

*Nykd*  
BY NYKAA

A promotional image for Nykd by Nykaa. It features three women from the waist up, wearing vibrant, colorful bras (blue, black, and pink) and laughing joyfully. The background is a soft, light blue gradient. The brand name 'Nykd' is written in a large, black, cursive font in the center, with 'BY NYKAA' in a smaller, black, sans-serif font directly below it. At the bottom, the text 'EXCLUSIVE BRAND STORE' is written in a bold, black, sans-serif font. The entire image is framed by a thin, light blue border.

**Nykd**  
BY NYKAA

**EXCLUSIVE BRAND STORE**

# AWARDS & RECOGNITION

## IMAGES Fashion Awards 2024

- Fashion Awards – Most Admired Social Media Campaign

## ET Great India Retail Awards 2024

- Emerging D2C Brand of the Year
- Lingerie Retailer of the Year

## IMAGES Fashion Awards 2023

- Best Multimedia campaign - NYKD X Bhumi Pednekar
- Best Social Media campaign - NYKD Truth
- Most Admired Tech Innovation – Bra Advisor
- Most admired launch of the Year - Gloom



# AMBIENCE VASANT KUNJ, DELHI



# RAJOURI GARDEN, DELHI



# Bra Advisor



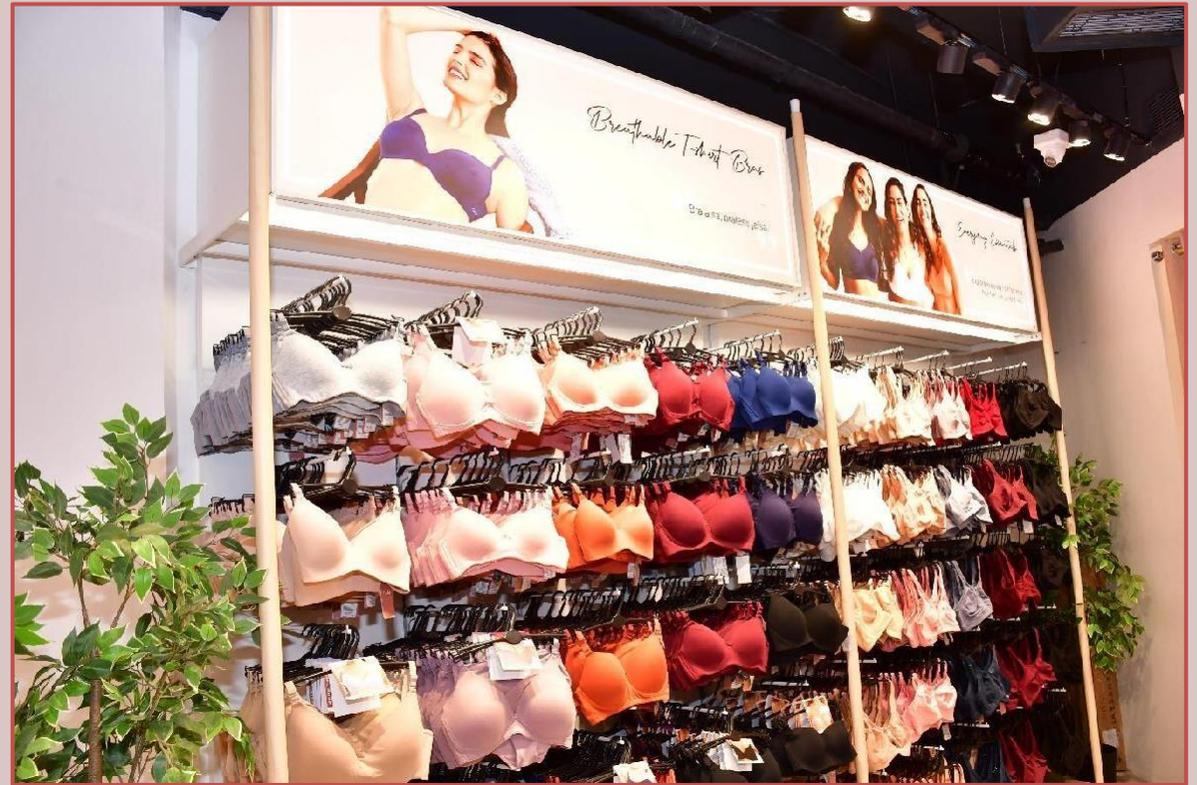




# SARATH CITY MALL, HYDERABAD

Nykd  
BY NYKAA





# VEGA CITY, BANGALORE

Nykd  
BY NYKAA

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BHUMI  
PEDNEKAR  
For  
Nykd  
BY NYKAA



