

Nykaa and BookMyShow come together to launch India's first ever beauty festival 'Nykaaland' – the wonder world of beauty

The festival will be headlined by a makeup master class with the world's most renowned makeup artist - Mario Dedivanovic

National, February 20, 2020: Hop on board the beauty bandwagon as India's leading beauty retailer Nykaa and BookMyShow, India's leading entertainment destination, launch the country's first ever beauty festival *Nykaaland*. Thoughtfully curated by the two powerhouses, *Nykaaland* further widens the out-of-home entertainment ecosystem creating a rich experience in a genre, as yet untouched. The maiden edition of the festival will be hosted in Mumbai, on March 21-22, 2020 at the Member's Enclosure, Mahalaxmi Racecourse.

Nykaaland will host more than 40 home-grown and international beauty brands, interactive sessions with celebrity beauty trailblazers like designer Masaba Gupta, and master classes with industry experts like Namrata Soni, Sonic Sarwate and Anthony Cole.

Headlining the festival and known by his Instagram moniker MakeupByMario, the makeup maestro who has been the long-time make-up artist for global sensation Kim Kardashian, will host an on-stage makeup demonstration on March 21, giving makeup lovers a chance to catch him at work, receive a participation certificate and exciting beauty goodies. Mario Dedivanovic's makeup master class sessions have been an attraction for make-up lovers all over the world, and will make a grand India debut at Nykaaland.

Makeup whiz **Mario Dedivanovic** said, *"Indian beauty draws heavily from history and culture, making it one of the most varied and rich definitions of beauty, the world over. I am extremely excited to visit India and look forward to hosting a masterclass for the first time ever at Nykaaland. Masterclasses are my way of connecting with makeup lovers from different parts of the world and my session at Nykaaland will be inspired by the sensibilities and preferences of the iconic land of beauty that India is. I can't wait to interact with Indian beauty enthusiasts and together, create a magical beauty canvas!"*

The beauty festival, which has on-boarded PayPal as the payment partner, will be led by live demos, experiences and the spirit of discovery. Nykaaland has something for everyone across the beauty spectrum and will also host healthy food options, feature instagrammable zones and a host of Indian and international live music entertainment experiences to choose from

Featuring popular brands like M.A.C Cosmetics, Huda Beauty, Kama Ayurveda, Kay Beauty, Innisfree, L'Oréal Paris, Lakmé, Pixi by Petra, Clinique and Simple amongst several others the festival will also have a dedicated 'discovery zone' for customers to know more about upcoming brands in the world of beauty.

Falguni Nayar, Founder and CEO, Nykaa said, *"Nykaa has been instrumental in shaping the beauty industry in India with our extensive brand selection, omnichannel retail and tech-driven beauty solutions. This unique event gives us yet another opportunity to delight our customers with exceptional beauty experiences and expert interactions. For this flagship property we have found the perfect partner in BookMyShow to be able to create a truly unique festival."*

Albert Almeida, COO – Live Entertainment, BookMyShow said, *“The out-of-home entertainment ecosystem in India is a kaleidoscope of growing recreational choices, with users lapping up new and unique experiences like never before. As BookMyShow forays into yet another experiential space with India’s first ever beauty festival ‘Nykaaland’, we are delighted to partner with Nykaa, the pioneers in this category, to expand India’s experiential entertainment horizon. The debut edition of the festival will bring together a highly desirable and curated ensemble of unique events and experiences, giving millions of consumers, access to local and international brands as also artists.”*

Siddharth Dhamija, Director - Large Enterprises, PayPal India said, *“PayPal in India and across the globe firmly believes in the value of partnerships to enable the digital payments ecosystem. Our focus in India is to offer a seamless and safe payments experience. These value propositions align with what consumers transacting in the beauty and fashion segments seek. Nykaaland has given us another opportunity to strengthen our partnership with BookMyShow for a new experiential genre in this space.”*

~Exclusive PayPal presale starts February 25th~

~Tickets to [Nykaaland](#) will be available exclusively on BookMyShow starting Rs 499~

