Quarterly Performance Update
Q1 FY-15

Marico Kaya Enterprises Limited (MaKE)

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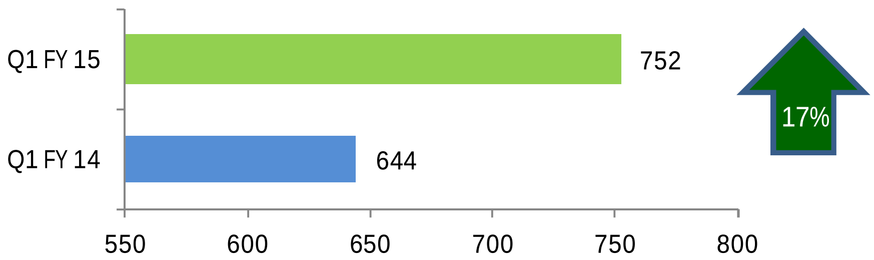
MaKE Snapshot

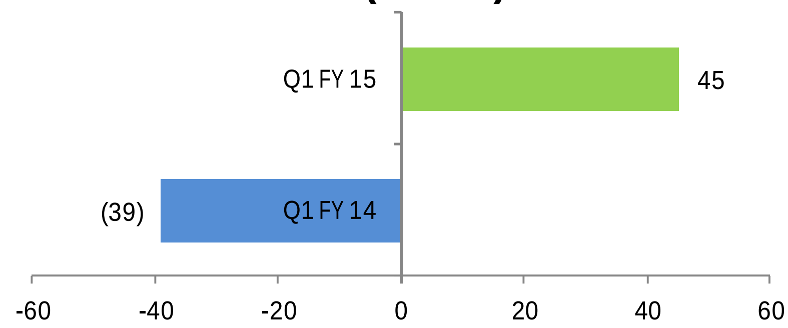
- MaKE Limited, formed in Jan 2013 to house Kaya business demerged from Marico Group
- MaKE Limited is listed on NSE/ BSE, since 1st July 2014 .
- A Leading chain in Cosmetic dermatology – Customized Skin care solutions - Services & Products
- **Largest Network Leadership across India and Middle East region**
  - ✓ 89 touch points across 26 cities in India
  - ✓ 18 touch points across 3 countries in Middle east

Financial Summary

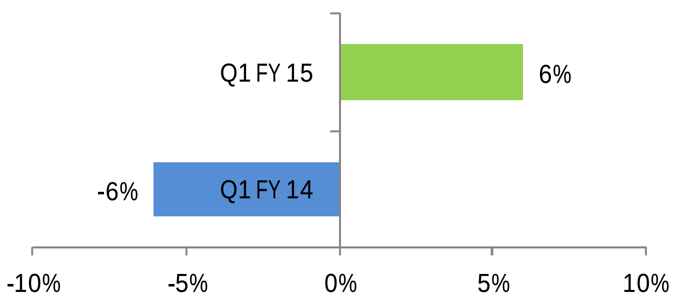
Net Revenue (INR Mn)



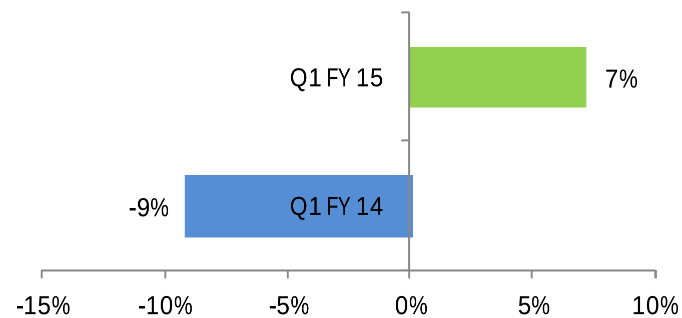
EBIDTA (INR Mn)



