50,089 66,492 86,361 30,822 40,765 51,204 33,997 44,820 58,099 6,675 10,796 11,950 19.6 24.1 20.6 5 6 7 3,400 3,973 4,705 17,516 25,696 33,855 5,728 7,445 9,878 3,254 4,348 5,684 165 162 619 5.1 3.7 10.9 32.6 43.2 51 2,126 2,255 2,359 69,332 97,434 1,20,284 37,116 50,627 61,138 37,738 51,438 63,857 6,660 10,476 12,563 17.6 20.4 19.7 3,264 4,918 5,649 1,558 2,861 3,338 1,636 2,559 3,462 4.3 5,54	27 35.8 42.4 55.3 1,857 1,857 2,000 2,119 50,089 66,492 86,361 1,17,122 30,822 40,765 51,204 67,051 33,997 44,820 58,099 73,142 6,675 10,796 11,950 14,447 19.6 24.1 20.6 19.8 5 6 7 7.6 3,400 3,973 4,705 5,016 17,516 25,696 33,855 37,893 5,728 7,445 9,878 11,400 3,254 4,348 5,684 6,871 165 162 619 1,077 5.1 3.7 10.9 15.7 32.6 43.2 51 61.3 2,126 2,255 2,359 2,459 69,332 97,434 1,20,284 1,50,838 37,116 50,627 61,138 76,275 37,738 51,438 63,857 77,325 6,660 10,476 12,563 <	27 35.8 42.4 55.3 65.9 1,857 1,857 2,000 2,119 2,164 50,089 66,492 86,361 1,17,122 1,42,663 30,822 40,765 51,204 67,051 83,579 33,997 44,820 58,099 73,142 91,520 6,675 10,796 11,950 14,447 18,378 19.6 24.1 20.6 19.8 20.1 5 6 7 7.6 9.1 3,400 3,973 4,705 5,016 5,187 17,516 25,696 33,855 37,893 47,027 5,728 7,445 9,878 11,400 14,034 3,254 4,348 5,684 6,871 8,493 165 162 619 1,077 1,592 5.1 3.7 10.9 15.7 18.7 32.6 43.2 51 61.3 72.6 2,126 2,255 2,359 2,459 2,543 69,332 97,434 1,20,	27 35.8 42.4 55.3 65.9 77.4 1,857 1,857 2,000 2,119 2,164 2,207 50,089 66,492 86,361 1,17,122 1,42,663 1,70,938 30,822 40,765 51,204 67,051 83,579 1,00,645 33,997 44,820 58,099 73,142 91,520 1,10,710 6,675 10,796 11,950 14,447 18,378 22,295 19.6 24.1 20.6 19.8 20.1 20.1 5 6 7 7.6 9.1 10.9 3,400 3,973 4,705 5,016 5,187 5,343 17,516 25,696 33,855 37,893 47,027 58,126 5,728 7,445 9,878 11,400 14,034 17,491 3,254 4,348 5,684 6,871 8,493 10,629 165 162 619 1,077 1,592 2,334 5,1 3.7 10.9 15.7 18.7 22.0 <t< td=""><td>27 35.8 42.4 55.3 65.9 77.4 32.7 1,857 1,857 2,000 2,119 2,164 2,207 - 50,089 66,492 86,361 1,17,122 1,42,663 1,70,938 32.7 30,822 40,765 51,204 67,051 83,579 1,00,645 32.3 33,997 44,820 58,099 73,142 91,520 1,10,710 31.8 6,675 10,796 11,950 14,447 18,378 22,295 61.7 19.6 24.1 20.6 19.8 20.1 20.1 445 5 6 7 7.6 9.1 10.9 20 3,400 3,973 4,705 5,016 5,187 5,343 16.9 17,516 25,696 33,855 37,893 47,027 58,126 46.7 5,728 7,445 9,878 11,400 14,034 17,491 30 3,254 4,348 5,684</td><td>27 35.8 42.4 55.3 65.9 77.4 32.7 18.4 1,857 1,857 2,000 2,119 2,164 2,207 - 7.7 50,089 66,492 86,361 1,17,122 1,42,663 1,70,938 32.7 29.9 30,822 40,765 51,204 67,051 83,579 1,00,645 32.3 25.6 33,997 44,820 58,099 73,142 91,520 1,10,710 31.8 29.6 6,675 10,796 11,950 14,447 18,378 22,295 61.7 10.7 19.6 24.1 20.6 19.8 20.1 20.1 445 (352) 5 6 7 7.6 9.1 10.9 20 16.7 3,400 3,973 4,705 5,016 5,187 5,343 16.9 18.4 17,516 25,696 33,855 37,893 47,027 58,126 46.7 31.8 5,728</td><td>27 35.8 42.4 55.3 65.9 77.4 32.7 18.4 30.4 1,857 1,857 2,000 2,119 2,164 2,207 - 7.7 5.9 50,089 66,492 86,361 1,17,122 1,42,663 1,70,938 32.7 29.9 35.6 30,822 40,765 51,204 67,051 83,579 1,00,645 32.3 25.6 30.9 33,997 44,820 58,099 73,142 