

Kaya Limited

May 4, 2018

To,
The Secretary,
BSE Limited,
1st Floor, Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400001
BSE Scrip Code: 539276

To,
The Manager
Listing Department
National Stock Exchange of India
Limited
'Exchange Plaza', C-1 Block G
Bandra Kurla Complex, Bandra(E)
Mumbai 400051
NSE Symbol: KAYA

Subject: Performance update

Dear Sir/ Madam,

Please find enclosed performance update on the financial results of the Company for the quarter and financial year ended March 31, 2018.

Kindly take the above on record.

Thank you.

For **Kaya Limited**



Nitika Dalmia
Company Secretary &
Compliance Officer

Encl: A/a

**Q4 FY 18
Investor Update**



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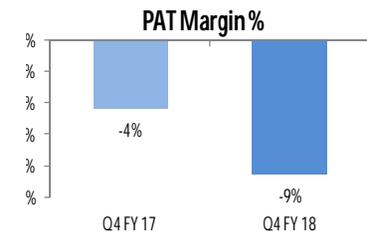
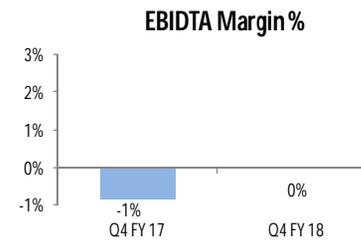
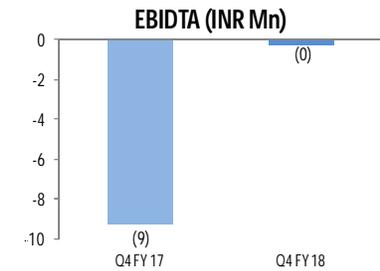
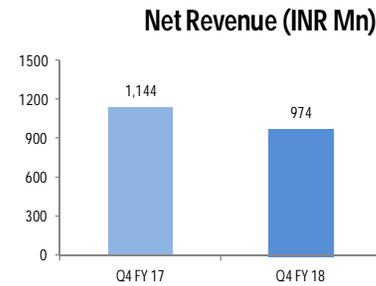


Q4 FY18 Highlights

Kaya Group

- **Net Revenue (NR)** for Q4 FY18 at INR 974 Mn ,declined by 15% over LY
- **EBIDTA** of Q4 FY 18 breakeven, as compared to EBIDTA of INR (9) Mn (-ve 1% of NR) in Q4 FY17
- **PAT** at INR (83) Mn (-ve 9% of NR),as compared to INR (49) Mn (-ve 4% of NR) in Q4 FY17

Q4 FY18 Performance



Kaya India – Highlights

- Net Revenue for Q4 FY18 at INR 507 Mn, declined by 5% (SSG: -ve 3%)
- EBIDTA is INR 1 Mn (0% of NR), compared to EBIDTA of INR (40) Mn (-ve 7% of NR) in Q4 FY17
- PAT at INR (43) Mn (-ve 9% NR), compared to PAT of INR (39) Mn (-ve 7% NR) in Q4 FY17

Key Initiatives :

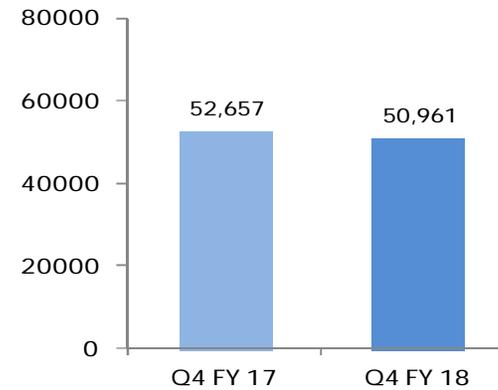
- Renovation of 5 clinics completed in Q4 FY 18, bringing the total to 19
- New & Affordable pricing construct executed across key categories like Hair Free and Pigmentation resulting in growths
- Launch of two hair care ranges in retail products, leading to over 5% contribution to products business
- A very successful viral-video campaign promoting Hair care category, featuring the comedian Naveen Polishetty, resulted in over 1 million complete views and delivered 30%+ engagement on Facebook



