

## Nykaa & L'Oréal Deepen Ties with Kiehl's Deal

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Indian beauty and lifestyle retailer **Nykaa** has significantly strengthened its partnership with French beauty giant **L'Oréal** by signing an exclusive distribution agreement for the renowned skincare brand **Kiehl's** in India. This strategic move marks a major expansion of Nykaa's role in India's fast-growing premium beauty market.

Under the new arrangement, Nykaa will take charge of **end-to-end operations for Kiehl's in India** — overseeing retail outlets, online sales through the brand's India website, digital platforms, and multi-brand retail distribution channels. The agreement also includes managing existing and future exclusive Kiehl's stores and integrating the brand into Nykaa's omnichannel network of online and offline touchpoints.

This deal goes beyond the traditional retailer role Nykaa previously held for Kiehl's and elevates it to being the **exclusive distribution and operational partner** for the brand in the country. The partnership builds on more than a decade of collaboration between Nykaa and L'Oréal, reflecting a mutual confidence in Nykaa's ability to scale international beauty labels within India.

For **Kiehl's**, a brand with roots dating back to a New York apothecary, the collaboration provides a chance to tap into Nykaa's **extensive customer base — reportedly over 40 million consumers — and broad physical and digital footprint** across India. Faster fulfillment through services like Nykaa Now and deeper retail penetration could accelerate growth for the premium skincare label in the Indian market.

Industry analysts see the move as part of a broader shift in how global beauty players approach the Indian market — leveraging strong local partners with deep consumer insights and logistical strengths to drive expansion. India's beauty and personal care market is one of the fastest-growing globally, particularly in premium and luxury segments, as consumer demand evolves toward science-led and science-backed skincare products.

The transition is designed to be seamless, with **existing operations and customer experiences continuing uninterrupted** even as Nykaa assumes broader management responsibilities.