EBIDTA Margin %



PAT %



**PAT % is before Exception*

Kaya India Region

Kaya India : Key Highlights

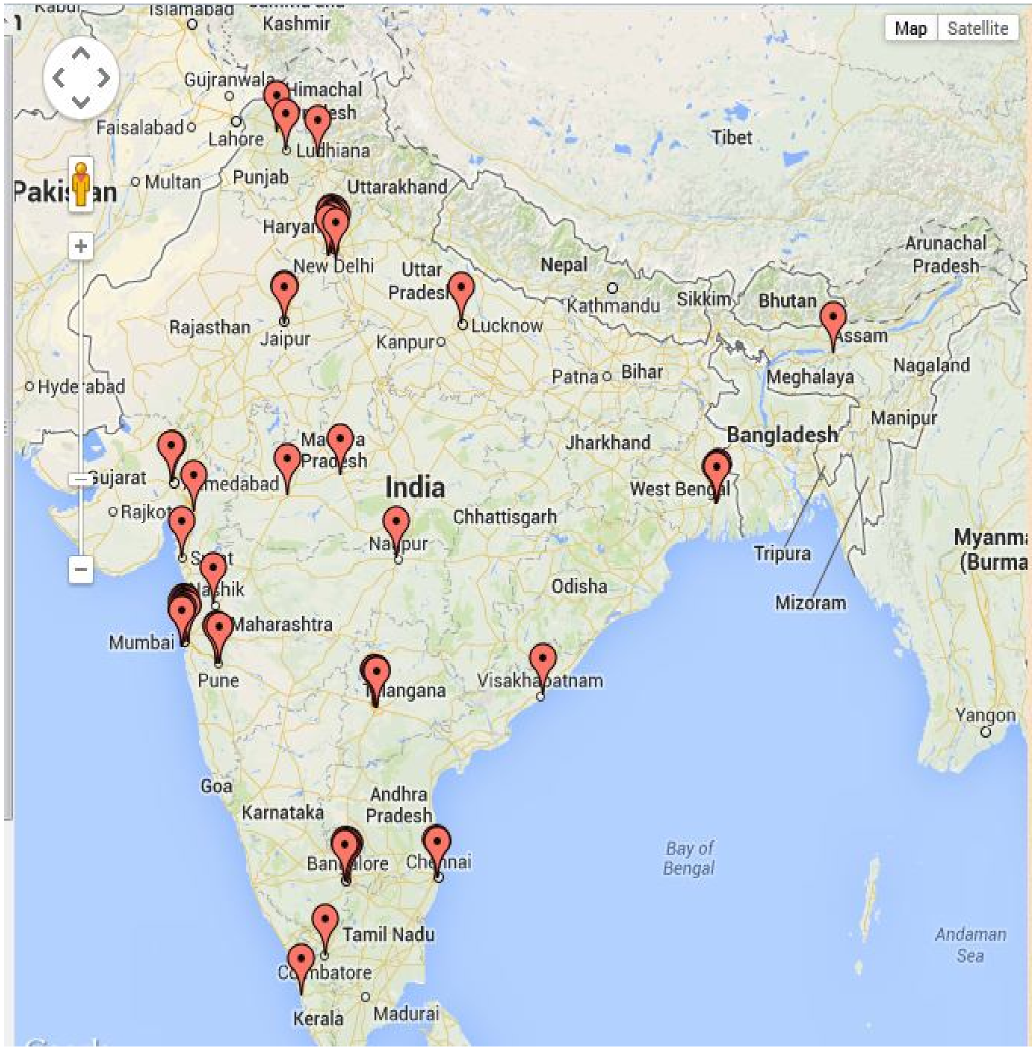
- Net Revenue SSG at 9% & Collection SSG at 10%.
  - Customer count has grown by 4%
  - Ticket size grew by 8% over Q1 FY 14.
- Kaya Smiles - Loyalty contribution increased to 84% in Q1 FY 15 from 79% in FY 14.
- Q1 FY15 EBIDTA of INR (1) Mn against EBIDTA of INR (23) Mn in Q1 FY 14.
- Q1 FY15 PAT at INR 21 Mn against Q1 FY 14 loss of INR (33) Mn in Q1 FY14.
- Added 18 new *Pigmentation reduction technology*, totalling to 24 Q switch in chain.
- Expansion:
  - Opened one new clinic in Hyderabad @ Inorbit Mall (86th clinic)

SSG: Same store growth

Awards & Recognition

Organized by WCRC (World Consulting & Research Corporation), Kaya Limited. is touted as **one of the top 100 'India's Most Promising Brands', 2014**.

