

First Kaya Skin Bar launches in Bengaluru

Introduces five specialized skincare ranges providing advanced beauty solutions

Bengaluru, January XX, 2012: Kaya Skin Clinic, India's largest chain of skincare clinics, today announced the launch of the first Kaya Skin Bar – a new retail format in Bengaluru at Orion Mall, Bangalore. Marking the landmark achievement of its 10th anniversary, Kaya Ltd., is also introducing 15 new specialized products at the new retail format. The Kaya Skin Bar is consistent with the brand's philosophy of offering customized, holistic skincare solutions using the synergistic combination of product & services.

Ajay Pahwa, CEO, Kaya Skin Clinic said, "Our 10th anniversary is a big milestone in our journey. On this occasion, it gives me immense pleasure to launch the first Kaya Skin Bar in Bengaluru, today. Introducing 15 new specialized products, researched and developed by dermatologists, . Kaya will now have over 50 products, ranging from daily skin care to specific skin concerns like acne, pigmentation, anti-ageing, - further strengthening our expert solutions offering. "

The Kaya Skin Bar is a product-forward store spread across a 500 sq ft. area, with an open and inviting format. The store has select everyday beauty services. The advanced diagnostic tool exclusively available at Kaya Skin Bar – the first of its kind in Asia – will provide a complete skin health report. This will enable our highly trained and certified skin practitioners to recommend the right solution, thereby providing the customer with a customized and effective offering.

On Bengaluru as a market, Ajay further stated, "Bengaluru has been one of our fastest growing markets, clocking a healthy CAGR of 26% over the last three years. Consumer needs in this market have steadily evolved, leading to an increased demand for world class skincare solutions. We see huge future growth potential for this market and have thus chosen to launch our first Kaya Skin Bar here."

The new products are categorized under 5 new specialized ranges and designed to provide customized expert skincare solutions for various skin types. **Hydra Surge 360 degree, Super Orange Bloom and Intense Clarify HD** comprise the **Premium collection**, while **White Resilience** and **Youth ExCell** form the **Luxury collection**. Each product has been researched and developed by dermatologists and made using the finest proven active ingredients which will work synergistically with our services.

The new format prototype is designed to fast-track Kaya's expansion in metro & Tier II cities. The store is located at Orion Mall, Unit No.105, Brigade Gateway Campus, #26/1, Dr. Raj Kumar Road, Malleswaram, Rajaji Nagar, Bangalore – 560055



Marico's Kaya Business

Kaya Ltd. (Kaya), Marico's wholly owned subsidiary, delivers skin care solutions in India and overseas, through its range of Kaya Skin Clinics (83 - India, 19 - Middle East). Kaya, India's foremost chain of skin care clinics, was launched with the objective of delivering flawless skin, using the latest technology available internationally. In 2010, Kaya acquired the aesthetics business of the Singapore based – DRx Clinic. During 2011-12, Kaya recorded a turnover of Rs. 279 Crore.

Kaya endeavors to transform the lives of its customers through expert and customized skin care solutions that include services for Skin Enhancement, addressing specific Skin Concerns, Permanent Laser Hair Reduction and Anti-Ageing. Kaya's product range has over 54 products for skin, hair and body, for both women and men. For more information visit: www.kayaclinic.com

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading Consumer Products & Services companies, in the Beauty and Wellness space. During 2011-12, Marico recorded a turnover of about Rs. 40 billion (about USD 740 Million) through its products and services sold in India and overseas. Marico is widely recognised for its entrepreneurial culture and values of openness, trust, and empowerment. Marico's endeavour is to transform the lives of all stakeholders by helping them maximize their true potential. This purpose is articulated in the true Mariconian spirit ...to... 'be more. every day.' For more information, please visit: www.marico.com.

###