

Kaya Limited

May 27, 2024

To,
BSE Limited
Market Operations Department,
1st Floor, Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400001
BSE Scrip Code: 539276

National Stock Exchange of India Limited
'Exchange Plaza', 5th Floor,
Plot No. C/1, G Block,
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 ended March 31, 2024.

Kindly take the above on record.

For **Kaya Limited**,

Nitika Dalmia
Company Secretary &
Compliance Officer

Encl: A/a

Q4 FY24

PERFORMANCE HIGHLIGHTS



DISCLAIMER

Statements in this Presentation describing the Company's performance may be "forward looking Statements" within the meaning of applicable securities laws and regulation. Actual results may differ materially from those directly or indirectly expressed, inferred or implied. Important factors that could make a difference to the Company's operations include, among others, economic conditions affecting demand / supply and price conditions in the domestic markets in which the Company operates, changes in or due to the environment, Government regulations, laws, statutes, judicial pronouncements and / or other incidental factors

Q4 FY24 HIGHLIGHTS

India Clinics:

Net Revenue growth of clinics in India was 24% vs Q4FY23

- Product Business witnessed a 25% growth vs Q4FY23
- Service revenue grew by 24% vs Q4FY23
- Body Contouring segment continued to show robust growth of 77% growth vs Q4FY23, and Acne & Scars category has grown by 27%
- Relaunched Haircare Category with advanced diagnostic tools in Q4FY24 with a revamped customer journey witnessing a 18% revenue growth vs Q4FY23
- Customer count grew in India in Q4 FY24 by 14% vs Q4FY23
- NPS scores continued to trend higher in Q4FY24 touching 88 reflecting great customer experience



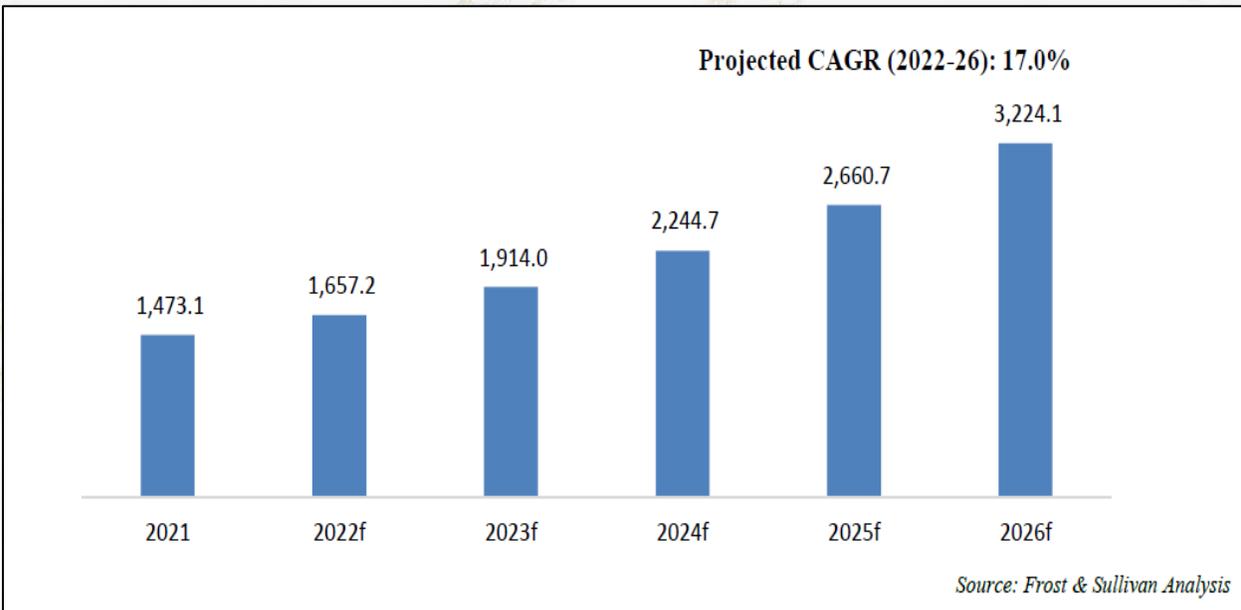
- **OVERVIEW**
- **CLINIC REFRESH**
- **STRATEGIC PILLARS**
- **AWARDS**
- **COMPANY FINANCIALS**



INDUSTRY OVERVIEW- INDIA

Positive impact of Covid-19 in changing customer mindset towards wellness & aesthetics

Aesthetic Dermatology Market in India growing at a CAGR of 17%.