91,520 1,10,710 31.8 29.6 25.9 6,675 10,796 11,950 14,447 18,378 22,295 61.7 10.7 20.9 19.6 24.1 20.6 19.8 20.1 20.1 445 (352) (82) 5 6 7 7.6 9.1 10.9 20 16.7 7.9 3,400 3,973 4,705 5,016 5,187 5,343 16.9 18.4 6.6 17,516 <td< td=""><td>27 35.8 42.4 55.3 65.9 77.4 32.7 18.4 30.4 19.2 1,857 1,857 2,000 2,119 2,164 2,207 - 7.7 5.9 2.2 50,089 66,492 86,361 1,17,122 1,42,663 1,70,938 32.7 29.9 35.6 21.8 30,822 40,765 51,204 67,051 83,579 1,00,645 32.3 25.6 30.9 24.7 33,997 44,820 58,099 73,142 91,520 1,10,710 31.8 29.6 25.9 25.1 6,675 10,796 11,950 14,447 18,378 22,295 61.7 10.7 20.9 27.2 19.6 24.1 20.6 19.8 20.1 20.1 445 (352) (82) 33 5 6 7 7.6 9.1 10.9 20 16.7 7.9 20.0 3,400 3,973 4,705 5,0</td></td<></td></t<>	27 35.8 42.4 55.3 65.9 77.4 32.7 1,857 1,857 2,000 2,119 2,164 2,207 - 50,089 66,492 86,361 1,17,122 1,42,663 1,70,938 32.7 30,822 40,765 51,204 67,051 83,579 1,00,645 32.3 33,997 44,820 58,099 73,142 91,520 1,10,710 31.8 6,675 10,796 11,950 14,447 18,378 22,295 61.7 19.6 24.1 20.6 19.8 20.1 20.1 445 5 6 7 7.6 9.1 10.9 20 3,400 3,973 4,705 5,016 5,187 5,343 16.9 17,516 25,696 33,855 37,893 47,027 58,126 46.7 5,728 7,445 9,878 11,400 14,034 17,491 30 3,254 4,348 5,684	27 35.8 42.4 55.3 65.9 77.4 32.7 18.4 1,857 1,857 2,000 2,119 2,164 2,207 - 7.7 50,089 66,492 86,361 1,17,122 1,42,663 1,70,938 32.7 29.9 30,822 40,765 51,204 67,051 83,579 1,00,645 32.3 25.6 33,997 44,820 58,099 73,142 91,520 1,10,710 31.8 29.6 6,675 10,796 11,950 14,447 18,378 22,295 61.7 10.7 19.6 24.1 20.6 19.8 20.1 20.1 445 (352) 5 6 7 7.6 9.1 10.9 20 16.7 3,400 3,973 4,705 5,016 5,187 5,343 16.9 18.4 17,516 25,696 33,855 37,893 47,027 58,126 46.7 31.8 5,728	27 35.8 42.4 55.3 65.9 77.4 32.7 18.4 30.4 1,857 1,857 2,000 2,119 2,164 2,207 - 7.7 5.9 50,089 66,492 86,361 1,17,122 1,42,663 1,70,938 32.7 29.9 35.6 30,822 40,765 51,204 67,051 83,579 1,00,645 32.3 25.6 30.9 33,997 44,820 58,099 73,142 91,520 1,10,710 31.8 29.6 25.9 6,675 10,796 11,950 14,447 18,378 22,295 61.7 10.7 20.9 19.6 24.1 20.6 19.8 20.1 20.1 445 (352) (82) 5 6 7 7.6 9.1 10.9 20 16.7 7.9 3,400 3,973 4,705 5,016 5,187 5,343 16.9 18.4 6.6 17,516 <td< td=""><td>27 35.8 42.4 55.3 65.9 77.4 32.7 18.4 30.4 19.2 1,857 1,857 2,000 2,119 2,164 2,207 - 7.7 5.9 2.2 50,089 66,492 86,361 1,17,122 1,42,663 1,70,938 32.7 29.9 35.6 21.8 30,822 40,765 51,204 67,051 83,579 1,00,645 32.3 25.6 30.9 24.7 33,997 44,820 58,099 73,142 91,520 1,10,710 31.8 29.6 25.9 25.1 6,675 10,796 11,950 14,447 18,378 22,295 61.7 10.7 20.9 27.2 19.6 24.1 20.6 19.8 20.1 20.1 445 (352) (82) 33 5 6 7 7.6 9.1 10.9 20 16.7 7.9 20.0 3,400 3,973 4,705 5,0</td></td<>	27 35.8 42.4 55.3 65.9 77.4 32.7 18.4 30.4 19.2 1,857 1,857 2,000 2,119 2,164 2,207 - 7.7 5.9 2.2 50,089 66,492 86,361 1,17,122 1,42,663 1,70,938 32.7 29.9 35.6 21.8 30,822 40,765 51,204 67,051 83,579 1,00,645 32.3 25.6 30.9 24.7 33,997 44,820 58,099 73,142 91,520 1,10,710 31.8 29.6 25.9 25.1 6,675 10,796 11,950 14,447 18,378 22,295 61.7 10.7 20.9 27.2 19.6 24.1 20.6 19.8 20.1 20.1 445 (352) (82) 33 5 6 7 7.6 9.1 10.9 20 16.7 7.9 20.0 3,400 3,973 4,705 5,0

