

# Kaya Limited

August 3, 2018

To,  
The Secretary,  
BSE Limited,  
1st Floor, Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400001  
**BSE Scrip Code: 539276**

To,  
The Manager  
Listing Department  
National Stock Exchange of India  
Limited  
'Exchange Plaza', C-1 Block G  
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 June 30, 2018.

Kindly take the above on record.

Thank you.

For Kaya Limited

Nitika D.

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



Encl: A/a

# Q1 FY 19 Investor Update



# Disclaimer

This investor presentation has been prepared by Kaya Limited (“Kaya”) and does not constitute a prospectus or placement memorandum or an offer to acquire any securities. This presentation or any other documentation or information (or any part thereof) delivered or supplied should not be deemed to constitute an offer.

No representation or warranty, express or implied is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of such information or opinions contained herein. The information contained in this presentation is only current as of its date. Certain statements made in this presentation may not be based on historical information or facts and may be “forward looking statements”, including those relating to the general business plans and strategy of Kaya, its future financial condition and growth prospects, future developments in its industry. These forward-looking statements involve a number of risks, uncertainties and other factors that could cause actual results, opportunities and growth potential to differ materially from those suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to risks with respect to its skin care business.

Kaya may alter, modify or otherwise change in any manner the content of this presentation, without obligation to notify any person of such revision or changes. This presentation cannot be copied and disseminated in any manner.

No person is authorized to give any information or to make any representation not contained in and not consistent with this presentation and, if given or made, such information or representation must not be relied upon as having been authorized by or on behalf of Kaya.

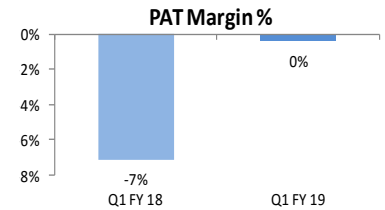
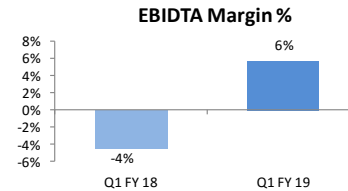
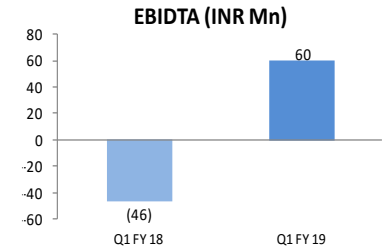
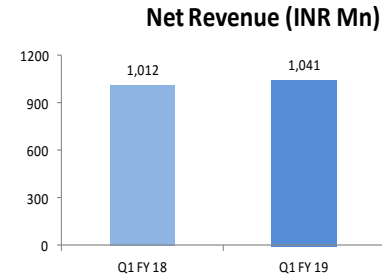


**Q1 FY19 Highlights**

# Kaya Group

- **Net Revenue (NR)** for Q1 FY19 at INR 1041 Mn, grew by 3% over LY
- **EBIDTA** of INR 60 Mn (6% of NR), as compared to EBIDTA of INR (46) Mn (-ve 4% of NR) in Q1 FY18
- **PAT** at INR (4) Mn (0% of NR), as compared to INR (72) Mn (-ve 7% of NR) in Q1 FY18

## Q1 FY19 Performance

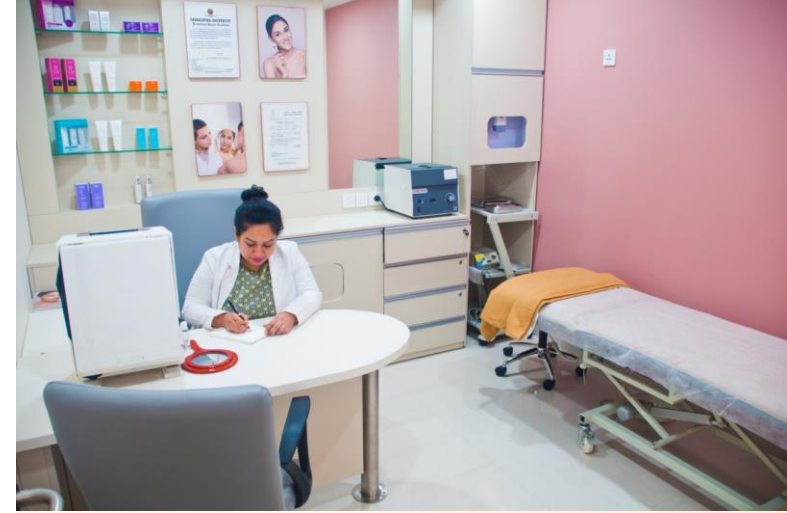


# Kaya India – Highlights

- Net Revenue for Q1 FY19 at INR 511 Mn, grew by 4% over LY
- EBIDTA is INR 8 Mn (2% of NR), compared to EBIDTA of INR (34) Mn (-ve 7% of NR) in Q1 FY18
- PAT at INR (19) Mn (-ve 4% NR), compared to PAT of INR (27) Mn (-ve 6% NR) in Q1 FY18

