



ખૂણેખાંચરેથી

● સચિવાલય ન્યુ કેડિટ સોંસાયટીના સભાસદોને સહકારી વર્ષની સમાપ્તિને અંતે ગિફ્ટ વિતરણ આજથી આરંભાયું છે.

● ગાંધીનગર શહેર-જિલ્લામાં કોરોનાનો એક પણ કેસ નોંધાયો નથી.

● ગાંધીનગર શહેરમાં આજે ટ્રાફિક ભારણ પ્રમાણમાં ઓછું રહ્યું હતું.

● માણસા તાલુકાની રામપુરા પ્રા. શાળામાં કોરોના મહામારી દરમ્યાન અક્ષયપાત્ર ફાઉન્ડેશન દ્વારા ગરીબ બાળકોના વાલીઓને હોપીનેસ કીટનું વિતરણ કરતાં શાળા પરિવારે ફાઉન્ડેશનનો આભાર માન્યો હતો.

● દેહગામમાં ખેડૂતો દ્વારા જી.ઈ.બી. અને મામલતદાર ઓફિસમાં વીજ પુરવઠાને લઈ આવેદન પત્ર આપ્યું હતું.

● દેહગામ તાલુકાના નાંદોલ ગામે ગઈકાલે રાત્રિસમ્યાનુ આયોજન કરવામાં આવ્યું હતું.

● ગાંધીનગર મનપામાં આજે કમિશનરના અધ્યક્ષપદે સંચારી રોગ, હેલ્થ મિશનની ગવર્નીંગ બોડીની બેઠક મળશે.

● આગામી દિવસોમાં મંત્રીઓ માટે પણ ઈલેક્ટ્રીક વાહનોની વ્યવસ્થા કરાશે તેવા સંકેત વાહન વ્યવહાર મંત્રી પૂર્ણેશ મોદીએ આપ્યા છે.

● આજરોજ થોજાયેલ જિલ્લા સ્વાગત ફરિયાદ નિવારણ કાર્યક્રમમાં રજૂઆતકર્તા પ્રત્યે પ્રો-એક્ટીવ અભિગમ અપનાવી સમસ્યાના નિવારણ માટે સંબંધિત અધિકારીઓને કલેક્ટરે જણાવ્યું હતું.

દિવાળી વેકેશન

● અનુસંધાન છેલ્લાનું ચાલુ પછ સંભવાતું છે. આ ઉપરાંત દિવાળી બાદ બીજા શૈક્ષણિક વર્ષ દરમિયાન પ્રાથમિક શાળાના વિદ્યાર્થીઓ પણ ચલો સ્કૂલ ચલે હમનો અભિગમ અપનાવશે તેમ મનાઈ રહ્યું છે. નગરની શાળાઓમાં વિદ્યાર્થીઓની હાજરી વધવાની સાથે માંડ પ્રત્યક્ષ શિક્ષણ કાર્ય ધમધમતું થયું હતું ત્યારે હવે દિવાળી વેકેશન શરૂ થતા આગામી ૨૧ દિવસ સુધી શાળા સંકલ્પમાં ફરી સુનકાર જોવા મળશે. દિવાળી વેકેશનનો સમયગાળો ૨૧ દિવસનો છે. ત્યારે કોરોનાના ઘટના સંક્રમણ સાથે શહેરીજનો આ વર્ષે ફરવા જવાના મુકામો છે. દિવાળી વેકેશનને અનુલક્ષી બહારગામ ફરવા જવાનો ટૂંક આ વર્ષે વિશેષ જોવા મળી રહ્યો છે. ગત વર્ષે પણ કોરોના ઈકેક્ટ વચ્ચે મોટાભાગના પરિવારોએ બહાર ફરવા જવાનું ટાળ્યું હતું, પરંતુ છેલ્લા બે ગ્રહ મહાદાયી કોરોના કટોકટીમાં હોવાથી આ દિવાળીમાં ધોળાના વતન તેમજ ટૂંક પર જવા માટે પરિવારજનો સજ્જ થયા છે. વાલીઓ પણ તેમના પાલ્ય સાથે દિવાળી વેકેશનના દિવસોમાં ઓટીંગના મુકામો છે. કોરોના કાળમાં છેલ્લા બે વર્ષથી શાળાઓમાં માન-ઓલાઈન શિક્ષણ કાર્ય જ ચાલુ હોવાથી શાળાઓમાં છેલ્લા દોઢ વર્ષથી સરાસરી થોડા મળ્યો હતો જે હવે વધીને થીમે શાળાઓમાં વિદ્યાર્થીઓની સંખ્યા પણ વધી રહી છે જેના લીધે શાળા સંકલ્પમાં નવુ ચેતન પુરાયું છે. શિક્ષણ વિભાગ દ્વારા પણ તા ૧ થી ૨૧ નવેમ્બરના દિવાળી વેકેશનની જાહેરાત કરી દેવામાં આવી છે. જેને અનુલક્ષી હવે શાળાઓમાં સોમવારથી દિવાળી વેકેશનના લીધે વિદ્યાર્થીઓની હાજરી જોવા નહીં મળે. વિદ્યાર્થીઓ શાળામાં ટૂંક ગાળાની હાજરી બાદ હવે ફરી વેકેશનના મુકામો આવી ગયા છે. કોરોનાનું સંક્રમણ પણ કાળમાં હોવાથી દિવાળી વેકેશનને અનુલક્ષી વિદ્યાર્થીઓ અને વાલીઓમાં ઉત્તેજનનો માહોલ જોવા મળી રહ્યો છે.

