

Kaya Limited

August 5, 2025

To,
BSE Limited
Market Operations Department,
1st Floor, Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400001
BSE Scrip Code: 539276

National Stock Exchange of India Limited
'Exchange Plaza', 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex,
Bandra(E), Mumbai 400051
NSE Symbol: KAYA

Subject: Performance update

Dear Sir/ Madam,

Please find enclosed the performance update on the financial results of the Company for the quarter ended June 30, 2025.

Kindly take the above on record.

For **Kaya Limited**,

NITIKA
SUNNY
NIRMAL

Digitally signed by
NITIKA SUNNY
NIRMAL
Date: 2025.08.05
15:44:02 +05'30'

Nitika Dalmia
Company Secretary &
Compliance Officer

Encl: A/a

Q1 FY26

PERFORMANCE HIGHLIGHTS



Q1 FY26 HIGHLIGHTS

Collection growth of clinics was 7% vs Q1 FY25

- Service business grew by 6% vs Q1 FY25
- Clinic Product business witnessed a 11% growth vs Q1 FY25
- Acne & Scars Services aided by new service technology witnessed a growth of 34%.
- Haircare services supported by advanced diagnostic tools and enhanced customer journey witnessed a 20% growth vs Q1 FY25
- Brightening Pigmentation has shown a strong growth of 13% vs Q1 FY25
- *Customer count grew by 3% vs Q1 FY25
- NPS scores continued to trend higher in Q1 FY26 at 90 reflecting great customer experience

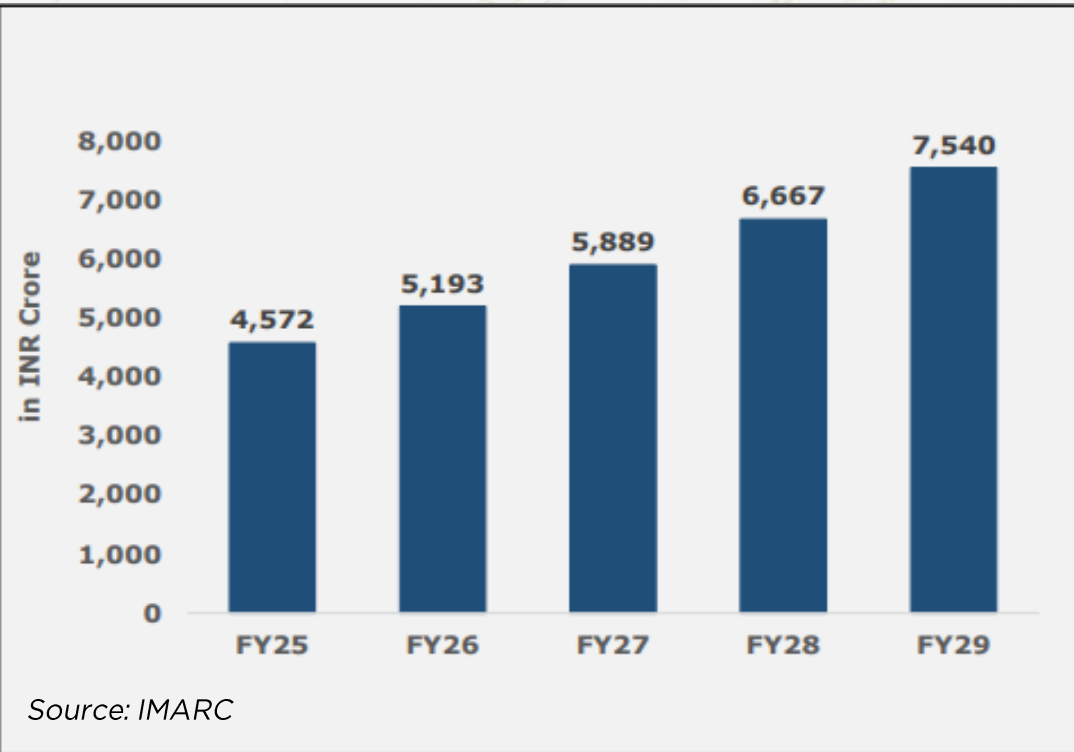


- **OVERVIEW**
- **EXPANSION**
- **BRAND REFRESH**
- **STRATEGIC PILLARS**
- **AWARDS**
- **COMPANY FINANCIALS**



INDUSTRY OVERVIEW

India's aesthetic market is thriving, by rising incomes, awareness, & tech-led non-invasive care.



