

MEDIA RELEASE

RELIANCE RETAIL STRENGTHENS BEAUTY PLAY WITH STRATEGIC INVESTMENT IN UK-BASED FACEGYM

**To bring FACEGYM's signature facial workouts to India
through standalone studios and select Tira stores**

Mumbai, July 3, 2025: Reliance Retail Ventures Limited (RRVL) today announced a strategic minority investment in UK-based FACEGYM, a global innovator in facial fitness and skincare. This marks a pivotal step in RRVL's continued expansion in the high-growth beauty and wellness space.

Founded by renowned beauty and wellness entrepreneur **Inge Theron**, FACEGYM has pioneered a transformative approach to skincare by combining non-invasive facial workouts with advanced skincare formulations. With a cult following across several global markets, FACEGYM is widely recognized for creating a new category at the intersection of beauty, wellness, and fitness.

Through this partnership, Reliance Retail's Tira will spearhead FACEGYM's India foray – leading its local operations and market development, bringing the brand's innovative concept to the Indian consumer. Reliance will establish and scale FACEGYM's presence in India over the next five years, through a mix of standalone studios and curated spaces within select Tira stores across key cities.

This expansion will leverage Reliance's robust retail ecosystem, market expertise, and deep consumer insights to introduce and scale FACEGYM's unique offering in a rapidly growing beauty space.

The partnership reinforces Reliance Retail's broader strategy to scale its presence in the beauty and personal care vertical, anchored by Tira, India's fastest growing omnichannel beauty destination, and a growing portfolio of first brands like Akind, Dream, Immerse Play and Nails Our Way.

Commenting on the partnership, **Bhakti Modi, Co-founder & CEO of Tira**, said, *"At Reliance Retail, our commitment is to introduce world-class brands and innovative concepts and experiences to the Indian consumer. FACEGYM sits at the unique intersection of beauty, wellness, and fitness – creating a category of its own. This aligns perfectly with the discerning beauty consumer in India who is experience-oriented, and increasingly drawn to science-backed, innovative concepts. We welcome FACEGYM to our portfolio and to India, and are excited to unlock its immense growth potential in this dynamic market."*

Angelo Castello, CEO of FACEGYM, commented, *"This is an incredibly exciting moment for the brand. With our current strategic partnerships, we are in a powerful position to turn FACEGYM into one of the only beauty services that exists with this size of global footprint – launching in new markets, and sculpting more people than ever before with our unique approach to facial fitness and skin health. This partnership with a leading conglomerate like Reliance will serve as a catalyst for our global expansion by establishing our presence in the dynamic Indian market."*

The collaboration with FACEGYM further strengthens Reliance Retail's leadership in shaping the future of beauty retail and services in India. It also supports FACEGYM's global vision to scale its footprint in high-growth markets, with India identified as a key strategic destination in its international expansion journey.

About Reliance Retail Ventures Limited:

RRVL, through its subsidiaries and affiliates, operates an integrated omni-channel network of 19,340 stores and digital commerce platforms across Grocery, Consumer Electronics, Fashion & Lifestyle and Pharma consumption baskets, and has partnered with over 3 million merchants through its New Commerce initiative. Reliance Retail Limited, a subsidiary of RRVL, is the only Indian retailer in the global Top 100 and amongst the fastest growing retailers globally as per Deloitte's Global Powers of Retailing 2023. RRVL reported a consolidated turnover of ₹ 3,30,870 crore and EBITDA of ₹ 25,053 crore for the year ended March 31, 2025.

About FACEGYM:

Known for their facial workouts that instantly sculpt, lift and depuff, FACEGYM is the destination for facial fitness combining signature muscle training, advanced tools and collagen boosting skincare for immediate and long-term benefits that can be seen and felt. Founded by beauty and wellness entrepreneur Inge Theron, FACEGYM was born out of the insight that regular muscle movement can create immediate and lasting impact on how we look and feel. Their non-invasive workouts involve signature massage techniques to boost collagen and encourage lymphatic drainage and electrical muscle stimulation (EMS) that instantly sculpts and lifts.

FACEGYM'S first studio opened in 2014 as a concession in Selfridges. Since then, they have opened locations in key cities across the world including London, New York and Los Angeles.

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