Our Presence and still expanding...



The picture above just gives an idea of location and don't represent exact scale

86
Clinics

3
Kaya Skin Bars

26
Cities

16
Indian states

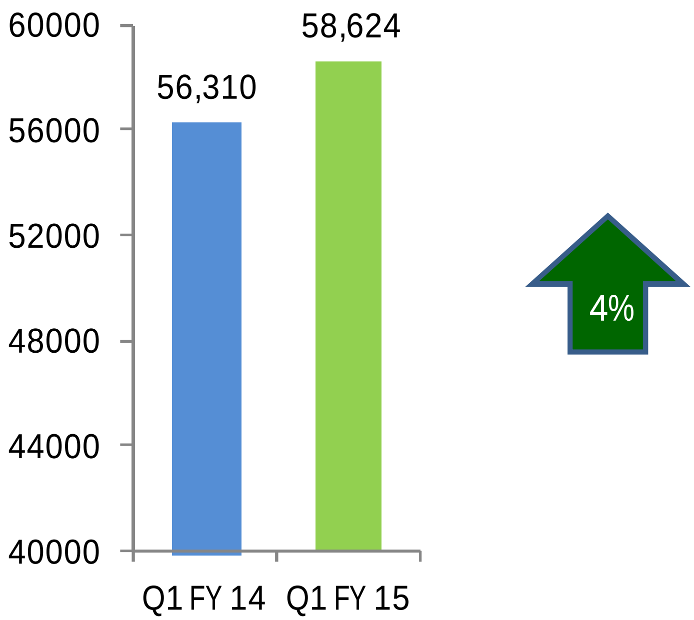
✓1 Clinic &1 KSB opened in July-14.

✓4 clinics & 3 KSBs under fit-out.