The India aesthetic services market is expected to reach a value of INR 7,540 Crore by FY29, growing at a CAGR of 13.3% during FY25-29

Aesthetic Dermatology poised for growth (FY 25 to FY 29):

- By FY29, skin treatment is expected to represent the most popular treatment type for aesthetic services in India, accounting for a share of 42.8% of the total market. Skin treatment is expected to be followed by body treatment (32.7%), and hair treatment (24.5%).

Younger Demographic Driving Growth in Aesthetic Services

- The younger population is a key driver of market growth, actively seeking non-invasive treatments like Botox and fillers.
- Increased internet access have made them more informed and open to aesthetic services, fueling demand for personal grooming and skincare.
- Rising disposable incomes and aspirational lifestyles further accelerate this shift toward self-care and cosmetic treatments.

Social Media: A Catalyst for Aesthetic Consumer Trends

- In 2024, platforms like Instagram and YouTube are shaping beauty trends and consumer behavior in India.
- With influencer partnerships and live events, brands are directly engaging audiences and driving demand for aesthetic treatments and personalized skincare.

AI-Powered Personalization in Aesthetics

- AI-driven tools like skin analyzers and treatment simulators are enabling personalized, data-backed aesthetic solutions, enhancing outcomes and client satisfaction.

KAYA INDIA OVERVIEW

80 CLINICS

25 CITIES

16 STATES

**SKIN, HAIR &
BODY** SERVICES

80+ PRODUCTS

**100K+ KAYA
SMILES MEMBERS**

85%+
WOMEN
WORKFORCE



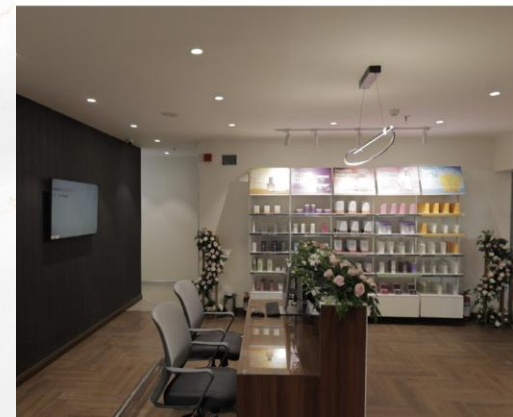
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EXPANSION

New Growth Engine

- Kaya launched 2 new clinic in Q1 – Yelahanka in Bangalore and Starling Mall in Noida
- Yelahanka clinic was inaugurated by Kannada film star Sapthami Gowda, a leading celebrity in South. It is the 12th clinic in Bangalore, which is enjoying a 5-star Google rating.
- Starling Mall Clinic was inaugurated by Shalini Passi, an A-list celebrity based in Delhi. The clinic is enjoying a 5-star Google rating.