## Key Initiatives :

- New & Affordable pricing construct executed across key categories like Hair Free, Pigmentation and Beauty Facials. Significant volume growths seen in these categories
- 60,000 sessions at a growth of 8% achieved, significantly improving clinic and employee productivity
- Good growths seen in both Hair care categories – services and products, meeting plan numbers
- Big Fish, a multi-functional project to improve simplicity of execution, cost reduction on track to achieve savings

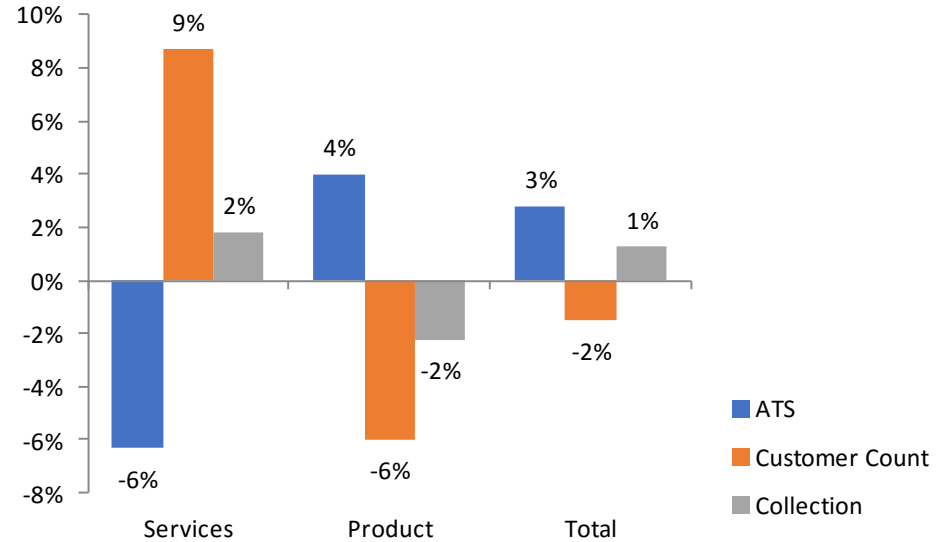


# Kaya India - Clinics

- Customer Count declined by 2% over Q1 LY
- Ticket Size grew by 3% over Q1 LY



## Operational Indicators

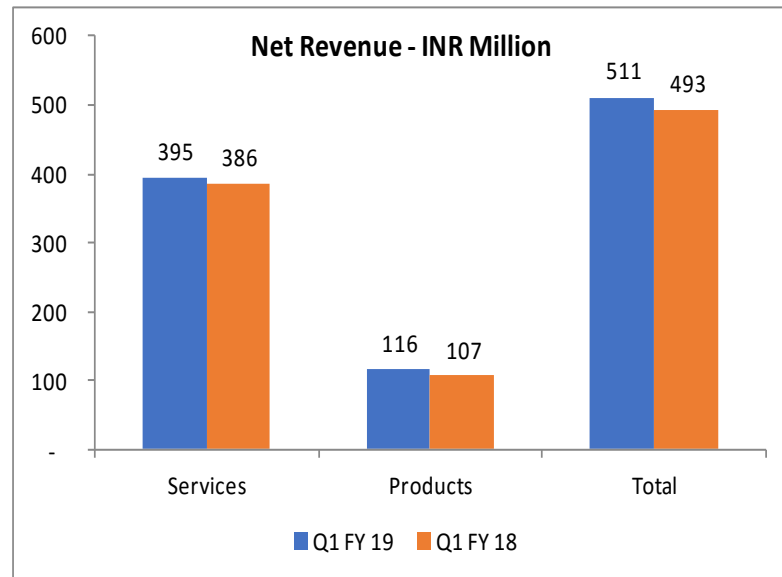


# Kaya India

- Kaya India Q1 FY 19 Revenue grew by **4%** over Q1 LY
  - Service Revenue grew by **2%** over Q1 LY
  - Product Revenue grew by **9%** over Q1 LY
    - E Commerce Revenue grew by **67%** over Q1 LY
    - Kaya Products Outlets Revenue grew by **36%** over Q1 LY



# Net Revenue





Kaya glows at CNBC India  
Healthcare & Wellness Awards

# Awards Q1 FY19



kaya™

Kaya glows at  
CNBC India  
Healthcare &  
Wellness Awards

BEST  
AESTHETIC BRAND

ICICI LOMBARD & CNBC-TY19  
PRESENT  
INDIA HEALTHCARE  
& WELLNESS AWARDS  
BEST WELLNESS PROVIDER  
AESTHETIC  
KAYA LTD.