Growth is primarily driven by growing customer base across metros and non-metros, due to rapid urbanization

Aesthetic Dermatology poised for growth (FY 22 to FY 26):

- Health & wellness category is growing at a CAGR of 5.6% and the aesthetic dermatology sub-category is growing at a faster rate of 17%

Young India consumers leading the spends on wellness and beauty

- 33% Millennials spent more than INR 4000 on wellness per month
- The wellness and beauty market is expected to thrive on India's younger working population with a median age of 28

The future is bright with consumers seeking expert, tech driven, quick beauty solutions:

- **New Technologies for Treatment:** Low on pain, quicker recovery
- **Changing Customer Needs:** Rise of social media & easy availability of information on the internet ,after Covid-19 has led to a rise in consumer acceptance and affinity
- **Utilization of AI Technology:** Content based imaging for better diagnosis and treatment outcomes

KAYA INDIA OVERVIEW

74 CLINICS

25 CITIES

16 STATES

**SKIN, HAIR &
BODY** SERVICES

70+ PRODUCTS

100K+ KAYA
SMILES MEMBERS

85%+
WOMEN
WORKFORCE



- OVERVIEW
- **CLINIC REFRESH**
- STRATEGIC PILLARS
- AWARDS
- COMPANY FINANCIALS



CLINIC REFRESH

India's New Growth Engine

Relocations:

- As part of our continued clinic refresh initiative, we relocated two clinics in Q4 FY24, making it 6 relocations for the year. These two clinics in Alwarpet (Chennai) and Matunga (Mumbai) are enjoying positive customer sentiments as captured in GBP of the clinics with a 4.7 Star and 5 Star rating respectively.
- The Matunga clinic was launched by Hina Khan, which garnered a PR ad value of more than INR 1.2 crs equivalent advertisement spend

Renovations:

- Kaya renovated 11 clinics Pan India till Q4FY24 that witnessed a growth 21% in collection vs Q4FY23.

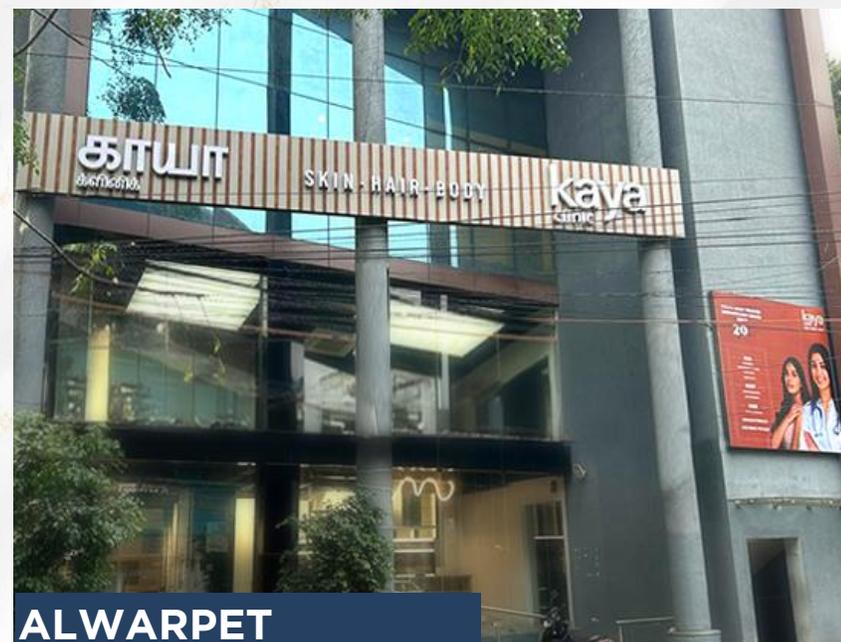
Service Technology:

- To uplift customer experience and outcome, we invested in new Dermatology machines including in Anti-Ageing, Acne Scar and Hair Care in Q4 FY24, making it 156 new machines for the year.