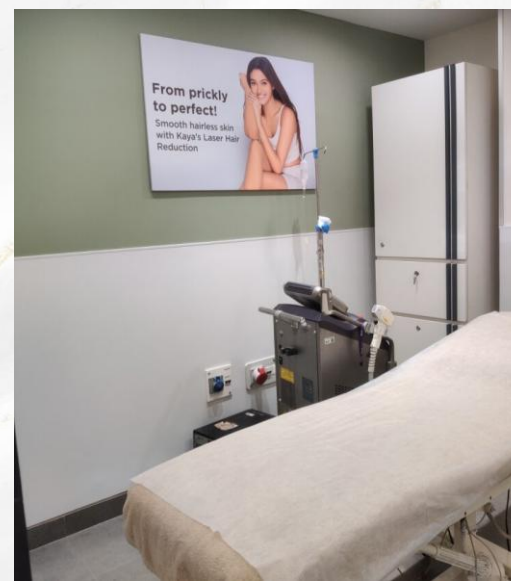
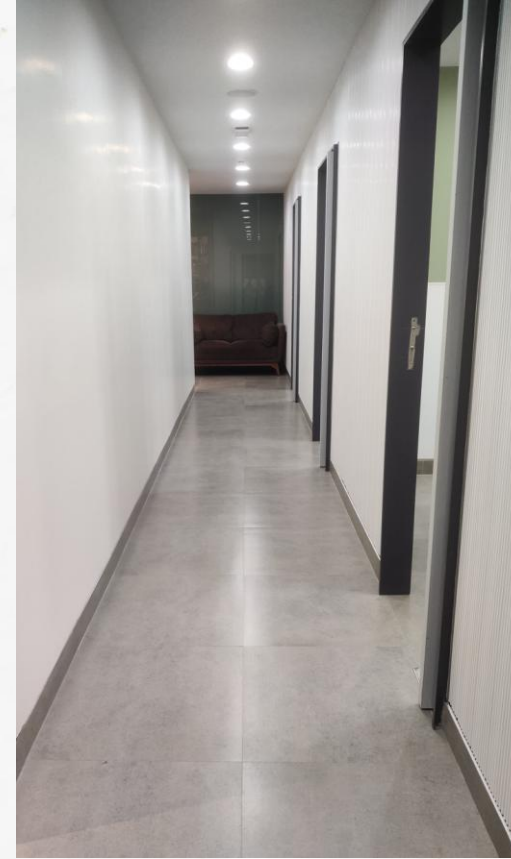
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BRAND REFRESH

Service Technology:

- To uplift customer experience and outcome, we invested in 31 new dermatology machines including in Anti-Ageing, Brightening & Pigmentation, Acne, Hair Care, Body and Laser Hair Reduction in Q1 FY26



STRATEGIC PILLARS

KAYA SMILES
(Loyalty Program)



SERVICES



PRODUCTS



INNOVATION



KAYA SMILES

Loyalty Program

- Kaya Smiles contributed more than 90% of Kaya Clinics collection in Q1 FY26
- We focused on experiential marketing for our Kaya Smiles Platinum and Kaya Smiles Gold Elite base by giving free services which helped us grow collections



SERVICES

Skin | Hair | Body
100+ Dermats | 80 Clinics

Category wise Collection growth over Q1 FY26

- Acne & Scars leapfrogged with 34% growth
- Hair Care and Brightening Pigmentation also maintained a healthy growth of 20% and 13% respectively over Q1 FY25
- Hair Free and Anti-Aging also showed a growth of 3% and 1% respectively.



PRODUCT

USP - Dermat Backed | 80+ Strong Portfolio

- Overall product business witnessed a 11% growth vs Q1 FY25, fuelled by a 23% growth in clinic product sales
- Nutraceuticals grew by 39% vs Q1 FY25
- Lighter & Brighter Product had a growth of 29%, and Body Care products grew by 24% vs Q1 FY25
- Suncare and Sensitive Range showed a growth of 14% and 6% respectively