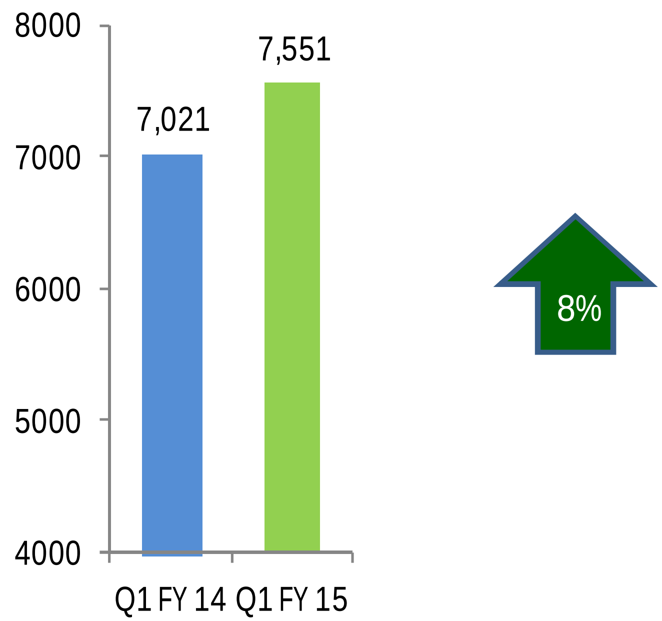
New Clinic Opened

- Location : Inorbit Mall, Hyderabad
- Opening Date : 21st June 2014

Operational Indicators – India



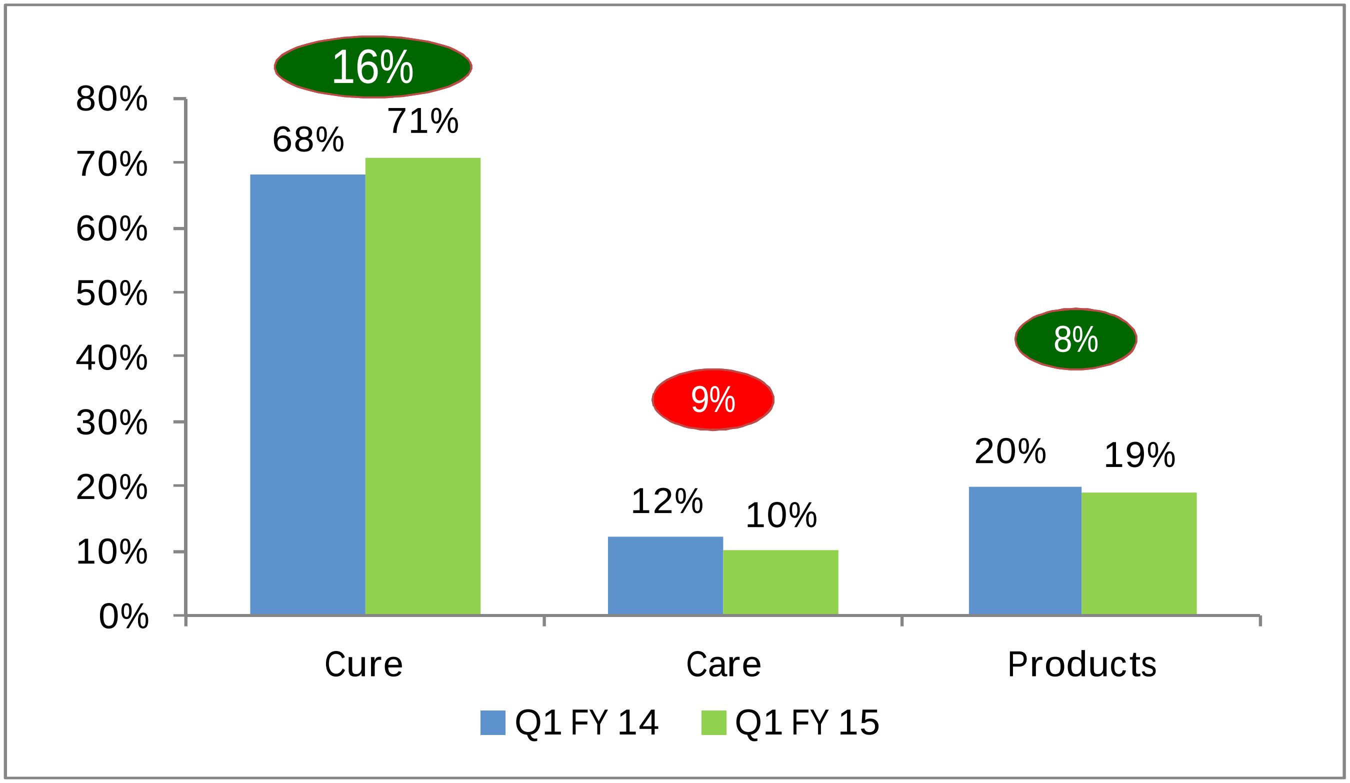
Customer count



Ticket Size

- Ticket Size growth is mainly on account of increase in Revenue from Cure and Products category

Category Mix % - India



Cure category has grown in contribution from 68% to 71% in Q1 FY 15 15 with a growth of 16% over Q2 FY 14