ટીમો વધારો

● અનુસંધાન છેલ્લાનું ચાલુ જાણવા મળેલ છે. ઝુંડાલ, ખોરજ, બાટ, અમિયાપુર, પોર, રાયસજ, રાંદેસજ, જુના કોબા, નવા કોબા વિસ્તારમાં લગભગ કામગીરી પુરી થઈ ગઈ છે. ટીમોની સંખ્યા વધતાં કામગીરીમાં ગતિ આવશે. ૧લી ઓક્ટોબરી આ સર્વેની કામગીરીનો આરંભ કરવામાં આવ્યો છે. હાલ ૫૫ જેટલી ટીમો દ્વારા આ સર્વેની કામગીરી ચાલી રહી છે. દરમ્યાન મિલકતોના સર્વે પહેલાં મિલકતવેરાના પ્રિલો વિતરણ કરવાની સૂચનાનો સારો પ્રતિસાદ સાંપડ્યો છે. શહેરમાં ભેળાવવામાં આવેલ ૧૮ ગામ અને ૧ નગરપાલિકા વિસ્તારનું માંગણું જે રૂ. ૮ કરોડનું હતું તેમાં દૃષ્ટિકોણ વધુ વેરાની વસુલાત થઈ ગઈ હોવાનું જાણવા મળેલ છે. નવેમ્બરમાં દિવાળી પર્વ પછી સંધેજ, કોલવડા, પેશાપુર અને કુંડાસણ સરગાસણના બાકી રહેલા વિસ્તારોમાં મિલકત સર્વેની કામગીરી સઘન બનાવવામાં આવશે. તેના દ્વારા એજન્સી સાથે મળી રોડમૅપ તૈયાર કરી દેવામાં આવ્યો છે.

જામીન

● અનુસંધાન પહેલાનું ચાલુ ખરીદી હોવાનો પછ આધાર મળ્યો છે. તે રૂગ પેડલસના સંપર્કમાં પણ હતો. આર્યન પાનના ફોનમાંથી મળેલી વોટ્સએપ ચેટ અંગે સરકારી વકીલે જણાવ્યું હતું કે એનસીબી પાસે એવિરેન્સ એક્ટ દૃષ્ટીએ સર્ટિફિકેટ છે. આર્યન પાનની જામીન અરજી પર જસ્ટિસ સાહેબની કોર્ટમાં સુનાવણી ચાલી રહી હતી.

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FSN E-COMMERCE VENTURES LIMITED

FSN E-Commerce Ventures Limited ("our Company") was originally incorporated as 'FSN E-Commerce Ventures Private Limited' under the provisions of Companies Act, 1956, at Mumbai, Maharashtra, pursuant to a certificate of incorporation dated April 24, 2012, issued by the Registrar of Companies, Maharashtra at Mumbai ("RoC"). Subsequently, our Company was converted into a public limited company and the name of our Company was changed to 'FSN E-Commerce Ventures Limited' pursuant to a special resolution passed by the Shareholders of our Company on July 16, 2021 and a revised certificate of incorporation was issued by the RoC on July 28, 2021. For further details in relation to change in name and Registered Office of our Company, see "History and Certain Corporate Matters" on page 230 of the Red Herring Prospectus dated October 20, 2021 ("RHP").