INNOVATION

Contributed to 16% of Clinic Collections

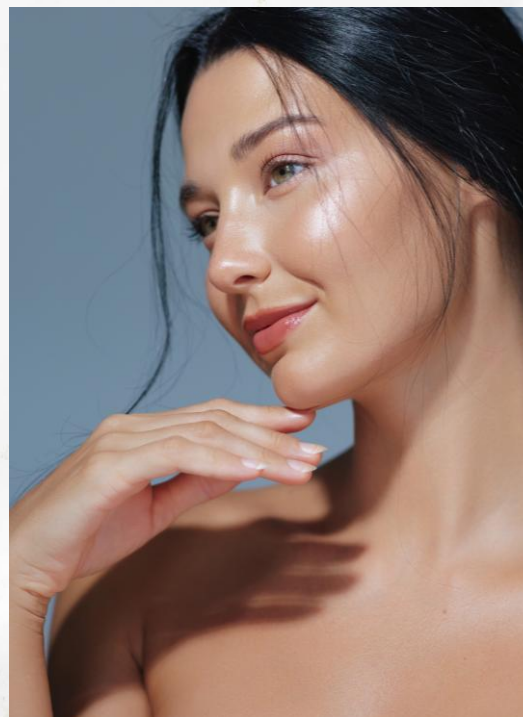
AI POWERED ANALYSIS



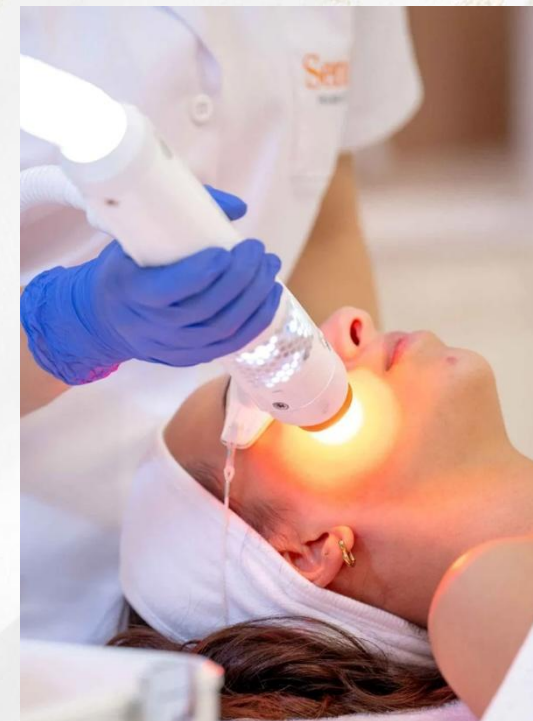
NEW PRODUCT DEVELOPMENT + NUTRA



MARKETING AUTOMATION



NEW SERVICE DEVELOPMENT



INNOVATION

AI Powered- Skin Analysis

- Kaya launched its proprietary 'Klear AI' app which delivers a comprehensive analysis of skin health, identifying specific concerns such as aging, acne, acne scars, blemishes, and open pores.
- This app is backed by Kaya's expert knowledge on Indian skin types, drawing from a rich database of over thousands of Indian customer references to ensure a highly advanced diagnosis when coupled with the dermatologists' consultations.
- The AI engine, trained with these annotated images, makes the tool highly accurate for skin analysis, ensuring personalized and effective skin care.



INNOVATION

New Product Development contributes to 5%* of the Clinic Collections

24K Gold Elixir Skin serum

A lightweight, fast-absorbing serum with 24K Gold, Snail Mucin, Vitamin C, and Glutathione. Hydrates, repairs skin barrier, reduces signs of aging, and adds a radiant glow. Suitable for all skin types.

Bond Repair Hair Leave on Mask

Leave-in mask with FiberHance, SH-Oligopeptide-78, and ProCutiGen® Bond. Strengthens hair, protects from heat, and restores shine, smoothness, and elasticity.

Kaya Multivitamin Capsule

Daily supplement with Ginseng, Vitamin B Complex, and essential minerals. Supports energy, cognition, bone health, and cell protection. Uses V Fill Technology for better nutrient absorption.