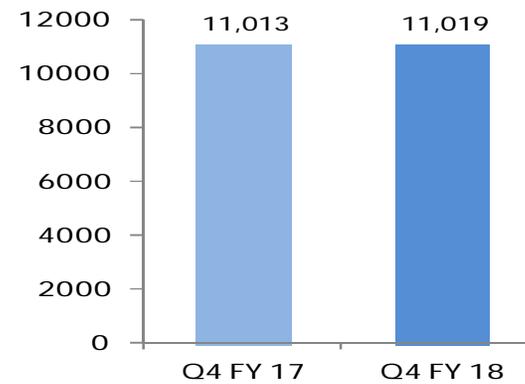
Kaya India

- Customer Count declined by 3% over Q4 LY
- Ticket Size is flat over Q4 LY

Operational Indicators



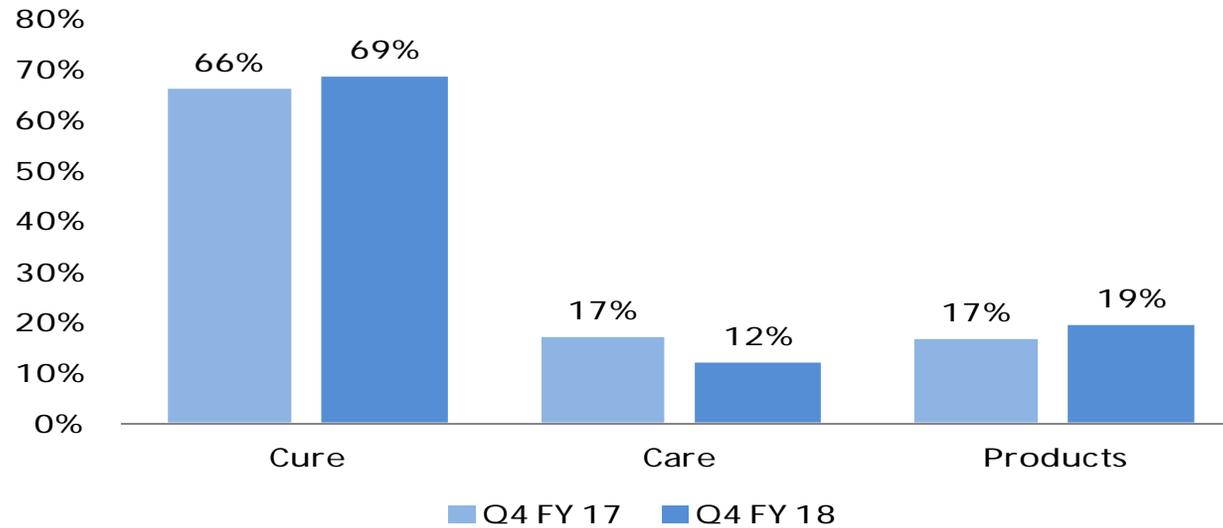
Customer count



Ticket Size (Rs)



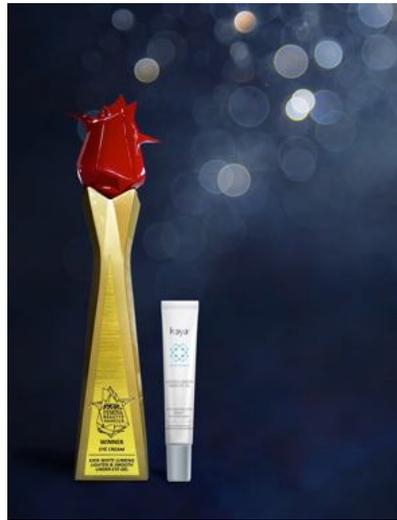
Category Mix - India



- Cure category grew by 1% (SSG: flat) in Q4 FY 18
 - Hair Free and FP category majorly contributed to growth
- Care vertical de-grew by 33% (SSG: -33%) in Q4 FY 18
- Product category (*including E commerce*) grew by 12% (SSG: 12%) in Q4 FY 18.



