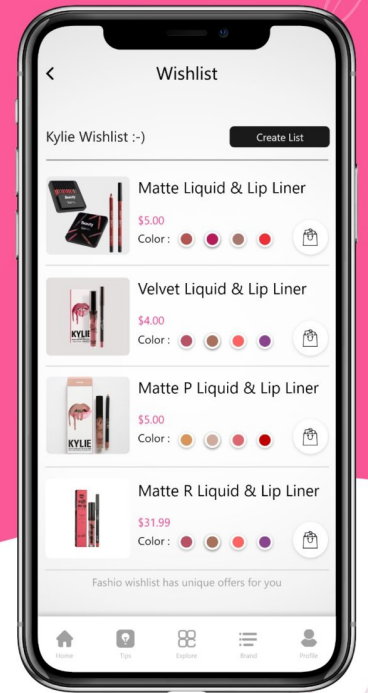
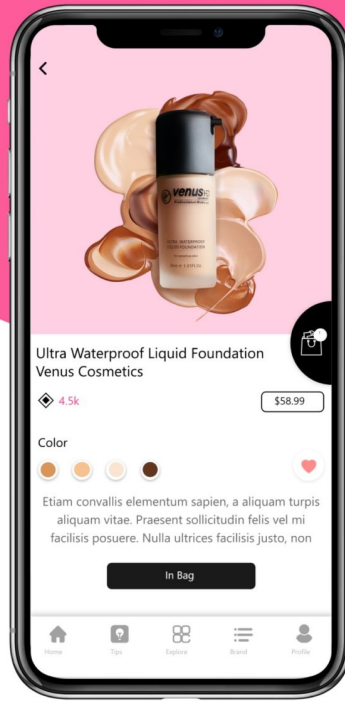


# NYKAA BUSINESS & REVENUE MODEL

Apptunix  
Technologies Pvt Ltd.



NYKAA

## Nykaa Business Model

### Key Activities

- ✓ Primary Activities
- ✓ Supporting Activities

### Key Resources

- ✓ Social Media
- ✓ Website And Online App
- ✓ Virtual Stores
- ✓ Workforce
- ✓ Technology

### Customer Segment

- ✓ Active Seekers
- ✓ Multi-Taskers
- ✓ Beauty Aficionados
- ✓ Brand Seekers

### Cost Structure

- ✓ Staff Salary
- ✓ Technological Infrastructure
- ✓ Marketing Expenditure

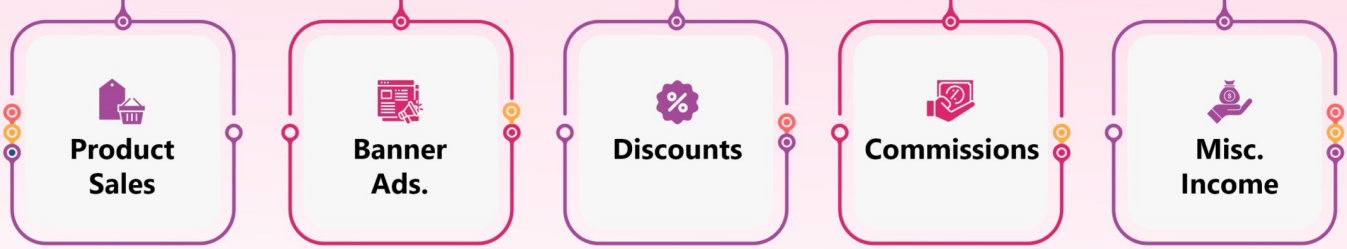
### Customer Relationship

- ✓ Online Content Creation Tools
- ✓ Customer Support Automation
- ✓ Nykaa Support

### Value Proportion

- ✓ Multiple Payment Options
- ✓ Rating And Feedbacks
- ✓ Beauty Product Details

## Nykaa Revenue Model



## Benefits Of Developing An App Like Nykaa

01

It Improves The Client Experience



02

It Improves The Income Stream



03

It Helps In Marketing Activities



04

It Improves Opportunities For Employees



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