## Kaya – Middle East Highlights

- Net Revenue for Q1 FY19 at INR 530 Mn, growth of 2% over LY
- EBIDTA at INR 52 Mn (10% NR), compared to EBIDTA of INR (11) Mn (-ve 2% NR) in Q1 FY18
- PAT at INR 15 Mn (3% NR), compared to PAT of INR (44) Mn (-ve 9% NR) in Q1 FY18

### Key Initiatives :

- Scale up of HIFU & Body Contouring treatments
- Relocation of two clinics in Abu Dhabi, KME now has 5 clinics under the new identity, of which UAE has 4 clinics and 1 in Oman

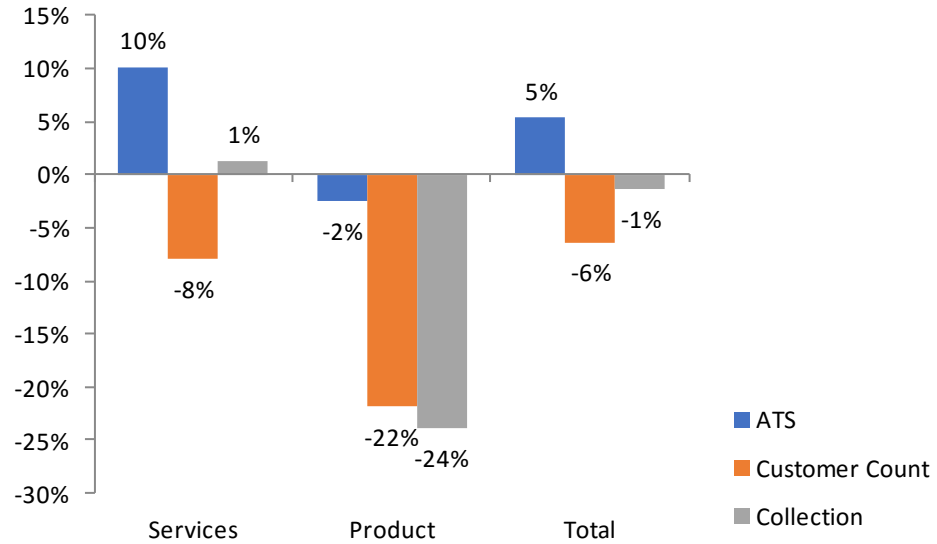


# Kaya Middle East

- Customer Count declined by 6% over LY
- Ticket Size grew by 5% over LY



## Operational Indicators



## Financial Highlights : Kaya Group

Particulars (INR Mn)	Q1 FY 19	Q1 FY 18
<b>Collection</b>	1113	1102
<b>Net Revenue</b>	1041	1012
<b>EBIDTA</b>	60	-46
<b>Operating Margin</b>	1	-94
<b>Other Income</b>	0	19
<b>PAT</b>	-4	-72



Collection SSG –ve 3%  
-ve 5% at constant currency



Net Revenue SSG flat  
-ve 2% at constant currency

EBIDTA margin improved to 6%  
of NR against -ve 4% of NR LY

Operating margin improved  
from a loss of Rs.94 M in LY to  
breakeven in CY

PAT Margin has improved from  
-ve 7% of NR in LY to Breakeven  
in CY

## Financial Highlights : India

Particulars (INR Mn)	Q1 FY 19	Q1 FY 18
<b>Collection</b>	583	560
<b>Net Revenue</b>	511	493
<b>EBIDTA</b>	8	-34
<b>Operating Margin</b>	-26	-62
<b>Other Income</b>	6	22
<b>PAT</b>	-19	-27



Collection SSG at 2%





Net Revenue SSG at 5%

EBIDTA margin improved to 2% of NR against -ve 7% of NR LY

Operating margin loss reduced to -ve 5% of NR as against -ve 13% of NR LY

PAT Margin has improved from -ve 6% of NR in LY to -ve 4% of NR in CY

## Financial Highlights : Middle East

Particulars (INR Mn)	Q1 FY 19	Q1 FY 18	
Collection	530	543	 <p>Collection SSG -ve 7% -ve 12% at constant currency</p>
Net Revenue	530	519	 <p>Net Revenue SSG -ve 4% -ve 9% at constant currency</p>
EBIDTA	52	-11	EBIDTA margin at 10% of NR, as against -ve 2% of NR in LY
Operating Margin	27	-32	Operating margin at 5% of NR, as against -ve 6% of NR in LY
PAT	15	-44	PAT at 3% of NR, as against -ve 9% of NR in 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 99 clinics spread across India in various geographies. Over 136 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).

