

# Kaya Limited

February 7, 2018

To,  
The Secretary,  
BSE Limited,  
1st Floor, Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400001

The Manager  
Listing Department  
National Stock Exchange of India Limited  
'Exchange Plaza', C-1 Block G  
Bandra Kurla Complex, Bandra(E)  
Mumbai 400051

**BSE Scrip Code: 539276**

**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 December 31, 2017.

This is for your information and records.

For Kaya Limited



**Nitika Dalmia**  
**Company Secretary &**  
**Compliance Officer**

Encl: A/a

# Q3 FY 18 Investor Update



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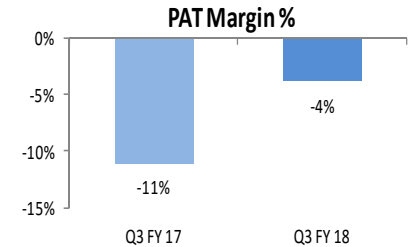
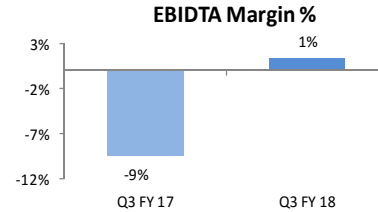
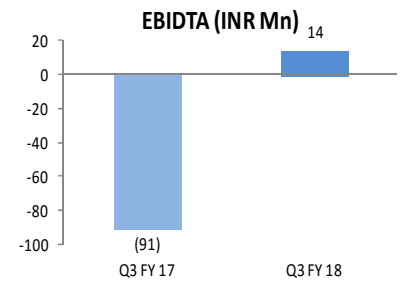
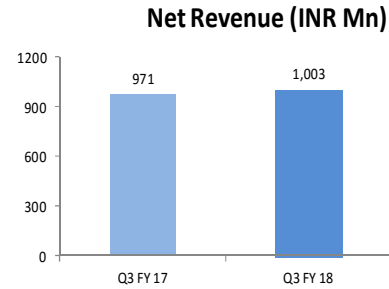


**Q3 FY18 Highlights**

# Kaya Group

- **Net Revenue (NR)** for Q3 FY18 at INR 1003 Mn grew by 3% over LY
- **EBIDTA** of INR 14 Mn (1% of NR) compared to EBIDTA of INR (91) Mn (-ve 9% of NR) in Q3 FY17
- **PAT** at INR (39) Mn (-ve 4% of NR) as compared to INR (107) Mn (-ve 11% of NR) in Q3FY17

## Q3FY18 Performance



# Kaya India – Highlights

- Net Revenue for Q3FY18 at INR 496 Mn grew by 8% (SSG: 12%)
  - Clinics - INR 478 Mn grew by 9% (SSG: 12%)
- EBIDTA at INR (31) Mn (-ve 6% NR) compared to EBIDTA of INR (59) Mn (-ve 13% NR) in Q3FY17
- PAT at INR (53) Mn (-ve 11% NR) compared to PAT of INR (51) Mn (-ve 11% NR) in Q3FY17

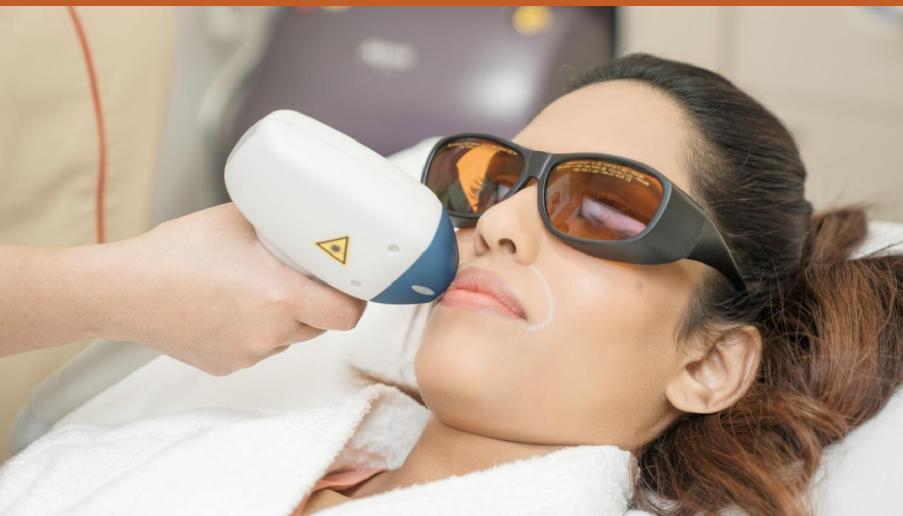
## Key Initiatives :