INNOVATION

Uplifting customer experience through
Marketing Automation

Use of marketing automation, including WhatsApp
bot and Web bot, helped improve customer
experience

These chatbots enable a seamless customer journey
for appointments and clinic information



INNOVATION NEW SERVICES DEVELOPMENT

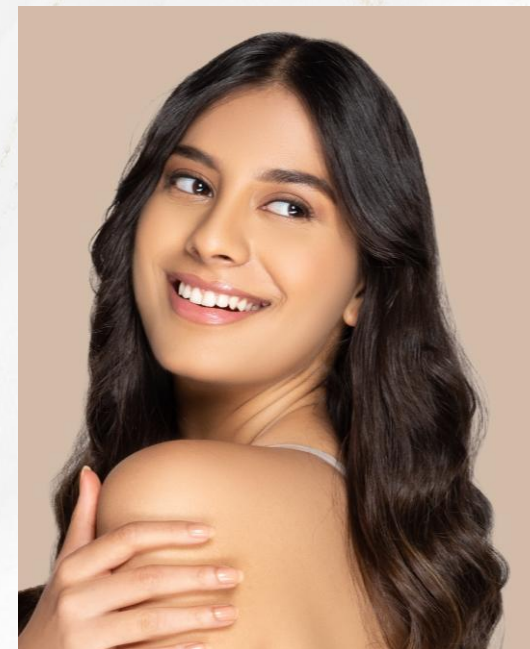
Contributed to 6% of Clinic Collections

ANTI-AGEING

BODY

SKIN CONCERN

HAIR CARE



AWARDS & RECOGNITIONS



Kaya Received The Marksmen Brand of the Year award that recognizes brands that have demonstrated excellence and built strong relationships with their customer and ET Now Best Brands for Women 2025 as one of the leading brands for the 1st Edition of "ET NOW - Best Brands for Women 2025"