AdGully Digixx Award
2018



Nykaa Femina Beauty
Awards 2018



ET Now Times Ascent
Awards



TRRAIN Retail Awards
2017-18

Awards – Q4 FY18



Kaya – Middle East Highlights

- Net Revenue for Q4 FY18 at INR 467 Mn, declined by 23%
- EBIDTA at INR (1) Mn, compared to EBIDTA of INR 30 Mn (5% NR) in Q4 FY17
- PAT at INR (39) Mn (-ve 8% NR), compared to PAT of INR (10) Mn (-ve 2% NR) in Q4 FY17

Key Initiatives :

- Acne & Pigmentation Systems re-crafting – Recrafting Solutions Grid
- Laser Hair Removal Ndyag Scale up
- The newly launched Kaya Skin Lifting – HIFU in all UAE clinics on Mar'18
- Pure Sense segment launched in UAE on Feb'18 and Oman & Kuwait launched in Mar'18
- New Diagnostic tool being evaluated

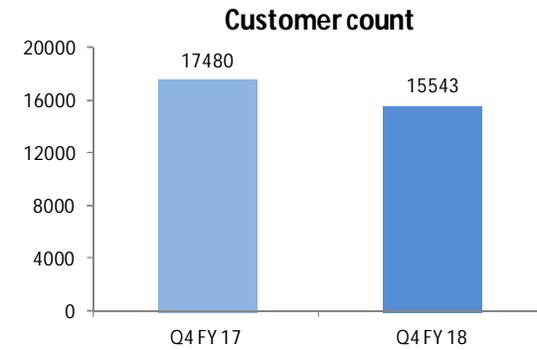


Kaya Middle East

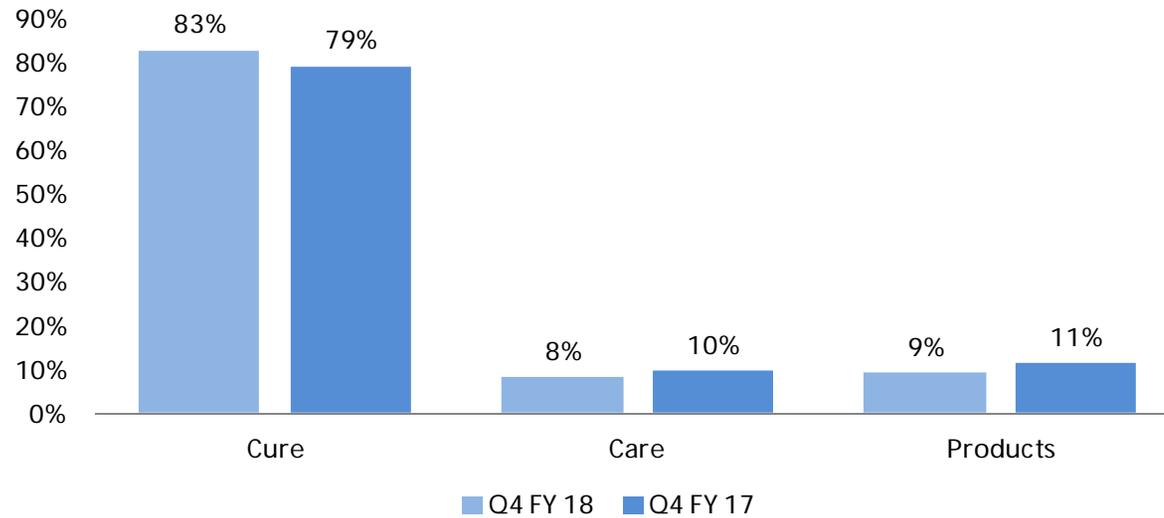
- Customer Count declined by 11% over LY
- Ticket Size declined by 1% over LY