MATUNGA

(Mumbai)



ALWARPET

(Chennai)

STRATEGIC PILLARS

KAYA SMILES
(Loyalty Program)



SERVICES



PRODUCTS



INNOVATION



KAYA SMILES

Loyalty Program

India Clinics:

- Contributed more than 90% of Kaya Clinics collection in Q4FY24
- We focused on experientials for our Kaya Smiles Platinum and Kaya Smiles Gold Elite base by giving free-facials which helped us with collection growth
- In Q4FY24, the loyalty program grew by 20% in collections vs Q4FY23



SERVICES

Skin | Hair | Body
100+ Dermats | 74 Clinics

Category wise Revenue growth over Q4FY23

- Body contouring leapfrogged with 77% growth
- Acne & Scars category witnessed a robust growth of 27% growth
- Hair care also maintained a healthy growth of 18%
- Beauty Facials showed a growth of 17%



PRODUCT

USP - Dermat Backed | 70+ Strong Portfolio

India Clinics:

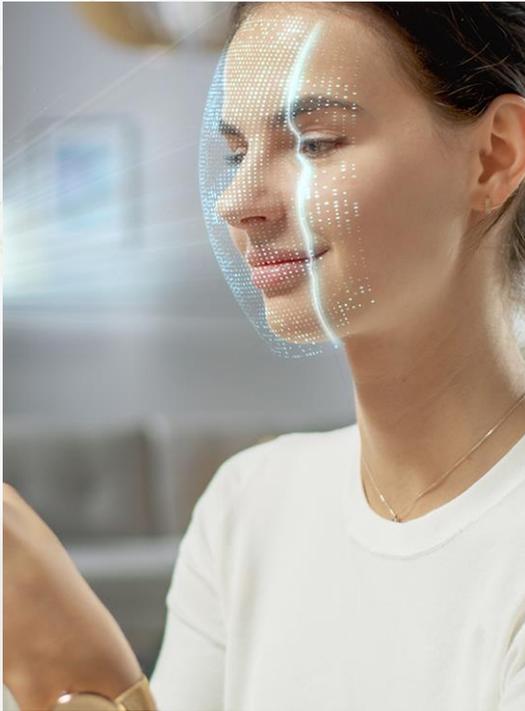
- Clinic product revenue witnessed 25% growth vs Q4FY23
- Bath and Body product category grew at 188%, while Hair Care product added to a 178% growth vs Q4FY23
- Nutraceuticals grew by 31% vs Q4FY23



INNOVATION

Contributed to 31% of India Clinic Collections

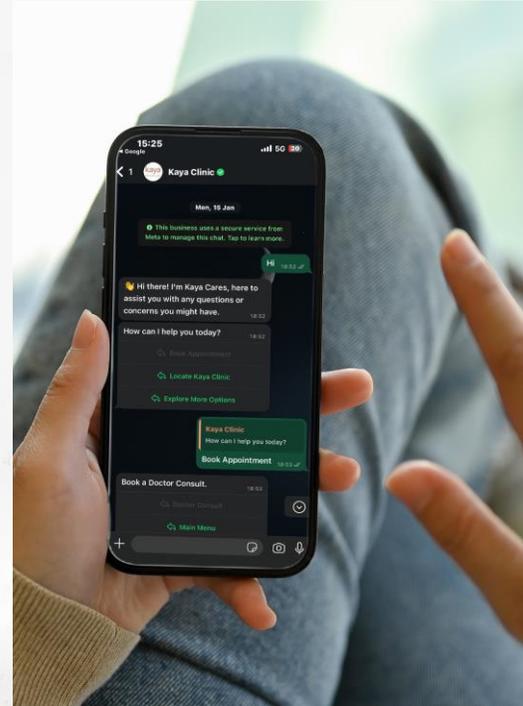
AI POWERED CX



NEW PRODUCT DEVELOPMENT + NUTRA



MARKETING AUTOMATION



NEW SERVICE DEVELOPMENT



INNOVATION

AI Powered Dermat consultations

India Clinics

- Launch of AI enabled Kaya D2C site that aids Diagnosis with product recommendations
- Proprietary AI tool is being used successfully by Kaya's expert Dermats in clinics for consultative skin services
- The usage of the AI tool by Dermats increased from 70% to 83% in Q4 FY24 vs Q4 FY23
- AI powered innovation contributed to 27% of Acne and Brightening & Pigmentation collections