---

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

---



# Our Core Service Categories in Skin Care

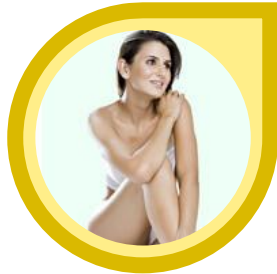
## Anti-Ageing

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

1  
Consultation + Hair analysis  
using a diagnostic tool

2

In-Clinic treatment plan

3

Hair care products + Diet +  
Supplements to boost hair health

A well-rounded approach to treating Hair  
Loss

KAYA'S  
ROOT REGEN SYSTEM

2X  
longer and stronger  
hair.



## 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



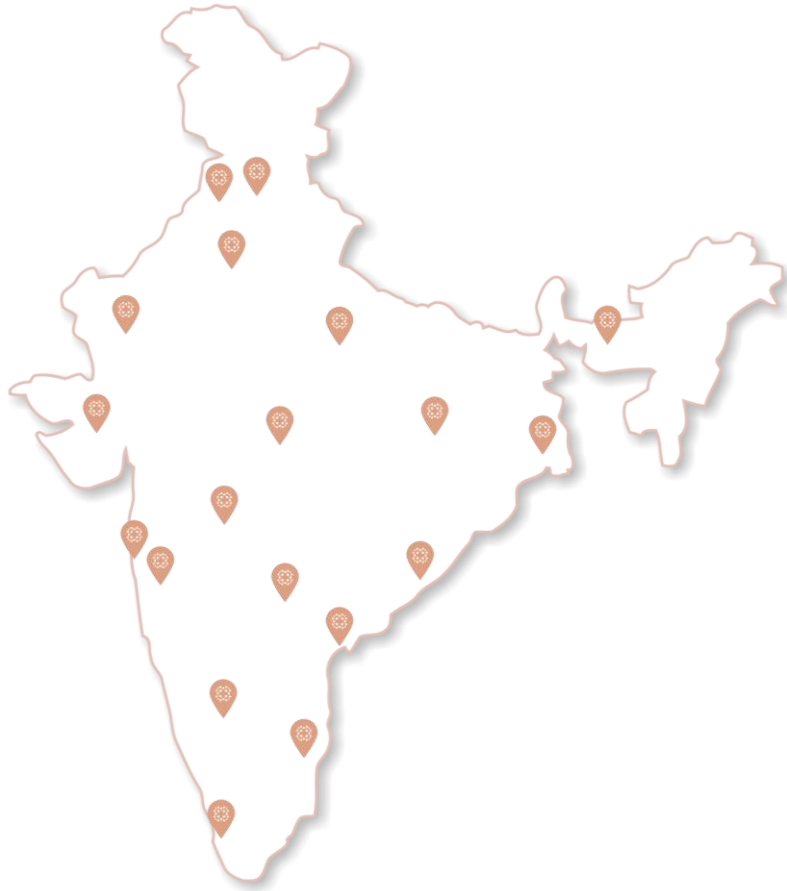
**Hair Loss: Kaya Expert Hair Transplant Solution** : Minimally invasive advanced Follicular Unit Extraction (FUE) method of hair transplantation which involves no cuts, stitches or scars



kaya™  
clinic



## Our Presence - India



**99** Clinics

---

**136** Product Retail Outlets

---

**26** Cities

---

**16** Indian States

---

## UAE



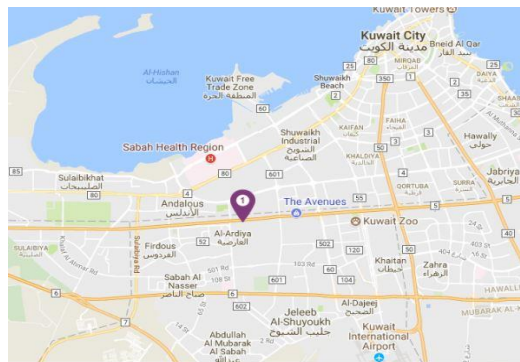
## Oman



## KSA



## Kuwait



# Our Presence – Middle East



24 Clinics

4 Countries

11 Cities

**Thank You**