About Nykaa

Founded in 2012 by Indian entrepreneur Ms. Falguni Nayar, Nykaa was created with a vision of providing a carefully curated range of products for every beauty solution. Derived from the Sanskrit word ‘Nayaka’ meaning one in the spotlight, it rests on three ideals - curation, content and convenience. Nykaa currently has a portfolio of 1000+ brands across makeup, skincare, haircare & wellness offering a one-stop, personalized product availability and solutions to consumers across India. All Nykaa products are sourced directly from the brands or authorised distributors to ensure 100% authenticity. The Nykaa website and app welcome over 70 million visits per month, of which 80% are loyal repeat customers. Nykaa has created an engaged community of beauty enthusiasts across India, emerging as a leading beauty influencer through conversations on social media, emails, videos and beauty blog. The use of cutting edge artificial intelligence and machine learning tools allows Nykaa to create a personalized beauty regime for each customer.

The retailer has also been operating on an omni channel model and currently has 65 stores across the country in two formats - **Nykaa Luxe** and **Nykaa On Trend**. Nykaa also offers a specialized experience for male grooming with the **Nykaa Man** website and app. To foster sharing of advice and recommendations Nykaa introduced **Nykaa Network** - an online community for beauty enthusiasts. Additionally, the **Nykaa Pro** platform caters to all professional beauty needs with special access and offers. Nykaa’s in-house collection of beauty products - **Nykaa Beauty**, includes cosmetics across lips, eyes, face and nails, skin and body care with Skin Secrets Sheet Masks and Wanderlust Bath & Body collection, naturals and fine fragrances. To foray into fashion, Nykaa launched **Nykaa Fashion** in 2018 - a ‘high on style’ fashion curation ecommerce platform of 450+ Indian and international brands across highstreet, designer labels and accessories.

About BookMyShow

Launched in 2007, BookMyShow, owned and operated by Big Tree Entertainment Pvt Ltd, is India's leading entertainment destination and the one-stop shop for every out-of-home entertainment need. The firm is present in over 650 towns and cities in India and works with partners across the industry to provide unmatched entertainment experiences to millions of customers. Over the years, the company has evolved from a purely online ticketing platform for movies across 6,000 screens, to end-to-end management of live entertainment events including music concerts, live performances, theatricals, sports and more, all accomplished at par with global standards.

BookMyShow has also built India's largest organic reviews and ratings engine for movies and has driven technology innovations, such as the m-ticket and Movie Mode, impacting tens of millions of users and the industry at large. With continued support from investors including TPG Growth, Stripes Group, SAIF Partners, Accel and Network18, BookMyShow is invested in providing the best user experience, whether on ground or online. Demonstrating category leadership, BookMyShow has grown beyond India with operations in Dubai, Indonesia, Sri Lanka and Singapore amongst others. The Mumbai-headquartered company counts Ticket Green, Eventifier, Fantain, Masti Tickets, Townscript and Burrp amongst its key investments in the sector. BookMyShow is also committed to society at large, by way of its charity initiative BookASmile, which provides entertainment experiences to the underprivileged. For more information, please visit www.bookmyshow.com

About PayPal

Fueled by a fundamental belief that having access to financial services creates opportunity, PayPal Holdings, Inc. (NASDAQ: PYPL) is committed to democratizing financial services and empowering people and businesses to join and thrive in the global economy. Our open digital payments platform gives PayPal's 286 million active account holders the confidence to connect and transact in new and powerful ways, whether they are online, on a mobile device, in an app, or in person. Through a combination of technological innovation and strategic partnerships, PayPal creates better ways to manage and move money, and offers choice and flexibility when sending payments, paying or getting paid. Available in more than 200 markets around the world, the PayPal platform, including Braintree, Venmo, Xoom and iZettle, enables consumers and merchants to receive money in more than 100 currencies, withdraw funds in 56 currencies and hold balances in their PayPal accounts in 25 currencies. For more information on PayPal, visit <https://www.paypal.com/about>. For PayPal Holdings, Inc. financial information, visit <https://investor.paypal-corp.com>.

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