INNOVATION

New Product Development contribute 5% of the India Clinic Collections

India Clinic

Nutra+ Collagen Peptides launched in Q4 FY24 developed in association with Nitta of Japan

The range encompasses 3 exciting flavors:

- Kaya Nutra+ Beauty Plus for skin - Orange
- Kaya Nutra+ Beauty Plus for skin - Chocolate
- Kaya Nutra+ for Hair & Nails - Raspberry

2 new shower gels in body care category

- Seasalt Exfoliating shower gel
- Vitamin C Infinity Glow shower gel

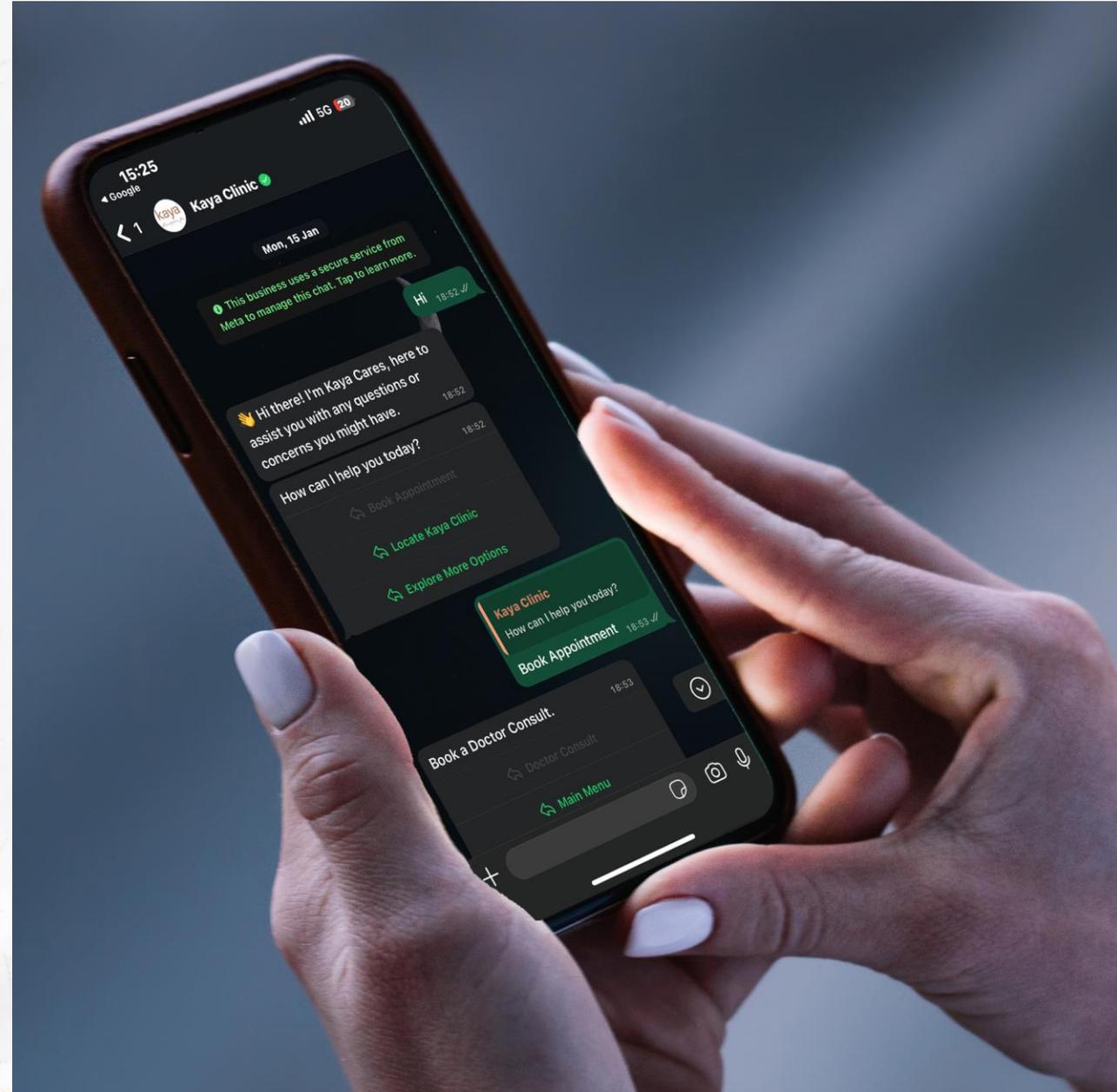


INNOVATION

Uplifting customer experience through Marketing Automation

Use of marketing automation, which included WhatsApp bot and automated nudges to our customer base helped us improve the customer funnel leading to acquisition of 3,600+ new customers.