Registered Office: 104, Vasan Udyog Bhavan, Sun Mill Compound, Tulsi Pipe Road, Lower Parel, Mumbai - 400 013, Maharashtra; **Telephone:** + (91) 22 6614 9616
Corporate Office: A2, 4th Floor, Energy IT Park, Appasaheb Marathe Marg, Opposite Tata Motors, Prabhadevi, Mumbai - 400 025, Maharashtra; **Telephone:** + (91) 22 3095 8700
Contact Person: Rajendra Punde, Head Legal, Company Secretary and Compliance Officer; **E-mail:** nykaa.companyssecretary@nykaa.com; **Website:** www.nykaa.com; **Corporate Identity Number:** U52600MH2012PLC230136

OUR PROMOTERS: FALGUNI NAYAR, SANJAY NAYAR, FALGUNI NAYAR FAMILY TRUST AND SANJAY NAYAR FAMILY TRUST

INITIAL PUBLIC OFFERING OF UP TO [●] EQUITY SHARES OF FACE VALUE OF ₹ 1 EACH ("EQUITY SHARES") OF FSN E-COMMERCE VENTURES LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ [●] PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ [●] PER EQUITY SHARE) (OFFER PRICE) AGGREGATING UP TO ₹ [●] MILLION (THE "OFFER") COMPRISING A FRESH ISSUE OF UP TO ₹ 6,300 MILLION (THE "FRESH ISSUE") AND AN OFFER FOR SALE OF UP TO 41,972,660 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY THE SELLING SHAREHOLDERS REFERRED TO IN ANNEXURE A OF THE RHP (THE "OFFER FOR SALE"). THE OFFER INCLUDES A RESERVATION OF UP TO 250,000 EQUITY SHARES (CONSTITUTING UP TO [●] % OF THE POST-OFFER PAID-UP EQUITY SHARE CAPITAL) FOR PURCHASE BY ELIGIBLE EMPLOYEES (THE "EMPLOYEE RESERVATION PORTION"). THE OFFER LESS THE EMPLOYEE RESERVATION PORTION IS HERINAFTER REFERRED TO AS THE "NET OFFER". THE OFFER AND THE NET OFFER WOULD CONSTITUTE [●] AND [●] %, RESPECTIVELY, OF OUR POST-OFFER PAID-UP EQUITY SHARE CAPITAL.

QIB Portion: Not Less Than 75% of the Net Offer
Retail Portion: Not More than 10% of the Net Offer
Employee Reservation Portion: Up to 250,000 Equity Shares aggregating up to ₹ [●]

Price Band: ₹ 1,085 to ₹ 1,125 per Equity Share of face value of ₹ 1 each.
A discount of ₹ 100 per Equity Share is being offered to Eligible Employees bidding in the Employee Reservation Portion.
The Floor Price is 1,085 times the face value of the Equity Shares and the Cap Price is 1,125 times the face value of the Equity Shares.
Bids can be made for a minimum of 12 Equity Shares and in multiples of 12 Equity Shares thereafter.

ASBA # Simple, Safe, Smart way of Application!!! # Applications supported by blocked amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank | Mandatory in public issues. No cheque will be accepted.

UPI Now available in ASBA for Retail Individual Investors ("RIIs") applying through Registered Brokers, DPs and RTAs. RIIs also have the option to submit the application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, demat and bank account. Investors are required to ensure that the bank account used for bidding is linked to their PAN.