Operational Indicators



Kaya Middle East – Category Mix



- Cure category declined by 7% in Q4 FY 18.
- Care Vertical comprising of Skin Beauty declined by 24%
- Product category declined by 29% over Q4 LY

Financial Highlights : Kaya Group

Particulars (INR Mn)	Q4 FY 18	Q4 FY 17
Collection	1069	1142
Net Revenue	974	1144
EBIDTA	0	-9
Operating Margin	-72	-70
Other Income	2	22
Business PAT	-83	-49

6%

15%

Collection SSG -ve 11%
-ve 11% at constant currency

Net Revenue SSG -ve 15%
-ve 15% at constant currency

EBIDTA margin flat, against
-ve 1% LY

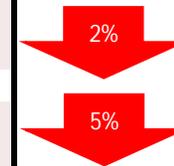
Operating margin at
-ve 7%,
against -ve 6% in Q4 LY

PAT at -ve 9% against
-ve 4% in Q4 LY

Q4 FY 18, EBIDTA includes write back of provision no longer required

Financial Highlights : India

Particulars (INR Mn)	Q4 FY 18	Q4 FY 17
Collection	586	600
Net Revenue	507	536
EBIDTA	1	-40
Operating Margin	-41	-69
Other Income	7	29
Business PAT	-43	-39



Collection SSG at -ve 4%

Net Revenue SSG at -ve 3%

EBIDTA is breakeven,
against -ve 7% in Q4 LY

Operating margin at
-ve 8%
against -ve 13% in Q4 LY.

PAT at -ve 9% against
-ve 7% in Q4 LY

Q4 FY 18, EBIDTA includes write back of provision no longer required

Financial Highlights : Middle East

Particulars (INR Mn)	Q4 FY 18	Q4 FY 17	
Collection	482	542	 <p>Collection SSG -ve 19% -ve 18% at constant currency</p>
Net Revenue	467	608	 <p>Net Revenue SSG -ve 25% -ve 25% at constant currency</p>
EBIDTA	-1	30	<p>EBIDTA margin at -ve 1 % Against 4% Q4 LY</p>
Operating Margin	-31	-1	<p>Operating margin at -ve 7% against -ve 1% in Q4 LY</p>
Business PAT	-39	-10	<p>PAT at -ve 8% against -ve 2% in Q4 LY</p>

Financial Highlights : Kaya Group FY 18

Particulars (INR Mn)	Kaya India		Kaya Middle East		Kaya Group	
	FY 18	FY 17	FY 18	FY 17	FY 18	FY 17
Collection	2321	2265	2131	2058	4452	4323
Net Revenue	2012	1940	1992	2150	4004	4091
EBIDTA	-67	-194	61	-24	-5	-218
<i>% to NR</i>	-3%	-10%	3%	-1%	0%	-5%
Operating Margin	-198	-301	-50	-117	-248	-418
<i>% to NR</i>	-10%	-16%	-3%	-5%	-6%	-10%
Business PAT	-135	-156	-67	-131	-202	-287
<i>% to NR</i>	-7%	-8%	-3%	-6%	-5%	-7%
Minority Share	0	0	14	6	14	6
Exceptional Items/Consol adj	0	0	0	0	0	0
PAT post Exception	-135	-156	-80	-137	-215	-293
<i>% to NR</i>	-7%	-8%	-4%	-6%	-5%	-7%