- Customer Lifecycle Management Program introduced in Q4 2016-17 has resulted in a growth in Consumption Frequency, Transaction Frequency & Retention of both members & overall customers
- Repricing of Hair free full body SKU has led to growth in Q3 FY 18
- Products has seen a 30% growth over last year due to focused Incentive plan
- Participation in sale of products .
  - Launch of Kaya's hair care range, leading to 5% contribution to products business

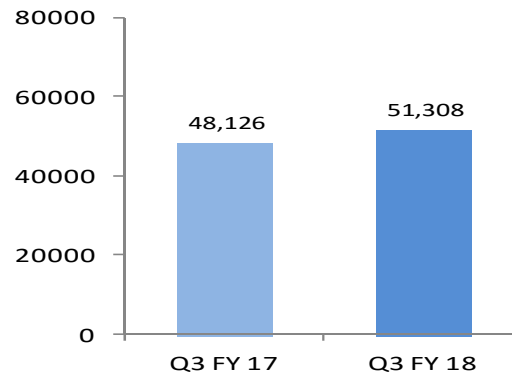


# Kaya India

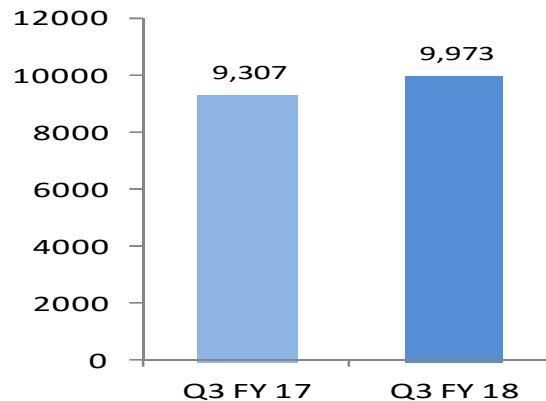
- Customer Count grew by 7% over Q3 LY
- Ticket Size grew by 7% over Q3 LY



## Operational Indicators

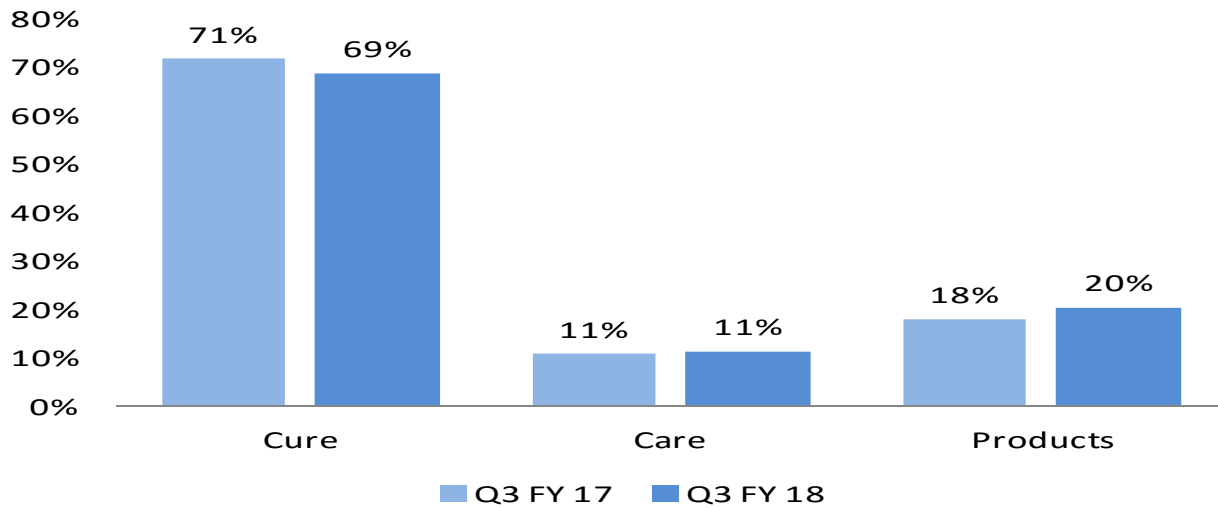


**Customer count**



**Ticket Size (Rs)**

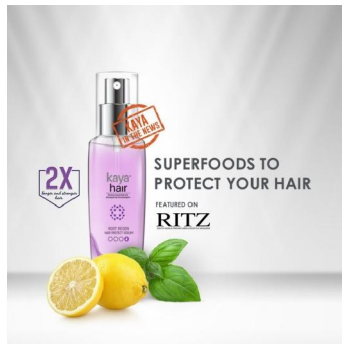
# Category Mix - India



- Cure category grew by 10% (SSG: 10%) in Q3 FY 18
  - Hair Free, Anti-aging and FP category majorly contributed to growth
- Care vertical grew by 20% (SSG: 20%) in Q3 FY 18
  - Beauty Facials category grew by 20% (SSG: 20%)
- Product category (*including E commerce*) grew by 30% (SSG: 30%) in Q3 FY 18.



