

Kaya Skin Bar - a new address to advanced beauty solutions in New Delhi

~The new retail format offers five new specialized skincare ranges and the first of its kind advanced skin diagnostic tool in Asia

Delhi, February, 2013: Kaya Skin Clinic, India's largest chain of skincare clinics, today announced the launch of the first Kaya Skin Bar in New Delhi at Greater Kailash Market part – 1. The Kaya Skin Bar is a new retail format specially designed to cater to the needs of today's modern Indian woman, who is always on the move. The 700 sq feet store will showcase 15 new specialized product offerings and advanced beauty solutions. The Kaya Skin Bar is consistent with the brand's philosophy of offering customized, holistic skin care solutions to discerning Indian consumers through a wider array of products, backed by select everyday beauty services.

Arvind R.P., Marketing Head, Kaya Skin Clinic said, "After the overwhelming response to our first Kaya Skin Bar in Bengaluru last month, it gives me immense pleasure to launch our second store in the capital today. This product forward store will house our 15 newly launched specialized products, which have been researched and developed by renowned dermatologists. Apart from the new product range to address specific skin concerns, the Kaya Skin Bar will also house an advanced skin diagnostic tool, which is the first-of-its-kind in Asia. This exclusive tool will provide customers with a complete skin health report and enable our highly trained and certified Kaya skin practitioners to recommend the right solution for their skin."

On New Delhi as a market, Arvind further stated, "New Delhi has been one of our fastest growing markets, clocking a healthy growth over the last three years. Consumer needs in this market have evolved and there is a healthy demand for world class skincare solutions. We foresee a further increase in this demand and huge growth potential in this market and hence the decision to launch our second Kaya Skin Bar here."

Kaya is now a proud owner of over 50 products, ranging from daily skin care to specific skin concerns like acne, pigmentation and anti-ageing, further strengthening the brand's expert solutions offering. 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 to work synergistically with our services and provide customers with a customized and effective offering.

The new format prototype is designed to fast-track Kaya's expansion in metro & Tier II cities.

Store Address:

Kaya Skin Bar,
M-10, Greater Kailash Market Part – 1,
New Delhi 110 048

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 recognized for its entrepreneurial culture and values of openness, trust, and empowerment. Marico's endeavor 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.

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