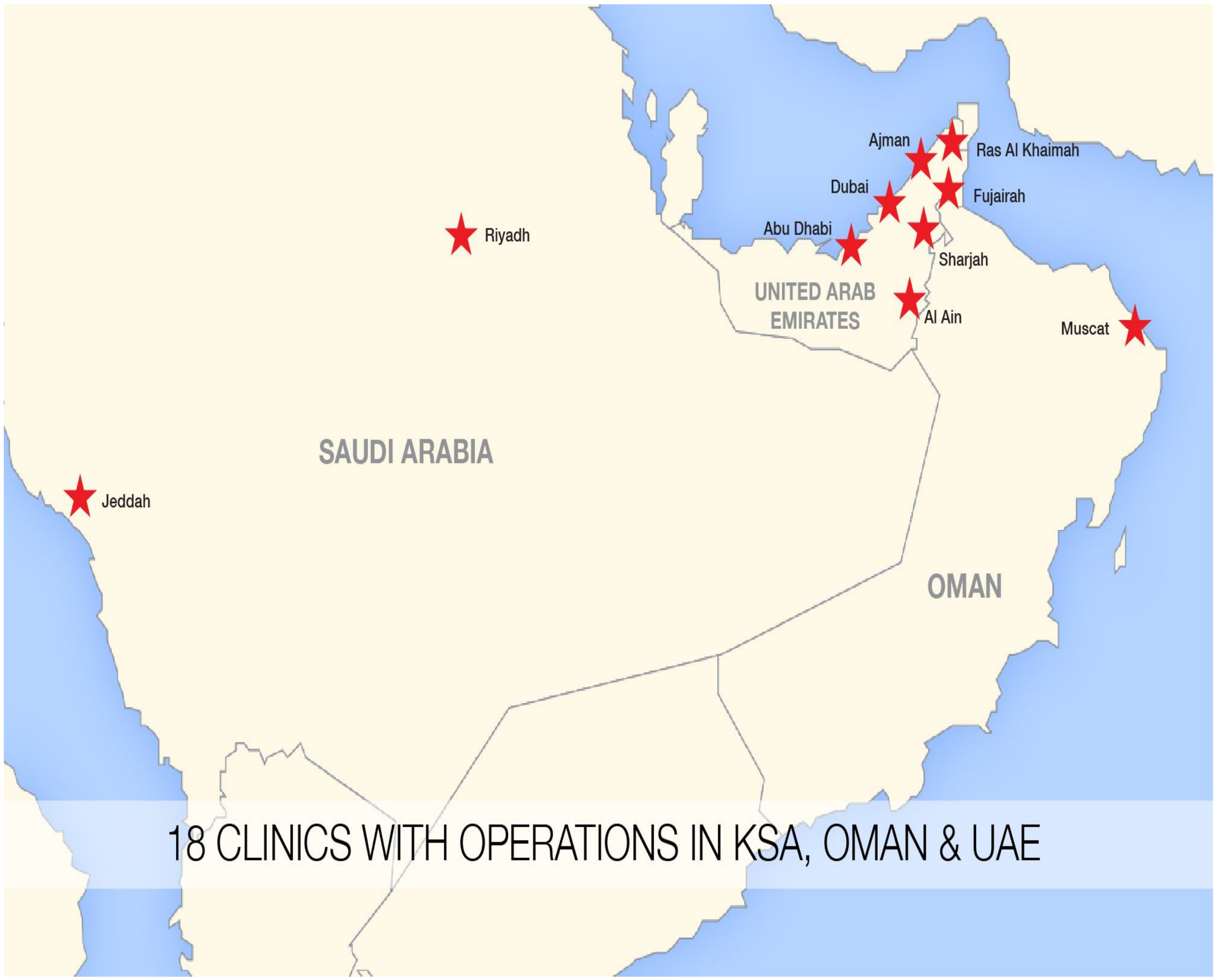
Kaya Middle East Region

Kaya Middle East : Highlights

- Net Revenue SSG has grown by 16% & Collection by 14%.
  - Customer count has grown by 6% over Q1 FY14
  - Ticket size grew by 8% over Q1 FY 14.
- Q1 FY15 EBIDTA of INR 49 Mn (13%) compared to loss of INR (16) Mn (-5%) in Q1 FY 14.
- Q1 FY15 PAT at INR 38 Mn (10%) as against loss of INR (27) Mn (-9%) in Q1 FY 14.
- *Pigmentation reduction technology* introduced last year has seen good traction.