# Awards & Features





## Kaya – Middle East Highlights

- Net Revenue for Q3FY18 at INR 507 Mn de-grew by 1%
- EBIDTA at INR 45 Mn (9% NR) compared to EBIDTA of INR (31) Mn (-ve 6% NR) in Q3FY17
- PAT at INR 15 Mn (3% NR) compared to PAT of INR (56) Mn (-ve 11% Margin) in Q3FY17

### Key Initiatives :

- Body Contouring Completed – Launched in Mirdiff City Centre –June 2017
- Kaya Sweat-Free launched in all UAE Clinics – 15th June 2017 and in all KSA Clinics – 16<sup>th</sup> Sep 2017 a new business model based on profit sharing with vendor has been developed, where vendor invest 100% of machine cost.
- Muscat City Center clinic to be opened in this quarter.
- Intimate Fillers – Training & Launch in November 2017
- Laser Hair Removal Ndyag Scale up
- New Diagnostic tool being evaluated



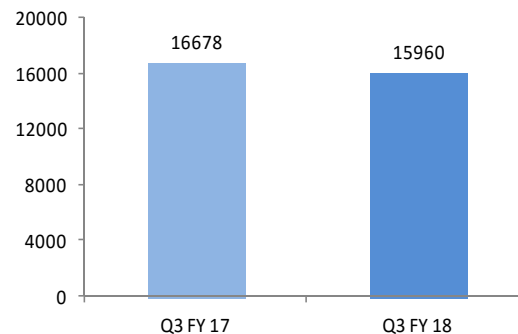
# Kaya Middle East

- Customer Count de-grew by 4% over LY
- Ticket Size is flat over LY

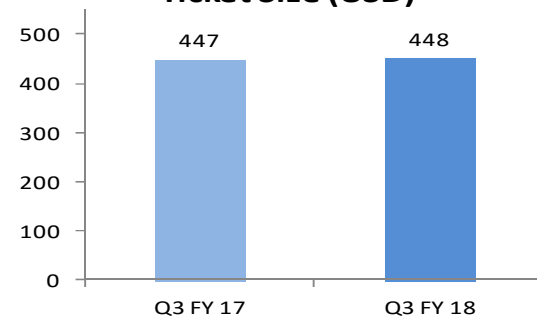
## Operational Indicators



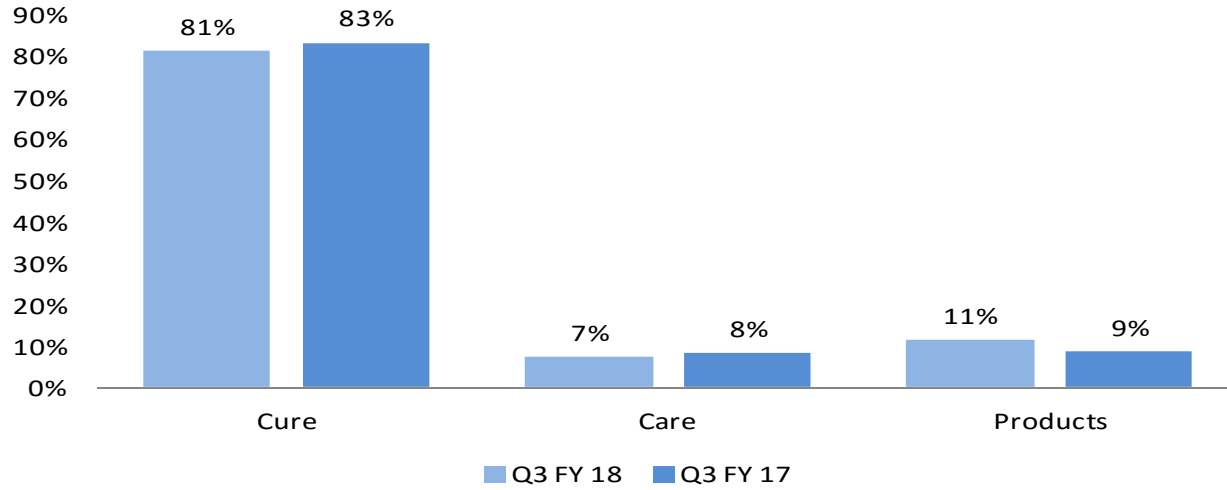
### Customer count



### Ticket Size (USD)



# Kaya Middle East – Category Mix



- Cure category grew by 2% in Q3 FY 18.
- Care Vertical comprising of Skin Beauty de-grew by 7%
- Product category grew by 38% over Q2 LY