Exhibit 9: Valuation Snapshot - EV/Sales

Description	FY25E	FY26E	FY27E
Revenue (Rs Mn)	80,191	100,013	121,339
EV/Revenue (x)	4.5	4.5	4.5
EV (Rs Mn)	360,859	450,058	546,027
Net debt/(cash)	8,355	8,614	6,238
Equity Value (Rs Mn)	352,504	441,444	539,789
No of O/s shares (Mn)	2,857	2,857	2,857
Target Price (Rs) (A+B+C)	124	155	190
CMP (Rs)	169	169	169
Upside/(Downside) %	(26.8)	(8.6)	12.4



Exhibit 10: Sensitivity of Nykaa's EV/Sales multiple

Revenue (Rs Bn)	FY25E	FY26E	FY27E
EV/Sales (x)			
4	109	137	168
5	137	172	210
7	169	211	257
9	222	277	338
11	278	347	423

Source: Company, Dolat Capital

Exhibit 11: Valuation Snapshot – EV/EBITDA

Description	FY25E	FY26E	FY27E
EBITDA (Rs Mn)	4,725	7,807	10,951
EV/EBITDA (x)	50.0	50.0	50.0
EV (Rs Mn)	236,244	390,346	547,562
Net debt/(cash)	8,355	8,614	6,238
Equity Value (Rs Mn)	227,889	381,732	541,324
No of O/s shares (Mn)	2,857	2,857	2,857
Target Price (Rs) (A+B+C)	80	133	190
CMP (Rs)	169	169	169
Upside/(Downside) %	(52.6)	(21.2)	11.9