SSG: Same store growth @ constant currency

Our Presence



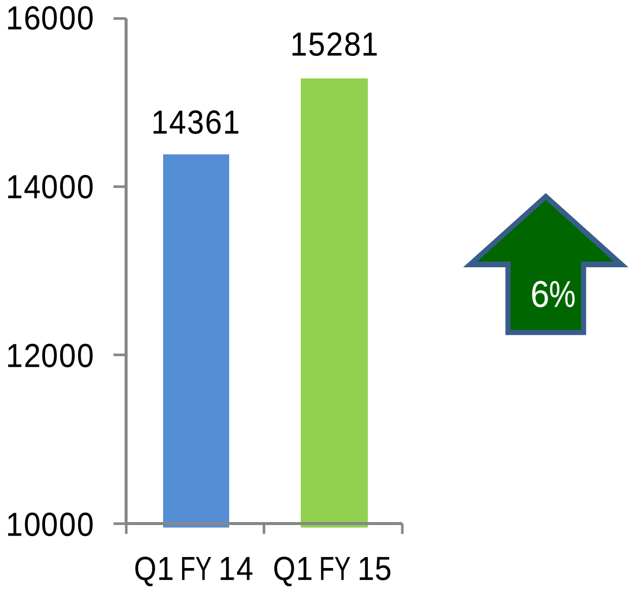
18
Clinics

3
Countries

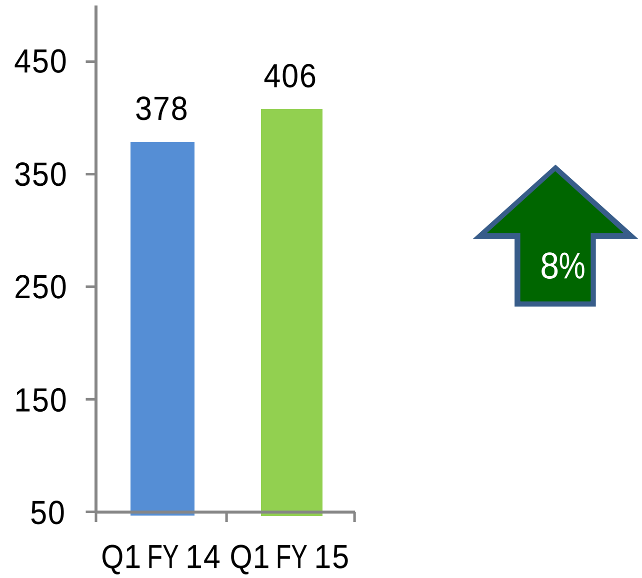
8
Cities

The picture above just gives an idea of location and don't represent exact scale

Operational Indicators – Middle East



Customer count

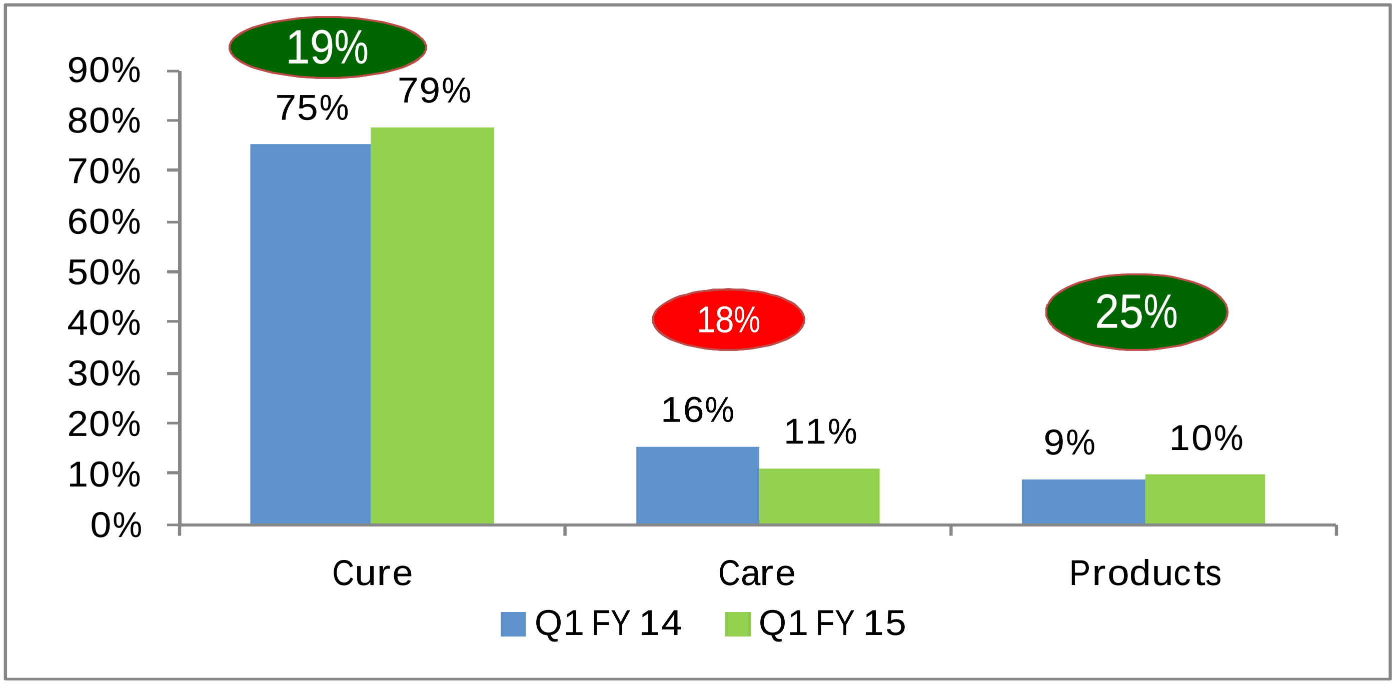


Ticket Size (USD)

- Ticket Size growth is mainly on account of increase in Revenue from Cure and Products category

On constant currency basis

Category Mix % - KME Region



Cure category mix has grown upward from 75% to 79%

On constant currency basis

Financials

Financial Highlights : MaKE Group

Particulars (INR Mn)	Q1 FY 14	Q1 FY 15
Collection	706	819
Net Revenue	644	752
EBIDTA	-39	45
Operating Margin	-61	21
Other Income	2	38
PBT before Exception	-59	59
Exceptional Items	0	-48
PAT post Exception	-59	6

16%

17%

Collection SSG 12% @ constant currency

Net Revenue SSG 13% @ constant currency

EBIDTA margin at 6% against (6)% LY

Operating margin at 3% against (10)% LY

Note:

- DIAL (Singapore business) numbers have been excluded from Q1 FY 14 (Singapore business was divested in Q4FY14)