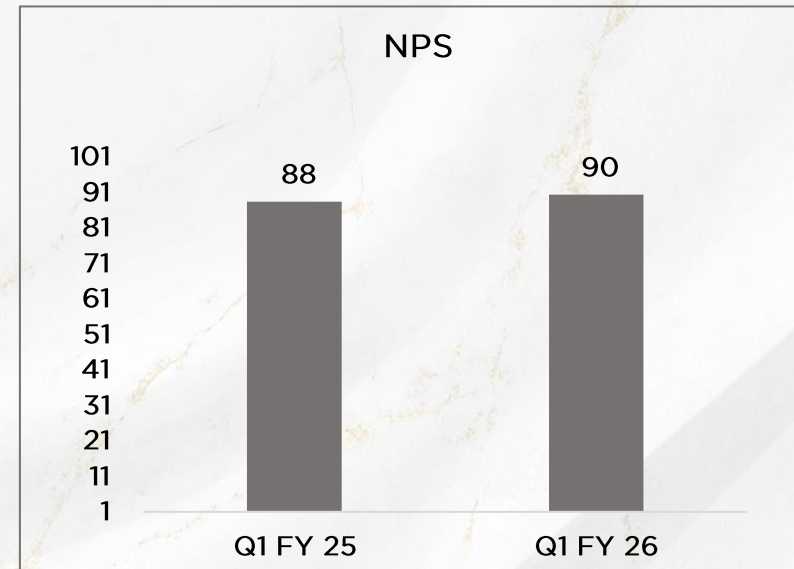
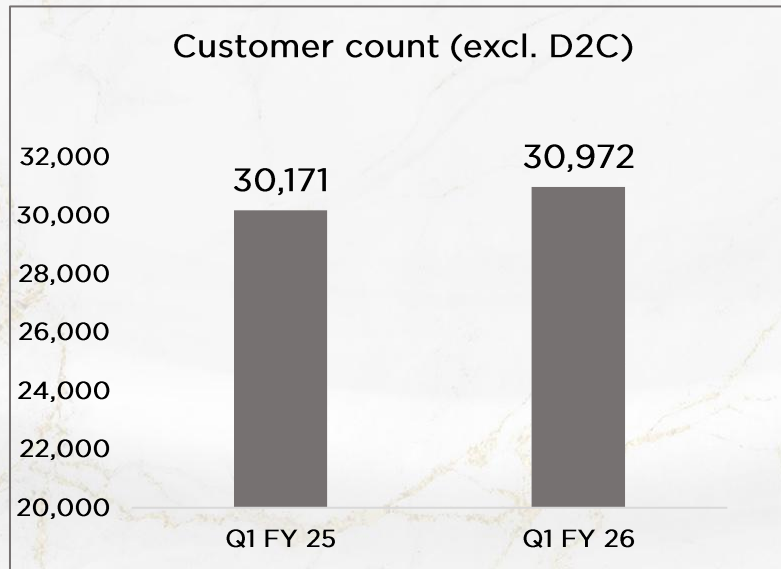
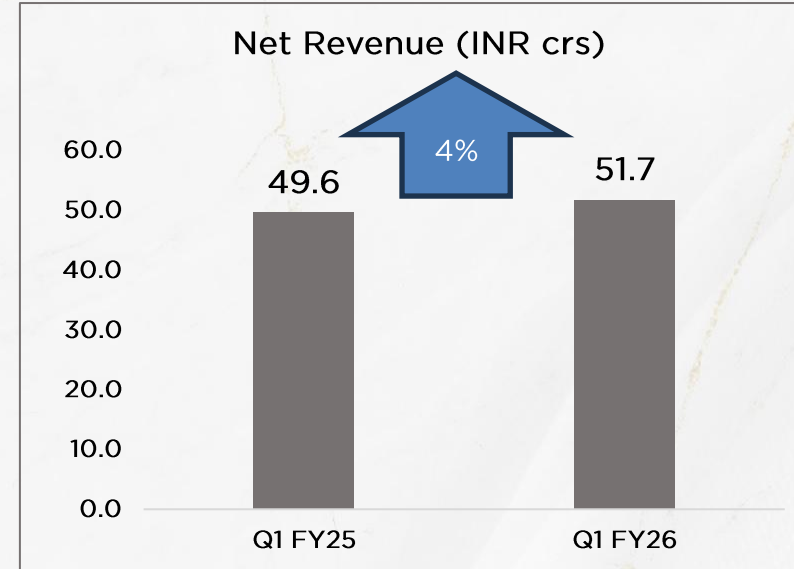
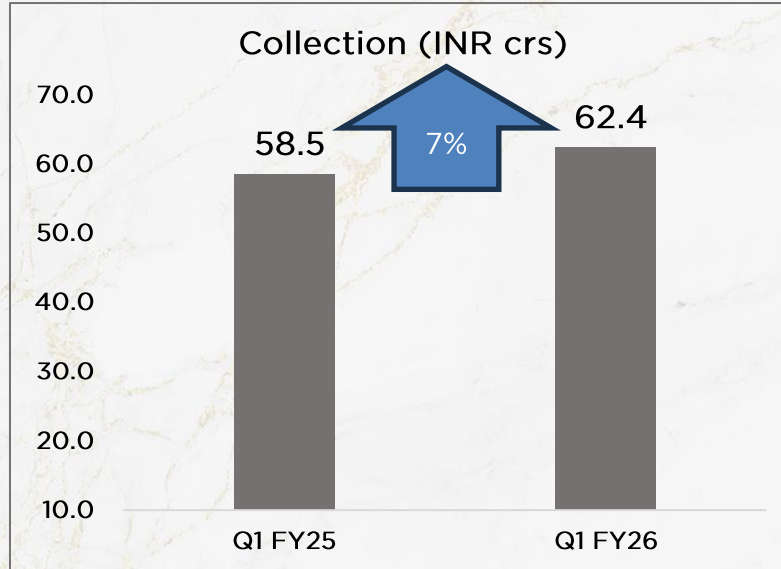
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FINANCIALS