Financial Performance

Profit	and I	220	Accou	nt

63,856 60,395	80,191	1,00,013	1,21,339
60,395			
	75,466	92,206	1,10,388
36,464	45,370	56,544	68,325
5,649	6,624	7,618	8,570
18,282	23,472	28,043	33,493
······		·····	10,951
······		······	3,321
······		·····	7,630
	······	······································	1,054
299	257	-	371
0	0	0	0
690	1.266	3.965	6,948
······	······	-	1,911
			0
			0
			5,037
	·····		0,001
			5,037
		_,	5,551
FY24A	FY25E	FY26E	FY27E
			2,856
			635
·····	······································	-	18,377
12,622	13,420	16,196	21,233
9,695	9,494	10,251	7,242
814	876	922	975
23,319	24,073	27,792	30,085
6 071	E 002	5 907	E 420
			5,439
			7.540
·····			7,518
	-		37,334
			0 17,831
······	······		
······	·····	-	4,171
			1,004
			0
7,835	7,900	10,943	14,328
10,687	13,445	16,622	20,205
	·····	6,873	8,034
·····	······	-	12,170
,	,	,	, -
12,243	12,343	15,240	17,129
	·		30,085
	3,462 2,242 1,219 828 299 0 690 253 0 437 0 437 FY24A 2,856 188 9,766 12,622 9,695 814	3,462 4,725 2,242 2,651 1,219 2,074 828 1,065 299 257 0 0 0 690 1,266 253 468 0 0 0 0 0 0 437 798 0 0 0 437 798 FY24A FY25E 2,856 2,856 188 282 9,766 10,564 12,622 13,420 9,695 9,494 814 876 23,319 24,073 6,071 5,883 0 0 5,006 5,847 22,929 25,787 0 0 0 11,920 14,218 2,416 2,531 758 1,139 0 7,835 7,900 10,687 13,445 3,867 5,562 6,820 7,882	3,462 4,725 7,807 2,242 2,651 3,046 1,219 2,074 4,761 828 1,065 1,120 299 257 324 0 0 0 690 1,266 3,965 253 468 1,189 0 0 0 0 0 0 437 798 2,775 0 0 0 437 798 2,775 0 0 0 437 798 2,775 0 0 0 437 798 2,775 0 0 0 437 798 2,775 0 0 0 12,856 2,856 2,856 188 282 423 9,766 10,564 13,340 12,622 13,420 16,196 9,695 9,494 10,251 814 876 922 23,319

E – Estimates



Important Ratios Particulars	FY24A	FY25E	FY26E	FY27E
(A) Margins (%)			🔻	
Gross Profit Margin	42.9	43.4	43.5	43.7
EBIDTA Margin	5.4	5.9	7.8	9.0
EBIT Margin	1.9	2.6	4.8	6.3
Tax rate	36.7	37.0	30.0	27.5
Net Profit Margin	0.7	1.0	2.8	4.2
(B) As Percentage of Net Sales (%)				
COGS	57.1	56.6	56.5	56.3
Employee	8.8	8.3	7.6	7.1
Other	28.6	29.3	28.0	27.6
(C) Measure of Financial Status				
Gross Debt / Equity	0.8	0.7	0.6	0.3
Interest Coverage	1.5	1.9	4.3	7.2
Inventory days	68	65	58	54
Debtors days	14	12	12	13
Average Cost of Debt	9.4	11.1	11.3	12.0
Payable days	22	25	25	24
Working Capital days	70	56	56	52
FA T/O	10.5	13.6	17.2	22.3
(D) Measures of Investment				
AEPS (Rs)	0.2	0.3	1.0	1.8
CEPS (Rs)	0.9	1.2	2.0	2.9
DPS (Rs)	0.0	0.0	0.0	0.0
Dividend Payout (%)	0.0	0.0	0.0	0.0
BVPS (Rs)	4.4	4.7	5.7	7.4
RoANW (%)	3.3	6.1	18.7	26.9
RoACE (%)	3.3	5.5 	12.9	19.1
RoAIC (%)	3.4	5.7	13.6	20.0
(E) Valuation Ratios				
CMP (Rs)	169	169	169	169
Mcap (Rs Mn)	4,84,062	4,84,062	4,84,062	4,84,062
EV	4,92,999	4,92,417	4,92,675	4,90,300
MCap/ Sales	7.6	6.0	4.8	4.0
EV/Sales	7.7	6.1	4.9	4.0
P/E	1107.3	606.5	174.4	96.1
EV/EBITDA	142.4	104.2	63.1	44.8
P/BV	38.3	36.1	29.9	22.8
Dividend Yield (%)	0.0	0.0	0.0	0.0
(F) Growth Rate (%)	24.1	25.6	24.7	24.2
Revenue EBITDA	35.2	25.6 36.5	24.7 65.2	21.3 40.3
EBIT	35.2 47.3	······	129.5	60.3
PBT	80.0	70.1 83.4	213.1	75.2
APAT	76.4	82.6	247.7	75.2 81.5
EPS	76.4	82.6	247.7	81.5
F - Estimates	70.4	02.0	441.1	01.5