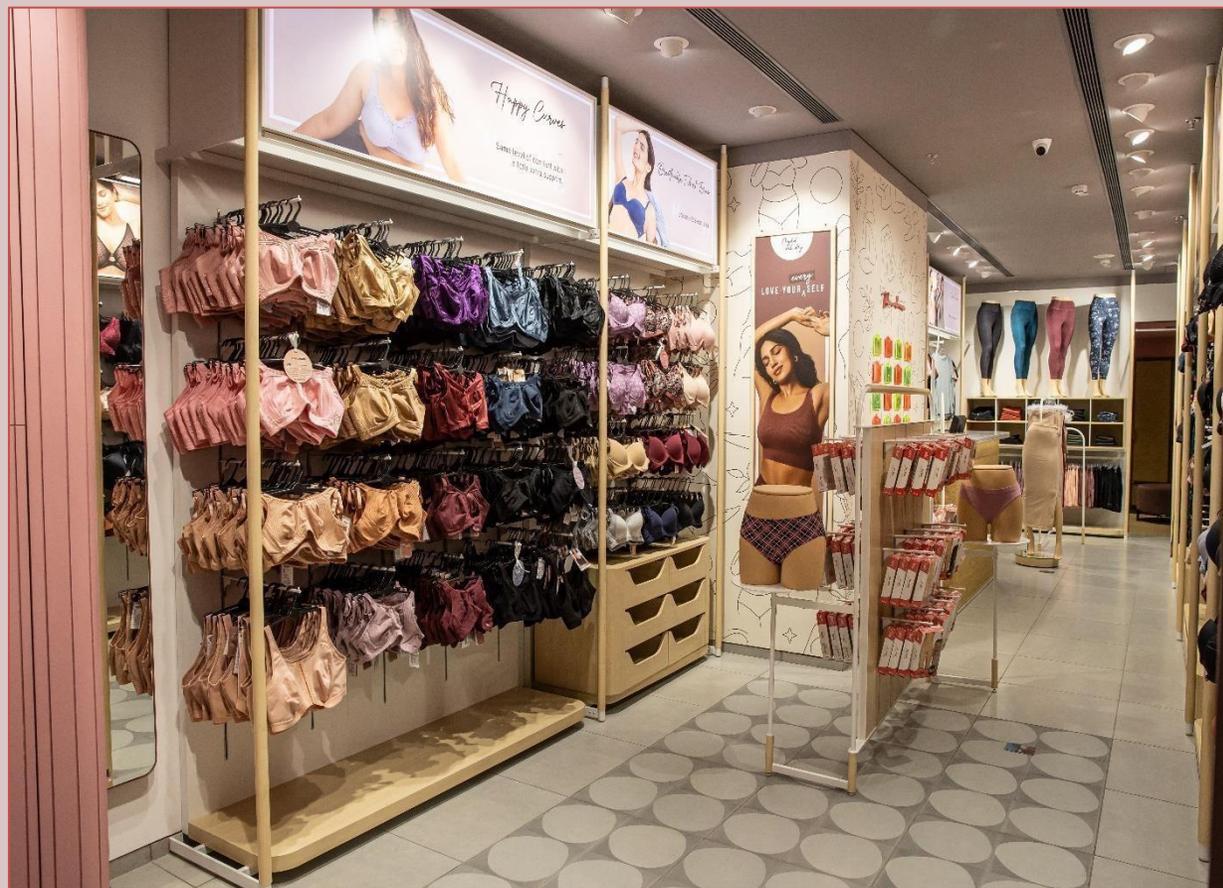
Bra aisa,  
braless jaisa.

Nykd  
BY NYKAA

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Grand opening of our  
First exclusive store  
in Bengaluru

For exciting launch month offers  
Visit our store!



# THE GALLERIA, BANGALORE

Nykd  
BY NYKAA



# PALLADIUM CHENNAI

Nykd  
BY NYKAA



# PHOENIX KURLA



Also Open at:

- Rcity Mumbai,
- Amanora Pune
- Forum Kolkata
- V R Amritsar
- Mall Of Asia Blr
- Ardee Gurgaon
- Irrumanzil Hyd
- Aparna Neo Mall, Hyderabad
- M5 Electronic City, Blr

## The Nykaa of NYKD

- **Age group** : 24-35 years old. Millennial consumer
- **Who is she** : Real woman, in each one of us, all of us
  - Always herself, living each moment fully
  - Experiencing highs and lows...changing....evolving....
  - Always keeping it real. Naked.
  - She writes her own destiny

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Promise

You will still have good days and bad days, but we are here to support you in your journey...We can't change things for you – We Can't stop wars, Can't stop viruses.... But we can bring you comfortable bras that support you in whatever you do...ensuring your innerwear is the least of your worries.