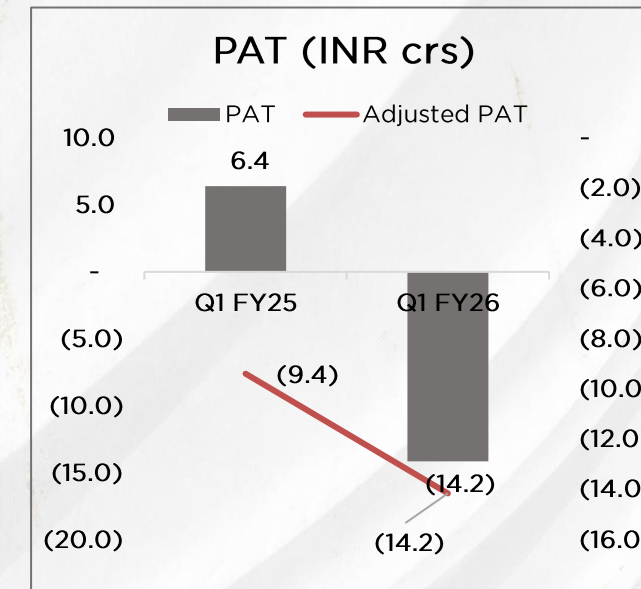
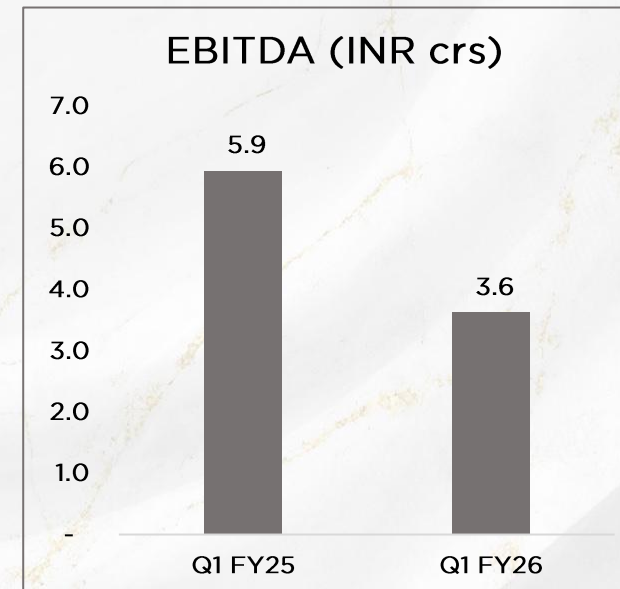
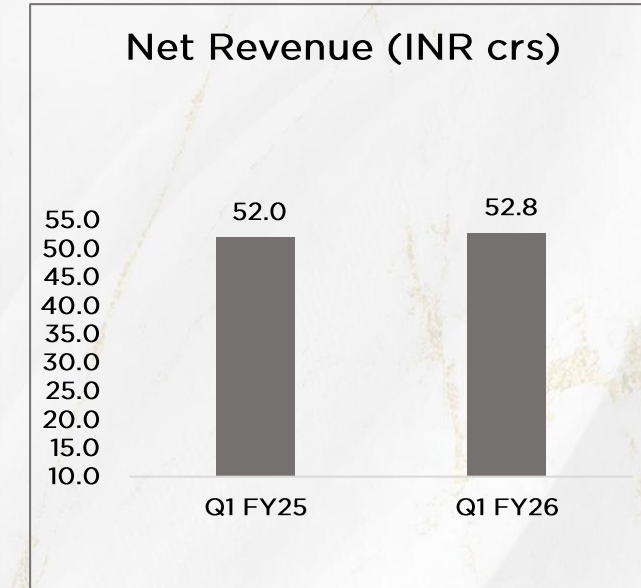
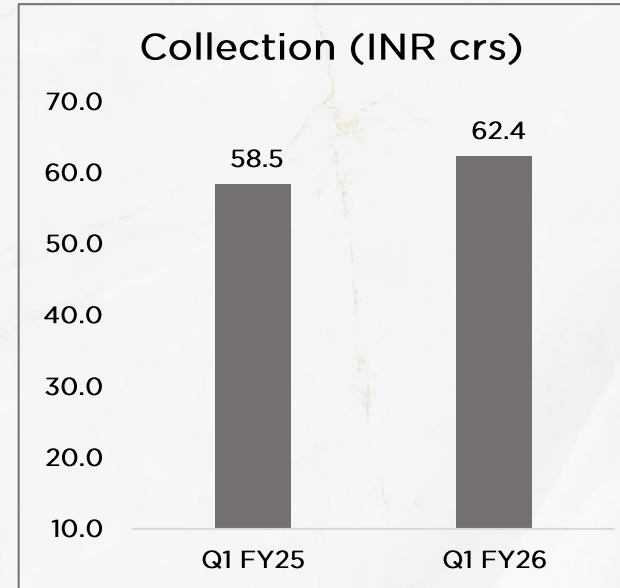