ASBA has to be availed by all the investors except anchor investors. UPI may be availed by Retail Individual Bidders. For details on the ASBA and UPI process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section "Offer Procedure" on page 457 of the RHP. The process is also available on the website of Association of Investment Bankers of India ("AIBI") and Stock Exchanges and in the General Information Document. ASBA bid-cum-application forms can be downloaded from the websites of BSE Limited ("BSE") and National Stock Exchange of India Limited ("NSE"), together with BSE, the "Stock Exchanges" and can be obtained from the list of banks that is displayed on the website of Securities and Exchange Board of India ("SEBI") at www.sebi.gov.in. For the list of UPI apps and banks live on IPO, please refer to the link: www.sebi.gov.in. RIIs Bidding using the UPI mechanism may apply through the SCSBs and mobile applications whose names appear on the website of SEBI, as updated from time to time. ICICI Bank Limited has been appointed as Sponsor Bank for the Offer, in accordance with the requirements of the SEBI Circular dated November 1, 2018 as amended. For offer related queries, please contact the Global Coordinators and Book Running Lead Managers ("GCBRLMs") and the Book Running Lead Managers ("BRLMs") at their respective email IDs as mentioned below. For UPI related queries, investors can contact NPCI at the toll free number: 18001201740 and mail id: ipo.upi@npci.org.in.

Risks to Investors

- Weighted Average Return on Net Worth for Fiscals 2021, 2020, 2019 is 2.82 %.
- The Price/Earnings ratio based on diluted EPS on a restated consolidated basis for Fiscal 2021 for the Company at the upper end of the Price Band is as high as 839.55 times.
- Average cost of acquisition of Equity Shares held by the Selling Shareholders ranges from Nil per Equity Share to ₹ 117.67 per Equity Share and Offer Price at upper end of the Price Band is ₹ 1,125.
- The 2 Global Co-ordinators and Book Running Lead Managers and 4 Book Running Lead Managers associated with the Offer have handled 52 public issues in the past 3 years, out of which 17 issues closed below the offer price on the listing date.

BID/OFFER PROGRAMME **BID/OFFER OPEN**
BID/OFFER CLOSING ON : MONDAY, NOVEMBER 1, 2021

*UPI Mandate end time and date shall be at 12:00 pm on Tuesday, November 2, 2021.

In case of any revision to the Price Band, the Bid/Offer Period will be extended by at least three additional Working Days after such revision in the Price Band, subject to the Bid/Offer Period not exceeding 10 Working Days. In cases of force majeure, banking strike or similar circumstances, our Company may, in consultation with the Lead Managers, for reasons to be recorded in writing, extend the Bid / Offer Period for a minimum of three Working Days, subject to the Bid / Offer Period not exceeding 10 Working Days. Any revision in the Price Band and the revised Bid/Offer Period, if applicable, will be widely disseminated by notification to the Stock Exchanges, by issuing a public notice, and also by indicating the change on the respective websites of the Lead Managers and at the terminals of the Syndicate Member(s) and by intimation to the Designated Intermediaries and the Sponsor Bank, as applicable.

This is an Offer in terms of Rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR"), read with Regulation 31 of the SEBI ICDR Regulations. The Offer is being made through the Book Building Process in terms of Regulation 6(2) of the SEBI ICDR Regulations, wherein at least 75% of the Net Offer shall be available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs" and such portion, the "QIB Portion"), provided that our Company, in consultation with the Lead Managers, may allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis, out of which one-third shall be reserved for domestic Mutual Funds only, subject to valid Bids being received from domestic Mutual Funds at or above the Anchor Investor Allocation Price, in accordance with the SEBI ICDR Regulations. In the event of under-subscription, or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion. Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIB Bidders (other than Anchor Investors), including Mutual Funds, subject to valid Bids being received at or above the Offer Price. However, if the aggregate demand from Anchor Funds is less than 5% of the QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion will be added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, not more than 15% of the Net Offer shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not more than 10% of the Net Offer shall be available for allocation to Retail Individual Bidders ("RIIs") in accordance with the SEBI ICDR Regulations, subject to valid Bids being received at or above the Offer Price. Further, Equity Shares will be allocated on a proportionate basis to Eligible Employees applying under the Employee Reservation Portion, subject to valid Bids received from them at or above the Offer Price. All Bidders (except Anchor Investors) are mandatorily required to utilise the Application Supported by Blocked Amount ("ASBA") process by providing details of their respective ASBA accounts and UPI ID in case of RIIs using the UPI mechanism, as applicable, pursuant to which their corresponding Bid Amount will be blocked by the Self Certified Syndicate Banks ("SCSBs") or by the Sponsor Bank under the UPI mechanism, as the case may be, to the extent of the respective Bid Amounts. Anchor Investors are not permitted to participate in the Offer through the ASBA Process. For further details, see "Offer Procedure" on page 457 of the RHP.