Cash Flow				
Particulars	FY24A	FY25E	FY26E	FY27E
Profit before tax	690	1,266	3,965	6,948
Depreciation & w.o.	2,242	2,651	3,046	3,321
Net Interest Exp	828	1,065	1,120	1,054
Direct taxes paid	(1,312)	(468)	(1,189)	(1,911)
Change in Working Capital	(2,513)	(2,063)	(3,128)	(3,049)
Non Cash	67	0	0	0
(A) CF from Operating Activities	2	2,451	3,813	6,363
Capex {(Inc.)/ Dec. in Fixed Assets n WIP}	(1,107)	(761)	(1,014)	(702)
Free Cash Flow	(1,105)	1,690	2,799	5,661
(Inc)./ Dec. in Investments	788	1,659	18	19
Other	218	0	0	0
(B) CF from Investing Activities	(101)	897	(996)	(684)
Issue of Equity/ Preference	279	0	0	0
Inc./(Dec.) in Debt	2,200	(201)	756	(3,009)
Interest exp net	(558)	(1,065)	(1,120)	(1,054)
Dividend Paid (Incl. Tax)	0	0	0	0
Other	(1,479)	(1,701)	(1,956)	(2,250)
(C) CF from Financing	443	(2,967)	(2,320)	(6,312)
Net Change in Cash	344	381	498	(633)
Opening Cash balances	413	757	1,139	1,636
Closing Cash balances	757	1,139	1,636	1,003
E. Estimates				

E – Estimates

Notes



Stock Info and Rating History

Price Performance

Particulars	1M	3M	12M
Absolute (%)	0	(8)	13
Rel to NIFTY (%)	0	(5)	6

Shareholding Pattern

Particulars	Jun'24	Sep'24	Dec'24
Promoters	52.2	52.2	52.2
MF/Banks/FIs	18.3	21.8	23.6
FIIs	10.5	10.1	9.0
Public / Others	19.0	15.9	15.2



Month	Rating	TP (Rs.)	Price (Rs.)
May-24	Reduce	160	179
Jun-24	Buy	205	171
Aug-24	Accumulate	205	189
Nov-24	Accumulate	200	172

*Price as on recommendation date

Notes



Dolat Rating Matrix

Total Return Expectation (12 Months)

Buy	> 20%	
Accumulate	10 to 20%	
Reduce	0 to 10%	
Sell	< 0%	

Dolat Team

Purvag Shah	Managing Director	purvag@dolatcapital.com	+9122 4096 9747			
Amit Khurana, CFA	Head of Equities	amit@dolatcapital.com	+9122 4096 9745			
CONTACT DETAILS						
Equity Sales	Designation	E-mail	Direct Lines			
Dinesh Bajaj	Director - Equity Sales	dineshb@dolatcapital.com	+9122 4096 9709			
Kapil Yadav	Director - Equity Sales & Corporate Access	kapil@dolatcapital.com	+9122 4096 9735			
Jubbin Shah	Director - Equity Sales	jubbins@dolatcapital.com	+9122 4096 9779			
Girish Raj Sankunny	Director - Equity Sales	girishr@dolatcapital.com	+9122 4096 9625			
Pratik Shroff	AVP - Equity Sales	pratiks@dolatcapital.com	+9122 4096 9621			
Rajeev Lala	AVP - Equity Sales	rajeevl@dolatcapital.com	+9122 4096 9767			
Equity Trading	Designation	E-mail				
P. Sridhar	Director and Head of Sales Trading	sridhar@dolatcapital.com	+9122 4096 9728			
Chandrakant Ware	Director - Sales Trading	chandrakant@dolatcapital.com	+9122 4096 9707			
Shirish Thakkar	Director - Sales Trading	shirisht@dolatcapital.com	+9122 4096 9702			
Kartik Mehta	Director - Sales Trading	kartikm@dolatcapital.com	+9122 4096 9715			
Bhavin Mehta	Director Research - Derivatives Strategist	bhavinm@dolatcapital.com	+9122 4096 9705			



Analyst(s) Certification

The research analyst(s), with respect to each issuer and its securities covered by them in this research report, certify that: All of the views expressed in this research report accurately reflect his or her or their personal views about all of the issuers and their securities; and No part of his or her or their compensation was, is, or will be directly or indirectly related to the specific recommendations or views expressed in this research report.