Q1 FY26 KEY PERFORMANCE INDICATORS - KAYA CLINICS



KAYA STANDALONE - Q1 FY 26 HIGHLIGHTS

- Clinic Collection grew by 7% over Q1 FY25
- Net Revenue grew by 1% over Q1 FY25
 - Clinic net revenue grew by 4%
 - Service revenue grew by 1%
 - Product revenue witnessed an 4% growth vs Q1 FY25
 - Royalty income declined by INR 0.1 crs due to sale of Middle East business
- EBITDA of INR 3.6 crs in Q1 FY26 as compared to INR 5.9 crs in Q1 FY25
- PAT after OCI of INR (14.2) crs in Q1 FY26 as compared to INR 6.4 crs in Q1 FY25
- PAT after OCI includes one-time gain of INR 15.8 crs for reversal of impairment on investment and sale of intellectual property rights (IPR) in Q1 FY25



FINANCIAL HIGHLIGHTS: STANDALONE

Particulars (INR crs)	Q1 FY26	Q1 FY25	Gr %
Collection*	62.4	58.5	7%
Net Revenue	52.8	52.0	1%
EBITDA	3.6	5.9	
% to NR	7%	11%	
Operating Margin	(5.7)	13.6	
% to NR	-11%	26%	
PAT before OCI**	(14.1)	6.5	
% to NR	-27%	12%	
PAT after OCI	(14.2)	6.4	
% to NR	-27%	12%	

*Collection includes only clinic collections

Net Revenue grew by 1% over Q1 FY25

- Clinic Revenue grew by 4%
- ECOM Revenue declined by Rs 1.8 crs due to Marico collaboration
- Royalty income declined by INR 0.1 crs due to sale of Middle East business

PAT after OCI includes one-time gain of INR 15.8 crs for reversal of impairment on investment and sale of intellectual property rights (IPR) in Q1 FY25

** OCI is other comprehensive income

FINANCIAL HIGHLIGHTS: CONSOLIDATED

(Continuing operations)

Particulars (INR crs)	Q1 FY26	Q1 FY25	Gr %
Net Revenue from continuing operations	52.8	51.8	2%
EBITDA continuing operations	3.6	5.7	
<i>% to NR</i>	7%	11%	
Operating Margin continuing operations	(5.7)	7.1	
<i>% to NR</i>	-11%	14%	
PAT before OCI* & NCI** continuing operations	(14.1)	0.0	
<i>% to NR</i>	-27%	0%	
PAT after OCI continuing operations	(14.2)	(0.1)	
<i>% to NR</i>	-27%	0%	
PAT from discontinued operations	0.0	103.2	
PAT after OCI & NCI	(14.2)	103.1	

Net Revenue grew by 2% over Q1 FY25

PAT after OCI continuing operations includes one-time gain of INR 15.8 crs for reversal of impairment on investment and sale of intellectual property rights (IPR) in Q1 FY25

* OCI is other comprehensive income

** NCI means Non – controlling interest

THANK YOU