We launched a cutting-edge self-service WhatsApp Chatbot to facilitate appointment booking, rescheduling and getting clinic locations.



INNOVATION NEW SERVICES DEVELOPMENT

Contributed to 9% of India Clinic Collections

PIGMENTATION & ANTI AGEING



Glutathione IV,
Golden Peel, HIFU

BODY



CoolSculpt, Wonder,
Body HIFU

SKIN CONCERN



Hydra Facial

AWARDS & RECOGNITIONS



Kaya IT team was awarded “Excellence in Digital Transformation” at the Retail distribution and E-commerce summit and awards 2024



We won the “Best HR Initiative” Award, showcasing exceptional teamwork and dedication at TRRAIN Retail Awards 2024



Asmitha (Kaya therapist) from Adyar clinic Chennai received a prestigious award for her “Customer Service Excellence” in the Beauty category at the TRRAIN Retail Awards 2024

KAYA MIDDLE EAST Q4 FY24

new
beginnings,

new strands with

Kaya PRP



promotes natural
hair growth



rejuvenates
scalp



stimulates
hair follicles



Q4 FY24 HIGHLIGHTS

As intimated on 27 March 2024 to the Stock Exchanges, the Company along with wholly owned subsidiary, KME Holdings Pte. Ltd. has entered into a definitive agreement with Humania GCC Holding Limited (“Buyer”) to sell its entire shareholding in Kaya Middle East DMCC (“Kaya DMCC”) and Kaya Middle East FZE (“Kaya FZE”) along with trademarks for perpetuity bearing Kaya name in the United Arab Emirates, Kingdom of Saudi Arabia, Bahrain, Kuwait, Sultanate of Oman, Qatar, Egypt, Morocco, and Iraq.

The Company has received Shareholder’s approval for the said transaction on 27 April 2024. The expected date of completion of sale of shares of Kaya FZE is Quarter 1 and for Kaya DMCC is Quarter 2 of financial year ending on 31 March 2025

Kaya Middle East Clinics:

- Collection growth in Middle East was 1%** vs Q4 FY23
- Collections from the Body business has witnessed a 18% growth vs Q4 FY23, Hair Care has grown by 13% and Skin Glow Solutions has grown by 8%
- Customer count in Middle East declined by 3% vs Q4 FY23