Bidders/Applicants should ensure that DP ID, PAN, Client ID and UPI ID (for RIIs bidding through the UPI mechanism) are correctly filled in the Bid cum Application Form. The DP ID, PAN and Client ID provided in the Bid cum Application Form should match with the DP ID, PAN, Client ID available in the Depository database, otherwise, the Bid cum Application Form is liable to be rejected. Bidders/Applicants should ensure that the beneficiary account provided in the Bid cum Application Form is active. Bidders/Applicants should note that on the basis of the PAN, DP ID, Client ID and UPI ID (for RIIs bidding through the UPI mechanism) as provided in the Bid cum Application Form, the Bidder/Applicant may be deemed to have authorised the Depositories to provide to the Registrar to the Offer, any requested Demographic Details of the Bidder/Applicant as available on the records of the depositories. These Demographic Details may be used, among other things, for giving Allotment Advice or unblocking of ASBA Account or for other correspondence(s) related to the Offer. Bidders/Applicants are advised to update any changes to their Demographic Details as available in the records of the Depository Participant to ensure accuracy of records. Any delay resulting from failure to update the Demographic Details would be at the Bidders/Applicants' sole risk.

Investors must ensure that their PAN is linked with Aadhaar and are in compliance with CBDT notification dated Feb 13, 2020 and press release dated June 25, 2021. Contents of the Memorandum of Association of the Company as regards its objects: For information on the main objects of the Company, please see the section "History and Certain Corporate Matters" on page 230 of the RHP and Clause III (A) 1 of the Memorandum of Association of the Company. The Memorandum of Association of the Company is a material document for inspection in relation to the Offer. For further details, please see the section entitled "Material Contracts and Documents for Inspection" on page 568 of the RHP.

Liability of the members of the Company: Limited by shares
Amount of share capital of the Company and Capital structure: As on the date of the RHP, the authorised share capital of the Company is ₹ 3,250,000,000 divided into 2,750,000,000 Equity Shares of face value of ₹ 1 each and 500,000,000 Preference Shares of ₹ 1 each. The issued, subscribed and paid-up share capital of the Company is ₹ 467,324,550 divided into 467,324,550 Equity Shares of face value of ₹ 1 each. For details, please see the section entitled "Capital Structure" beginning on page 112 of the RHP.

Names of signatories to the Memorandum of Association of the Company and the number of Equity Shares subscribed by them: The names of the signatories to the Memorandum of Association of our Company are Falguni Nayar, Om Prakash Nayar and Rashmi Mehta, where Falguni Nayar subscribed to 9,998 equity shares, and Om Prakash Nayar and Rashmi Mehta subscribed to one equity share each, bearing face value of ₹ 10 each. For details of the share capital history and capital structure of our Company, please see the section entitled "Capital Structure" beginning on page 112 of the RHP.

Listing: The Equity Shares, once offered through the RHP are proposed to be listed on the Stock Exchanges. Our Company has received "in-principle" approvals from the BSE and the NSE for the listing of the Equity Shares pursuant to letters dated August 30, 2021 and August 16, 2021, respectively. For the purposes of the Offer, the Designated Stock Exchange shall be NSE. A signed copy of the RHP has been filed with the RoC and the Prospectus shall be filed with the RoC in accordance with the Companies Act, 2013. For further details of the material contracts and documents available for inspection from the date of the RHP until the Bid/ Offer Closing Date, see "Material Contracts and Documents for Inspection" on page 568 of the RHP.

Disclaimer Clause of the SEBI: SEBI only gives its observations on the offer documents and this does not constitute approval of either the Offer or the specified securities or the offer document. The investors are advised to refer to page 426 of the RHP for the full text of the disclaimer clause of SEBI.

Disclaimer Clause of NSE (Designated Stock Exchange): It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Offer Document has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Offer Document. The investors are advised to refer to page 432 of the RHP for the full text of the disclaimer clause of NSE.

Disclaimer Clause of BSE: It is to be distinctly understood that the permission given by BSE should not in any way be deemed or construed that the RHP has been cleared or approved by BSE nor does it certify the correctness or completeness of any of the contents of the RHP. The investors are advised to refer to page 431 of the RHP for the full text of the disclaimer clause of BSE.