- Numbers of Q1 FY 14 represents management accounts

- Exceptional item represents KME SPA cancellation compensation

SSG: Same store growth @ constant currency

Financial Highlights : India

Particulars (INR Mn)	Q1 FY 14	Q1 FY 15
Collection	400	446
Net Revenue	343	378
EBIDTA*	-23	-1
Operating Margin	-35	-13
Other Income	2	38
PBT before Exception	-33	25
Exceptional Items	0	0
PAT	-33	21

12%

10%

Collection SSG 10%

Net Revenue SSG 9%

EBIDTA margin was flat against (7)% LY

Operating margin at (3)% against (10)% LY

SSG: Same store growth

Financial Highlights : Middle East

Particulars (INR Mn)	Q1 FY 14	Q1 FY 15
Collection	305	372
Net Revenue	301	374
EBIDTA	-16	49
Operating Margin	-27	38
Other Income	0	0
PBT before Exception	-27	38
Exceptional Items	0	0
PAT	-27	38

22%

24%

Collection SSG 14%
@ constant currency

Net Revenue SSG 16%
@ constant currency

EBIDTA margin at 13%
against (5)% LY

Operating margin at 10%
against (9)% LY

SSG: Same store growth @ constant currency

In case of any clarifications please contact on investorrelations@kayaindia.net

Thank you