ما هو العلاج مثالي
لتجميل
المناطق الحميمية؟



مجموعة من التقنيات
الغير جراحية



علاج
الكاربوكسي



جهاز
Q-switch



حقن البلازما



- **OVERVIEW**
- **CLINIC REFRESH**
- **STRATEGIC PILLARS**
- **AWARDS**
- **COMPANY FINANCIALS**

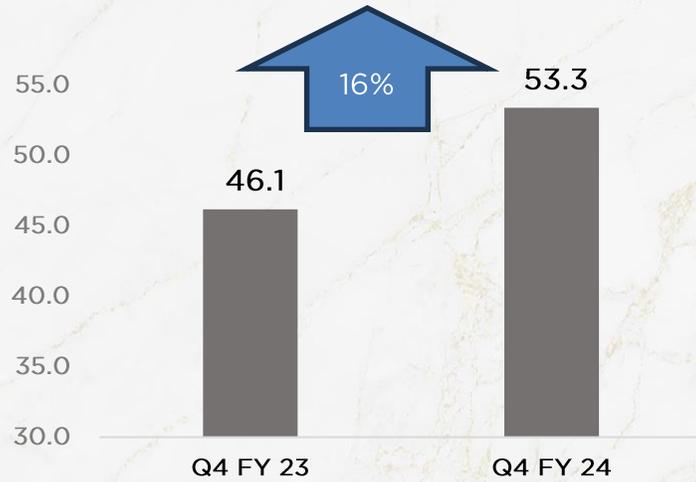


Q4 FY24 FINANCIALS

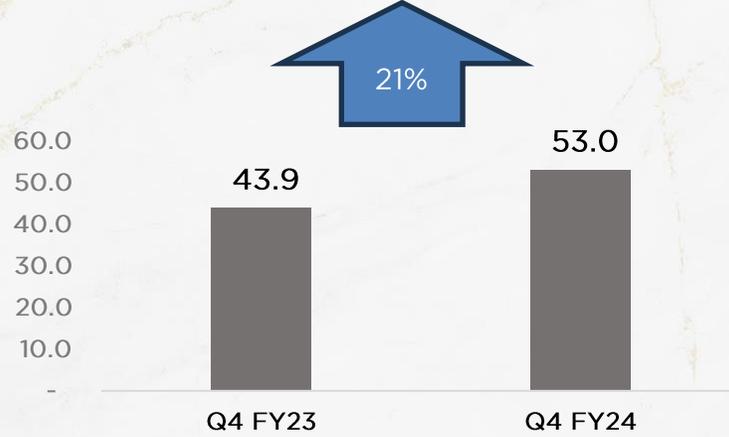


KEY PERFORMANCE INDICATORS - KAYA INDIA

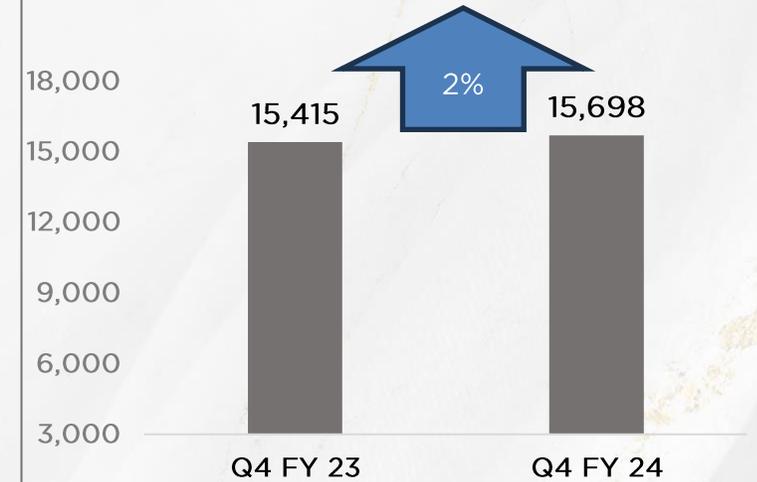
Collection (INR crs)



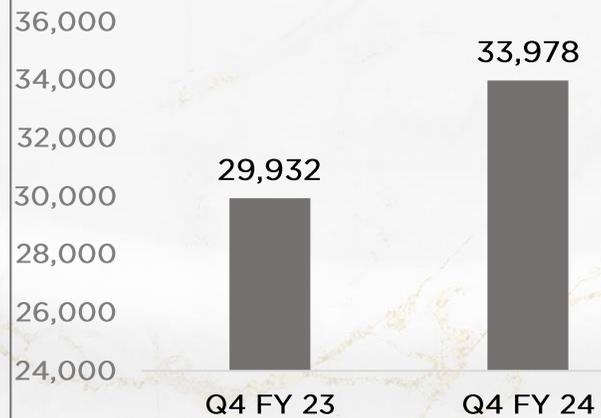
Net Revenue (INR crs)



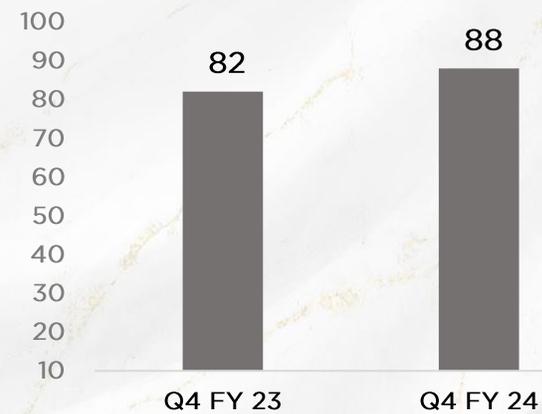
ATS (in INR)