Emotional Benefit : **Always real, Simple**

Functional Benefit: **Your second-skin simplified, for Everyday Comfort.**

## Our Brand Essence

As a brand we want to **support and stand for everything real** – real life experiences, real product experiences, real conversations

A large version of the Nykd BY NYKAA logo, centered on a light brown background. The word "Nykd" is in a cursive script, and "BY NYKAA" is in a bold, sans-serif font below it.

Real, Simple, Naked

#### Core Essence

- Overwhelming category, we **simplify** (educational DNA, bra advisor)
- **Supporting** women to have real conversations

#### Products

- **Prices are real**, not inflated and discounted
- **Solving real problems**- Education, All day comfort, sweat, freshness.
- **Modern product**

#### Marketing

- **Not romanticized and exaggerated communication** but focusing on what's relatable
- **Encouraging conversations**

BRA

## Our Offer: Educating Women

- Every body is different, and we'll help find lingerie suited to your body type.
- High-quality products.
- Simplifying the process of buying it.
- Promote conversations





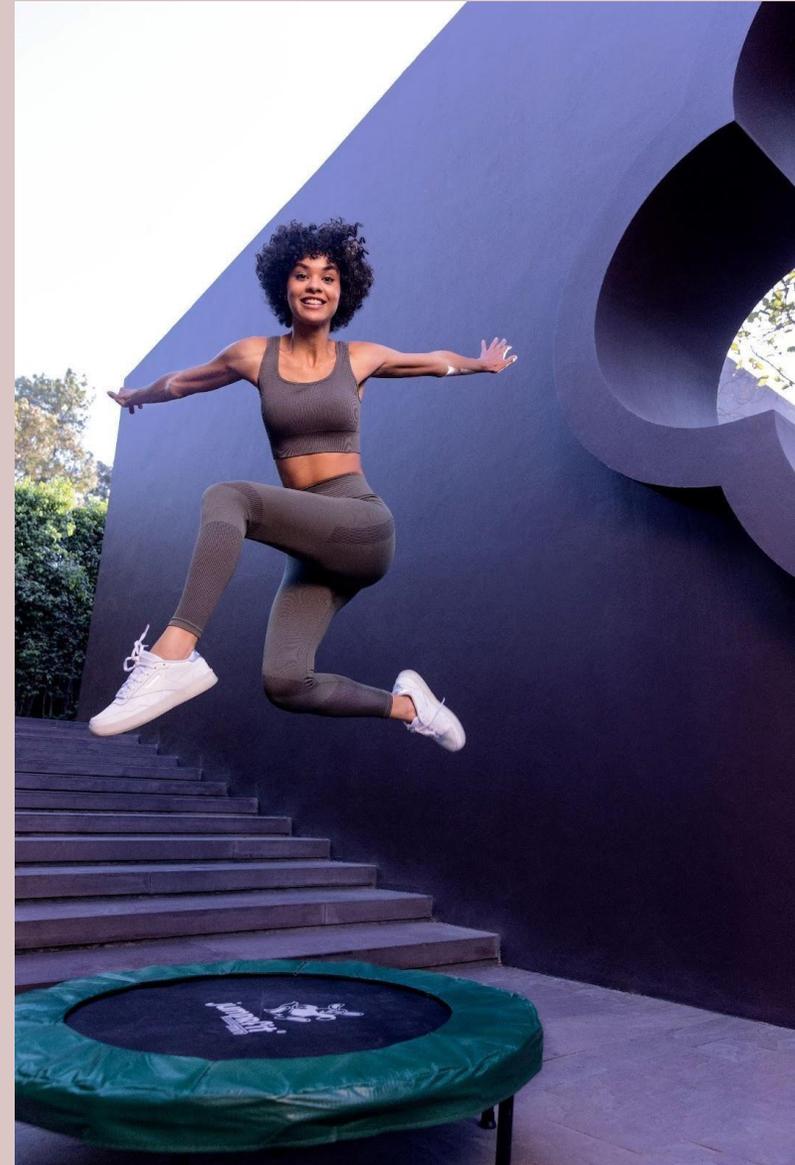


# ATHLEISURE

Our Offer:

- **Technically superior** products
- For athleisure, active and leisure needs
- *Everywhere wear.*





Nykd  
BY NYKAA



Masaba for NYKD



## Area Required for the ideal Store.



### 1. For Metro City –

a. Size	400 Sqft to 600 Sqft
b. Preference	Ground Floor

### 2. For Non-Metro City –

a. Size	300 SqFt to 500 Sqft
b. Preference	Ground Floor

3. Next to Women centric brand like Kurti brand, athleisure or women innerwear.

### 4. Preference on Property

a. Mall
b. High street

# THANKYOU



VARUN SINGH CEO OF FRANCHISEAVS

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& VISIT OUR WEBSITE :- [FRANCHISEAVS.COM](http://FRANCHISEAVS.COM)