## Financial Highlights : Kaya Group

| Particulars (INR Mn)    | Q3 FY 18 | Q3 FY 17 |
|-------------------------|----------|----------|
| <b>Collection</b>       | 1054     | 984      |
| <b>Net Revenue</b>      | 1003     | 971      |
| <b>EBIDTA</b>           | 14       | -91      |
| <b>Operating Margin</b> | -47      | -138     |
| <b>Other Income</b>     | 12       | 25       |
| <b>PAT</b>              | -39      | -107     |



Collection SSG is flat  
4% at constant currency



Net Revenue SSG -ve 3%  
1% at constant currency

EBIDTA is 1% , against  
-ve 9% LY

Operating margin at  
-ve 5%,  
against -ve 14% in Q3 LY

PAT at -ve 4% against  
-ve 11% in Q3 LY

## Financial Highlights : India

| Particulars (INR Mn)    | Q3 FY 18 | Q3 FY 17 |   |
|-------------------------|----------|----------|---|
| <b>Collection</b>       | 536      | 474      |  13% |
| <b>Net Revenue</b>      | 496      | 458      |  8%  |
| <b>EBIDTA</b>           | -31      | -59      |   |
| <b>Operating Margin</b> | -65      | -86      |   |
| <b>Other Income</b>     | 12       | 29       |   |
| <b>PAT</b>              | -53      | -51      |   |

Collection SSG at 15%

Net Revenue SSG at 12%

EBIDTA margin at -ve 6% against -ve 13% in Q3 LY

Operating margin at -ve 13% against -ve 19% in Q3 LY.

PAT at -ve 11% against -ve 11% in Q3 LY

## Financial Highlights : Middle East

| Particulars (INR Mn) | Q3 FY 18 | Q3 FY 17 |
|----------------------|----------|----------|
| Collection           | 518      | 510      |
| Net Revenue          | 507      | 514      |
| EBIDTA               | 45       | -31      |
| Operating Margin     | 18       | -52      |
| PAT                  | 15       | -56      |



1%

Collection SSG -ve 12%  
-ve 6% at constant currency



1%

Net Revenue SSG -ve 15%  
-ve 9% at constant currency

EBIDTA margin at 9%  
against -ve 6% Q3 LY

Operating margin at 3%  
against -ve 10% in Q3 LY

PAT at 3% against -ve 11% in  
Q3 LY



**Corporate Overview**



# About Kaya

Kaya offers a comprehensive range of skin and hair care solutions through a range of specialized Kaya Clinics across India and Middle East.

Kaya also has a wide spectrum of 60+ products that range from Skin, Hair and Body care, for both men and women.

## Premium Skin and Hair Care services and products brand

- Incorporated in 2003, Kaya is a pioneer in speciality skin & hair care with a **Unique Business Model**; a blend of Medical + Retail + Hospitality.
- Advanced solutions through state-of-the-art clinics and a range of retail products across distinct skin and hair care range

## Dermatologist backed, USFDA Safe Technology

- All services and products designed and formulated by **in-house dermatologists** at Kaya's R&D.
- Over 150 experienced dermatologists. Every clinic has an in house qualified and certified dermatologist who consult & offer personalized solutions.

## Operations

- Over 100 clinics spread across India in various geographies. Over 150 retail outlets in major department stores.
- E-commerce presence through own website as well as channel partners.
- Kaya is the largest international chain of skincare clinics in the Middle East (UAE, Kingdom of Saudi Arabia, Oman and Kuwait).

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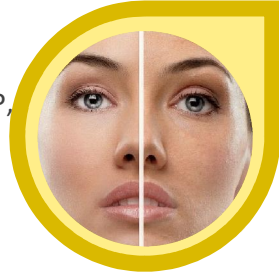
**A New Age Business – Creating the market**

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# Our Core Service Categories in Skin Care

## Anti-Ageing

Dermal Fillers, Wrinkles Reduction with BOTOX®, Natural Skin Rejuvenation with PRP, Youth Renew Marvel with Thermage, Skin Tightening, Chemical Peels, etc.



## Laser Hair Reduction

US-FDA approved advance laser technology for Permanent hair reduction. Nd-YAG, Soprano Laser.



## De-Pigmentation Solutions

Aqua Therapy, Laser services, Microdermabrasion, Intense Pro Peels, etc.