I. Analyst(s) and Associate (S) holding in the Stock(s): (Nil)

II. Disclaimer:

This research report has been prepared by Dolat Capital Market Private Limited. to provide information about the company(ies) and sector(s), if any, covered in the report and may be distributed by it and/or its affiliated company(ies) solely for the purpose of information of the select recipient of this report. This report and/or any part thereof, may not be duplicated in any form and/or reproduced or redistributed without the prior written consent of Dolat Capital Market Private Limited. This report has been prepared independent of the companies covered herein. Dolat Capital Market Private Limited. and its affiliated companies are part of a multi-service, integrated investment banking, brokerage and financing group. Dolat Capital Market Private Limited. and/or its affiliated company(ies) might have provided or may provide services in respect of managing offerings of securities, corporate finance, investment banking, mergers & acquisitions, financing or any other advisory services to the company(ies) covered herein. Dolat Capital Market Private Limited. and/or its affiliated company(ies) might have received or may receive compensation from the company(ies) mentioned in this report for rendering any of the above services. Research analysts and sales persons of Dolat Capital Market Private Limited. may provide important inputs to its affiliated company(ies) associated with it. While reasonable care has been taken in the preparation of this report, it does not purport to be a complete description of the securities, markets or developments referred to herein, and Dolat Capital Market Private Limited. does not warrant its accuracy or completeness. Dolat Capital Market Private Limited. may not be in any way responsible for any loss or damage that may arise to any person from any inadvertent error in the information contained in this report. This report is provided for information only and is not an investment advice and must not alone be taken as the basis for an investment decision. The investment discussed or views expressed herein may not be suitable for all investors. The user assumes the entire risk of any use made of this information. The information contained herein may be changed without notice and Dolat Capital Market Private Limited. reserves the right to make modifications and alterations to this statement as they may deem fit from time to time. Dolat Capital Market Private Limited. and its affiliated company(ies), their directors and employees may; (a) from time to time, have a long or short position in, and buy or sell the securities of the company(ies) mentioned herein or (b) be engaged in any other transaction involving such securities and earn brokerage or other compensation or act as a market maker in the financial instruments of the company(ies) discussed herein or act as an advisor or lender/borrower to such company(ies) or may have any other potential conflict of interests with respect to any recommendation and other related information and opinions. This report is neither an offer nor solicitation of an offer to buy and/or sell any securities mentioned herein and/or not an official confirmation of any transaction. This report is not directed or intended for distribution to, or use by any person or entity who is a citizen or resident of or located in any locality, state, country or other jurisdiction, where such distribution, publication, availability or use would be contrary to law, regulation or which would subject Dolat Capital Market Private Limited. and/or its affiliated company(ies) to any registration or licensing requirement within such jurisdiction. The securities described herein may or may not be eligible for sale in all jurisdictions or to a certain category of investors. Persons in whose possession this report may come, are required to inform themselves of and to observe such restrictions.

For U.S. persons only: This research report is a product of Dolat Capital Market Private Limited, under Marco Polo Securities 15a-6 chaperone service, which is the employer of the research analyst(s) who has prepared the research report. The research analyst(s) preparing the research report is/are resident outside the United States (U.S.) and are not associated persons of any U.S. regulated broker-dealer and therefore the analyst(s) is/are not subject to supervision by a U.S. broker-dealer, and is/are not required to satisfy the regulatory licensing requirements of FINRA or required to otherwise comply with U.S. rules or regulations regarding, among other things, communications with a subject company, public appearances and trading securities held by a research analyst account.

Research reports are intended for distribution only to "Major Institutional Investors" as defined by Rule 15a-6(b)(4) of the U.S. Securities and Exchange Act, 1934 (the Exchange Act) and interpretations thereof by U.S. Securities and Exchange Commission (SEC) in reliance on Rule 15a-6(a)(2). If the recipient of this report is not a Major Institutional Investor as specified above, then it should not act upon this report and return the same to the sender. Further, this report may not be copied, duplicated and/or transmitted onward to any U.S. person, which is not the Major Institutional Investor. In reliance on the exemption from registration provided by Rule 15a-6 of the Exchange Act and interpretations thereof by the SEC in order to conduct certain business with Major Institutional Investors, Dolat Capital Market Private Limited has entered into a chaperoning agreement with a U.S. registered broker-dealer, Marco Polo Securities Inc. ("Marco Polo"). Transactions in securities discussed in this research report should be affected through Marco Polo or another U.S. registered broker dealer.



Dolat Capital Market Private Limited.

Corporate Identity Number: U65990GJ993PTC116741

Member: BSE Limited and National Stock Exchange of India Limited.

SEBI Registration No: BSE - INZ000274132, NSE - INZ000274132, Research: INH000014012

Regd. office: 1401-1409, Dalal Street Commercial, Block 53 (Bldg. No.53E) Zone-5, Road-5E, Gift City, Sector 9, Gandhinagar-382355 Gujarat, India.

Board: +9122 40969700 | Fax: +9122 22651278 | Email: research@dolatcapital.com | www.dolatresearch.com