General Risks: Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in the Offer unless they can afford to take the risk of losing their entire investment. Investors are advised to read the risk factors carefully before taking an investment decision in the Offer. For taking an investment decision, investors must rely on their own examination of our Company and the Offer, including the risks involved. The Equity Shares in the Offer have not been recommended or approved by the SEBI, nor does SEBI guarantee the accuracy or adequacy of the contents of the Red Herring Prospectus. Specific attention of the investors is invited to "Risk Factors" on page 44 of the RHP.

GLOBAL CO-ORDINATORS AND BOOK RUNNING LEAD MANAGERS		BOOK RUNNING LEAD MANAGERS			REGISTRAR TO THE OFFER	
Kotak Mahindra Capital Company Limited 27 BKC, 1 st Floor, Plot No. C - 27, "G" Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400051, Maharashtra, India. Telephone: +91 22 4336 0000 Email: nykaa.ip@kotak.com Website: http://investmentbank.kotak.com Investor Grievance ID: kmccredressal@kotak.com Contact Person: Ganesh Rane SEBI Registration No.: INM000008704	Morgan Stanley India Company Private Limited 18 th Floor, Tower 2, One World Centre, Plot-841, Jupiter Textile Mill Compound, Senapati Bapat Marg, Lower Parel, Mumbai - 400 013 Telephone: +91 22 6118 1000 E-mail: nykaaipo@morganstanley.com Website: www.morganstanley.com Investor Grievance ID: investors_india@morganstanley.com Contact Person: Aditya Dixit SEBI Registration No.: INM000011203	BoFA Securities India Limited Ground Floor, "A" Wing, One BKC, "G" Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051 Telephone: +91 22 6632 8000 E-mail: dg.nykaa_ip@bofa.com Website: www.ml-india.com Investor Grievance ID: dg_india_merchantbanking@bofa.com Contact Person: Samya Mittal SEBI Registration No.: INM000011625	Citigroup Global Markets India Private Limited 1202, 12 th Floor, First International Financial Centre, G-Block, C54 & 55, Bandra Kurla Complex, Bandra (East), Mumbai - 400 098 Telephone: +91 22 6175 9999 E-mail: nykaaipo@citigroup.com Website: www.online.citibank.co.in/rhtm/citigroupglobalscreen1.htm Investor Grievance E-mail: investors_cgmib@citigroup.com Contact Person: Siddharth Prabhhu SEBI Registration No.: INM000010718	ICICI Securities Limited ICICI Venture House, Appasaheb Marathe Marg, Prabhadevi, Mumbai - 400 025 Telephone: +91 22 6630 3030 E-mail: nykaa_ipo@icicisecurities.com Website: www.icicisecurities.com Investor Grievance ID: customercare@icicisecurities.com Contact Person: Sumit Singh / Shekhar Asnani SEBI Registration No.: INM000011179	JM Financial Limited 7 th Floor, Energy, Appasaheb Marathe Marg, Prabhadevi, Mumbai - 400 025 Telephone: +91 22 6630 3030 E-mail: nykaa_ipo@jmf.com Website: www.jmf.com Investor Grievance ID: grievance.id@jmf.com Contact Person: Prachee Dhuri SEBI registration number: INM000010361	Link Intime India Private Limited C-101, 1 st Floor, 247 Park, Lal Bahadur Shastri Marg, Vikhroli (West), Mumbai - 400 083, Maharashtra Telephone: +91 22 4918 6200 E-mail: nykaa_ipo@linkintime.co.in Website: www.linkintime.co.in Investor Grievance e-mail: nykaa_ipo@linkintime.co.in Contact Person: Shanti Gopalakrishnan SEBI Registration No.: INR000004058

*In compliance with the proviso to Regulation 21A of the SEBI Merchant Bankers Regulations, and Regulation 23(3) of the SEBI ICDR Regulations, JM Financial will be involved only in marketing of the Offer. JM Financial has signed the due diligence certificate and has been disclosed as a BRLM to the Offer.