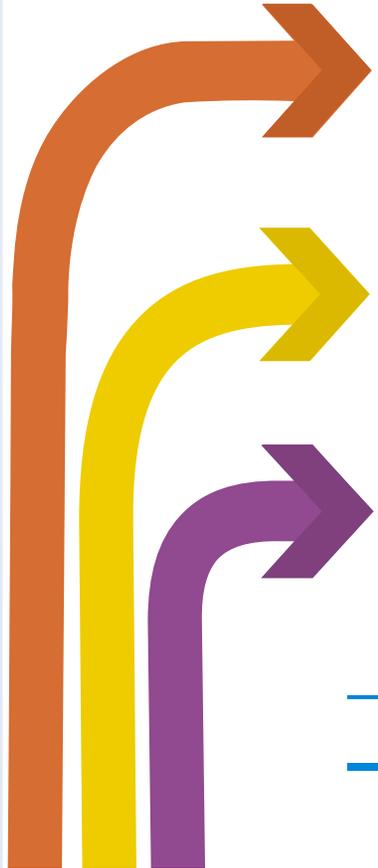
Q4 FY 18, EBIDTA includes write back of provision no longer required



Corporate Overview

Kaya offers a comprehensive range of skin and hair care solutions through a range of specialized Kaya Clinics across India and Middle East.

Kaya also has a wide spectrum of 60+ products that range from Skin, Hair and Body care, for both men and women.



About Kaya

Premium Skin and Hair Care services and products brand

- Incorporated in 2003, Kaya is a pioneer in speciality skin & hair care with a **Unique Business Model**; a blend of Medical + Retail + Hospitality.
- Advanced solutions through state-of-the-art clinics and a range of retail products across distinct skin and hair care range

Dermatologist backed, USFDA Safe Technology

- All services and products designed and formulated by **in-house dermatologists** at Kaya's R&D.
- Over 150 experienced dermatologists. Every clinic has an in house qualified and certified dermatologist who consult & offer personalized solutions.

Operations

- Over 100 clinics spread across India in various geographies. Over 150 retail outlets in major department stores.
- E-commerce presence through own website as well as channel partners.
- Kaya is the largest international chain of skincare clinics in the Middle East (UAE, Kingdom of Saudi Arabia, Oman and Kuwait).

A New Age Business – Creating the market

Our Core Service Categories in Skin Care

Anti-Ageing

Dermal Fillers, Wrinkles Reduction with BOTOX®, Natural Skin Rejuvenation with PRP, Youth Renew Marvel with Thermage, Skin Tightening, Chemical Peels, etc.



Laser Hair Reduction

US-FDA approved advance laser technology for Permanent hair reduction. Nd-YAG, Soprano Laser.



De-Pigmentation Solutions

Aqua Therapy, Laser services, Microdermabrasion, Intense Pro Peels, etc.



Acne & Scar Treatment

Chemical Peels, Acne-Scar Free+ with Dermaroller, Laser Scar Reduction services, Acne Free with Aqua Therapy, etc.



Beauty Solutions

Beauty facials, hydration, purification, rejuvenation therapies.

Range of solutions across categories like Anti-ageing, Pigmentation, Laser Hair Reduction, Acne & Scars

Entered the Hair Care category in 2016-17



A well-rounded approach to treating Hair Loss

KAYA'S
ROOT REGEN SYSTEM



Solutions in Hair Care

Hair Thinning: Kaya Targeted Root Regen System : Intensive Hair Root Therapy (IHRT), Natural Hair Rejuvenation, Hair Nutri-Infusion Therapy, Hair Root Activation Laser Therapy & Low Level Laser Therapy



Healthy Hair & Scalp Solution: Kaya Ultimate 360° Hair Elixir Therapy – Hair Volumizing, Frizz Control & Breakage Reduction



Hair Loss: Kaya Expert Hair Transplant Solution : Minimally invasive advanced Follicular Unit Extraction (FUE) method of hair transplantation which involves no cuts, stitches or scars



kaya™
clinic



Our Presence - India

103 Clinics

151 Product Retail Outlets

28 Cities

16 Indian States



Our Presence – Middle East



24 Clinics

4 Countries

11 Cities



UAE



Oman



KSA



Kuwait



Thank You