## Acne & Scar Treatment

Chemical Peels, Acne-Scar Free+ with Dermaroller, Laser Scar Reduction services, Acne Free with Aqua Therapy, etc.



## Beauty Solutions

Beauty facials, hydration, purification, rejuvenation therapies.



Range of solutions across categories like Anti-ageing, Pigmentation, Laser Hair Reduction, Acne & Scars

Entered the Hair Care category in 2016-17



A well-rounded approach to treating Hair Loss

KAYA'S  
ROOT REGEN SYSTEM



## Solutions in Hair Care

**Hair Thinning: Kaya Targeted Root Regen System** : Intensive Hair Root Therapy (IHRT), Natural Hair Rejuvenation, Hair Nutri-Infusion Therapy, Hair Root Activation Laser Therapy & Low Level Laser Therapy



**Healthy Hair & Scalp Solution: Kaya Ultimate 360° Hair Elixir Therapy** – Hair Volumizing, Frizz Control & Breakage Reduction



**Hair Loss: Kaya Expert Hair Transplant Solution** : Minimally invasive advanced Follicular Unit Extraction (FUE) method of hair transplantation which involves no cuts, stitches or scars



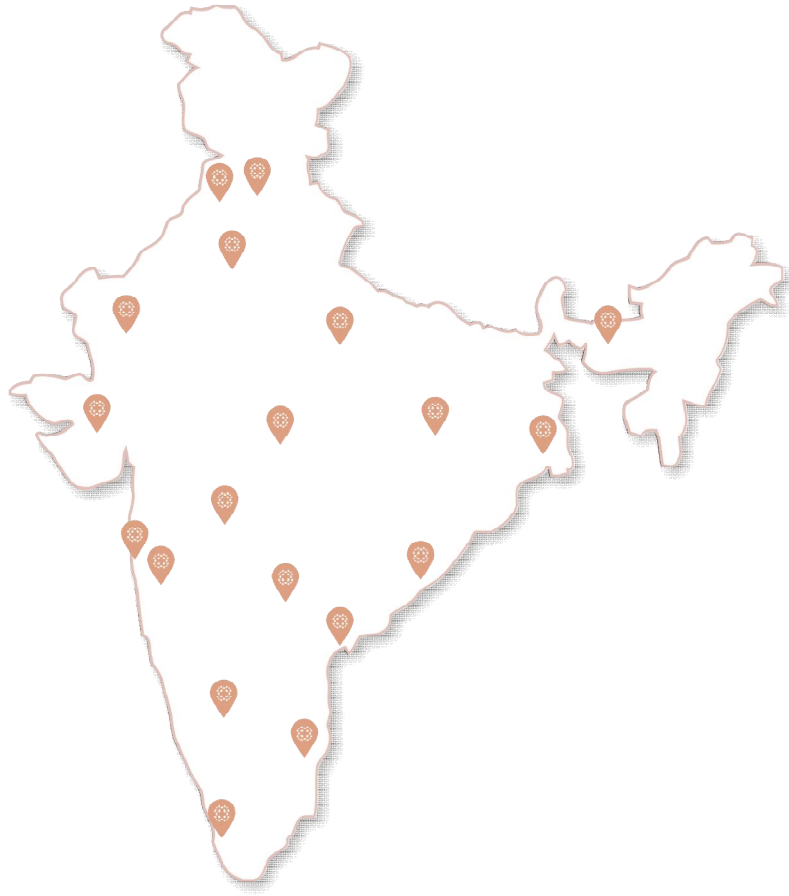
kaya™  
clinic

# Our wide spectrum of Retail Products



Researched and Developed by Kaya's in-house, expert Dermatologists

## Our Presence - India



**103** Clinics

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**151** Product Retail Outlets

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**28** Cities

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**16** Indian States

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## UAE



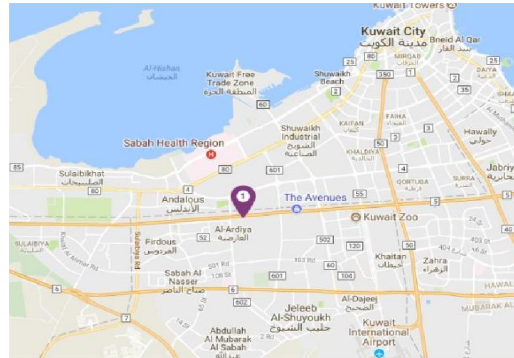
## Oman



## KSA



## Kuwait



# Our Presence – Middle East



24

Clinics

4

Countries

11

Cities

**Thank You**