Customer count

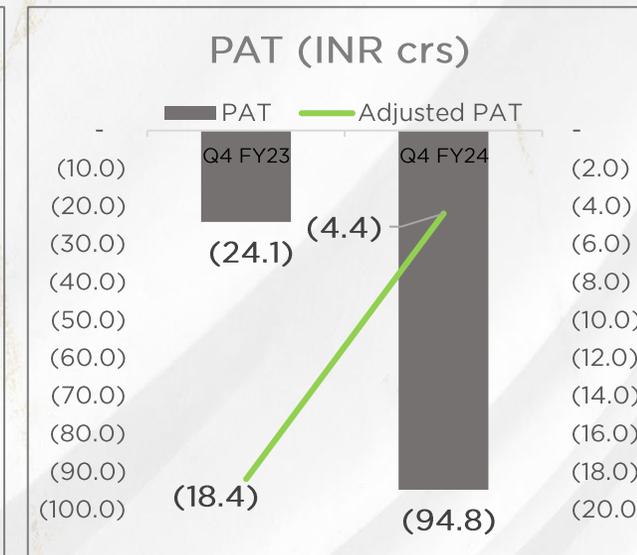
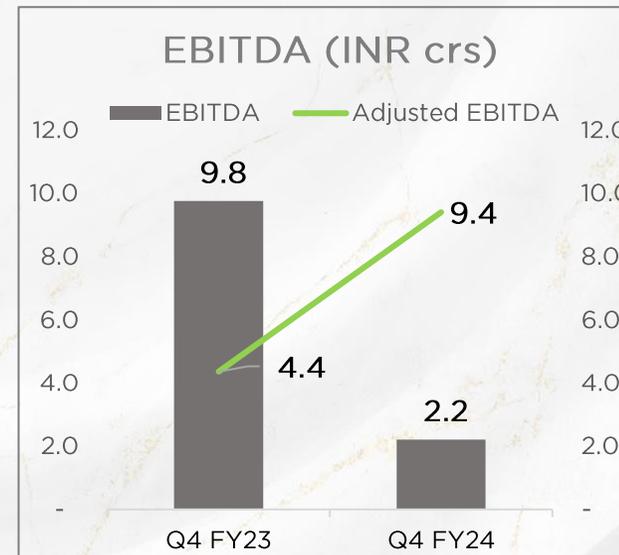
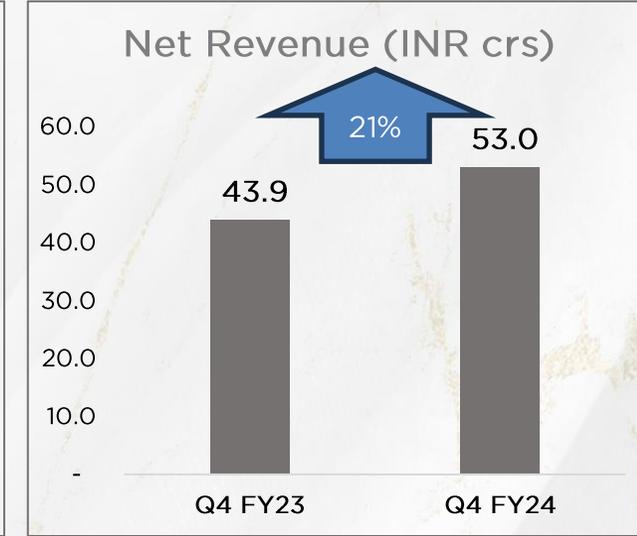
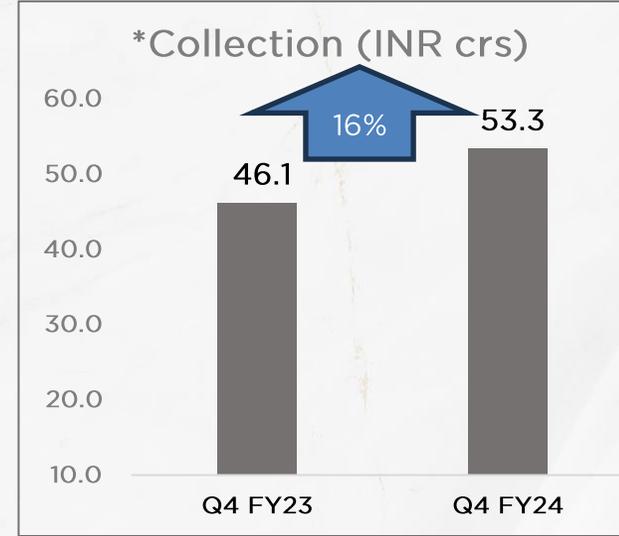