AVAILABILITY OF THE RHP: Investors are advised to refer to the RHP and the "Risk Factors" beginning on page 44 of the RHP, before applying in the Offer. A copy of the RHP is available on website of SEBI at www.sebi.gov.in and is available on the websites of the Global Co-ordinators and Book Running Lead Managers ("GCBRLMs"), i.e. Kotak Mahindra Capital Company Limited and Morgan Stanley India Company Private Limited at http://investmentbank.kotak.com and www.morganstanley.com, respectively and the websites of BRLMs, i.e. BoFA Securities India Limited, Citigroup Global Markets India Private Limited, ICICI Securities Limited and JM Financial Limited at www.ml-india.com, www.online.citibank.co.in/rhtm/citigroupglobalscreen1.htm, www.icicisecurities.com and www.jmf.com, respectively. Investors should note that investment in equity shares involves a high degree of risk and for details relating to such risk, please see the section entitled "Risk Factors" on page 44 of the RHP. Potential investors should not rely on the DRHP for making any investment decision.

AVAILABILITY OF BID CUM APPLICATION FORMS: Bid cum Application Forms can be obtained from the Registered Office of FSN E-COMMERCE VENTURES LIMITED, Telephone: + (91) 22 6614 9616; GCBRLMs: Kotak Mahindra Capital Company Limited, Telephone: +91 (22) 4336 0000; and Morgan Stanley India Company Private Limited, Telephone: +91 22 6118 1000; BRLMs: BoFA Securities India Limited, Telephone: +91 22 6632 8000; Citigroup Global Markets India Private Limited, Telephone: +91 22 6175 9999; ICICI Securities Limited, IIFL Securities Ltd, JM Financial Services Limited, Jobanputra Fiscal Services Private Limited, Kantilal Chaganlal Sec Pvt Ltd, KJMC Capital Market Services Ltd, LKP Securities Limited, Inventure Growth & Securities Ltd, Motilal Oswal Financial Services Limited, Nirmal Bang Securities Pvt. Ltd., Prabhudas Lilladher Pvt Ltd, Pravin Rattal Share & Stock Brokers Limited, Religare Broking Ltd, RR Equity Brokers Private Limited, SBCap Securities Limited, Sharekhan Ltd, SMC Global Securities Limited, Systematic Shares & Stocks (India) Limited, Trade Bulls Securities (P) Ltd, Viren M Shah, Way2wealth brokers Pvt Ltd and YES Securities (India) Limited

Escrow Bank, Refund Bank, Public Offer Account Bank and Sponsor Bank: ICICI Bank Limited
All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the RHP.

Place: Mumbai
 Date: October 28, 2021

FSN E-COMMERCE VENTURES LIMITED is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offering of its Equity Shares and has filed the RHP with the RoC and thereafter with SEBI and the Stock Exchanges. The RHP is available on the website of SEBI at www.sebi.gov.in, websites of the Stock Exchanges i.e. BSE and NSE at www.bseindia.com, www.nseindia.com, respectively, and on the websites of the GCBRLMs, i.e. Kotak Mahindra Capital Company Limited and Morgan Stanley India Company Private Limited at http://investmentbank.kotak.com and www.morganstanley.com, respectively and the websites of BRLMs, i.e. BoFA Securities India Limited, Citigroup Global Markets India Private Limited, ICICI Securities Limited and JM Financial Limited at www.ml-india.com, www.online.citibank.co.in/rhtm/citigroupglobalscreen1.htm, www.icicisecurities.com and www.jmf.com, respectively. Investors should note that investment in equity shares involves a high degree of risk and for details relating to such risk, please see the section entitled "Risk Factors" on page 44 of the RHP. Potential investors should not rely on the DRHP for making any investment decision.

The Equity Shares offered in the Offer have not been and will not be registered under the U.S. Securities Act of 1933, as amended ("U.S. Securities Act"), or any state law of the United States and, unless so registered, may not be offered or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act and applicable state securities laws. Accordingly, the Equity Shares are being offered and sold (i) within the United States only to persons reasonably believed to be "qualified institutional buyers" (as defined in Rule 144A under the U.S. Securities Act) under Section 4(a) of the U.S. Securities Act, and (ii) outside the United States in offshore transactions in compliance with Regulation S under the U.S. Securities Act and the applicable laws of the jurisdiction where those offers and sales are made. There will be no public offering of Equity Shares in the United States.

For FSN E-COMMERCE VENTURES LIMITED
 On behalf of the Board of Directors
 Sd/-
 Head Legal, Company Secretary and Compliance Officer