NPS



KAYA STANDALONE - HIGHLIGHTS

- *Clinic Collection grew by 16% over Q4 FY23
- Net Revenue grew by 21% over Q4 FY23
- EBITDA of INR 2.2 crs in Q4 FY24 as compared to INR 9.8 crs in Q4 FY23
- EBITDA includes one-time impact of INR 7.2 crs for cost related to Middle East sale in Q4 FY24 as compared to one-time gain of INR 5.4 crs for reversal of ESOP cost in Q4 FY23
- PAT of INR (94.8) crs in Q4 FY24 as compared to INR (24.1) crs in Q4 FY23
- PAT includes one-time impact of INR 90.4 crs for provision for impairment on investment and for cost related to Middle East sale in Q4 FY24 as compared to one-time impact of INR 11.1 crs for provision for impairment on investment and INR 5.4 crs for reversal of ESOP cost in Q4 FY23



FINANCIAL HIGHLIGHTS: STANDALONE

Particulars (INR crs)	Q4 FY24	Q4 FY23	Gr %	FY 24	FY 23	Gr %
Collection*	53.3	46.1	16%	234.6	208.6	12%
Net Revenue	53.0	43.9	21%	210.3	178.3	18%
EBITDA**	2.2	9.8		34.4	12.9	
<i>% to NR</i>	<i>4%</i>	<i>22%</i>		<i>16%</i>	<i>7%</i>	
Operating Margin	(88.2)	(8.1)		(113.1)	(53.2)	
<i>% to NR</i>	<i>-166%</i>	<i>-19%</i>		<i>-54%</i>	<i>-30%</i>	
PAT before OCI***	(94.8)	(24.1)		(138.7)	(85.5)	
<i>% to NR</i>	<i>-179%</i>	<i>-55%</i>		<i>-66%</i>	<i>-48%</i>	
PAT after OCI	(95.1)	(23.9)		(139.0)	(85.5)	
<i>% to NR</i>	<i>-179%</i>	<i>-54%</i>		<i>-66%</i>	<i>-48%</i>	

*Collection includes only clinic collections

Net Revenue grew by 18% over FY23

** includes one-time impact of INR 7.2 crs for cost related to Middle East sale

Operating Margin includes one-time impact of INR 124.1 crs for provision for impairment on investment and for cost related to Middle East sale

*** OCI is other comprehensive income

FINANCIAL HIGHLIGHTS: CONSOLIDATED

Particulars (INR crs)	Q4 FY24	Q4 FY23	Gr %	FY 24	FY 23	Gr %
Collection*	102.0	100.7	1%	445.8	429.6	4%
Net Revenue	95.5	92.6	3%	404.3	376.7	7%
EBITDA**	(13.9)	2.3		21.3	10.7	
<i>% to NR</i>	<i>-15%</i>	<i>3%</i>		<i>5%</i>	<i>3%</i>	
Operating Margin	(89.2)	(41.1)		(95.2)	(78.1)	
<i>% to NR</i>	<i>-93%</i>	<i>-44%</i>		<i>-24%</i>	<i>-21%</i>	
PAT before OCI & NCI***	(99.2)	(56.4)		(129.7)	(116.3)	
<i>% to NR</i>	<i>-104%</i>	<i>-61%</i>		<i>-32%</i>	<i>-31%</i>	
PAT after OCI & NCI	(99.0)	(58.0)		(130.7)	(114.0)	
<i>% to NR</i>	<i>-104%</i>	<i>-63%</i>		<i>-32%</i>	<i>-30%</i>	

*Collection includes only clinic collections

Net Revenue grew by 7% over FY23

** includes one-time impact of INR 15.1 crs for cost related to Middle East sale

Operating Margin includes one-time impact of INR 81.8 crs for impairment of Goodwill and for cost related to Middle East sale

*** OCI is other comprehensive income and NCI is non-controlling interest

THANK YOU