

NykaaLand Rolls Out the Pink Carpet in Delhi-NCR, Marking its Capital Debut this November! Tickets NOW LIVE

Category: Business

written by News Mall | September 17, 2025



Key Highlights

- **Beauty's Biggest Headliners Land in Delhi:** For the first time at NykaaLand, global heavyweights **Dolce&Gabbana Beauty, Rabanne, Carolina Herrera, and YSL Beauty** share the spotlight with cult disruptors **TIRTIR, MILK Makeup, and IT Cosmetics**. The brands you've been double-tapping, stalking, and wishlist-ing are finally stepping into the spotlight.
- **The Masters of Glam Are In Session:** Red carpet royalty and bridal beauty bosses are bringing their A-game. From **Namrata Soni**, the undisputed queen of bridal glam, **Meera**

Sakhrani, the IT bridal makeup artist to **Daniel Bauer**, the magician behind Katrina Kaif's most iconic looks, and **Mehak Oberoi**, the hand behind Kiara Advani's Met Gala glow, this is your backstage pass to insider secrets and hands-on artistry.

- **Every mood, every move, one mad music lineup:** From heartbreak feels to full-on bhangra heat, Nykaaland's soundtrack has all your moods on lock. **Prateek Kuhad** brings the "cry with your crew" sing-alongs along with **Jonita Gandhi**, the pop chameleon, while **Panjabi MC** guarantees a dhol drop that'll have the crowd screaming "*mundiyan tu bachke rahi*" in unison. Whether you're swaying, jumping, or just screaming lyrics with your besties, this stage promises to vibe with you.

We heard you, Delhi! **Nykaaland, India's biggest beauty playground**, is coming to give you the ultimate beauty experience you truly deserve! After two successful editions in Mumbai that brought **over 40,000 beauty lovers together**, Nykaaland is finally landing in **Delhi-NCR** from **November 7th to 9th, 2025**, for its third edition. Co-produced by **Nykaa**, India's leading beauty and lifestyle destination, and **BookMyShow Live**, the live entertainment experiential division of BookMyShow, this is a major shoutout to Delhi-NCR's ever-evolving, trendsetting beauty scene – because we know you don't just follow beauty, you live it.



Nykaaland is BACK, and in DELHI!

The three-day festival at NSIC grounds, **Okhla, Delhi NCR** will bring the best of global beauty, insurgent homegrown heroes, and viral breakout beauty brands together under one roof, seamlessly intertwining music, culture, and creativity, all blooming in full glory in one immersive experience. Tickets are now live and yours to grab, **exclusively on [BookMyShow](https://bookmyshow.com)**, India's leading entertainment destination.

Delhi-NCR is the perfect backdrop, a thriving hub of beauty insiders and passionate newcomers who crave cutting-edge trends and authentic artistry. Here, the discerning audience is ready to embrace the next wave of beauty innovation, making it the ideal stage for Nykaaland's immersive beauty experiences.



Nykaaland Lineup

Anchit Nayar, Executive Director and Chief Executive Officer, Nykaa Beauty said, “We are proud to bring Nykaaland to Delhi-NCR in response to the overwhelming demand from the capital’s passionate beauty community. Having inspired a transformative movement in Mumbai, our entry into Delhi marks a significant milestone in our journey. It reflects our vision to take experiential beauty beyond commerce and into the community, making it an ideal setting for immersive masterclasses, exclusive product launches, and meaningful brand-to-consumer interactions. By collaborating with BookMyShow Live, we are strengthening our ability to deliver experiential beauty at scale. This expansion is not just about geography. It is about celebrating a national beauty ecosystem that thrives on innovation, creativity, and community. Nykaaland in Delhi is poised to become a lasting cultural touchpoint for beauty in India.”

Owen Roncon, Chief of Business – Branded IPs, BookMyShow, said, “With Nykaaland, we set out to build an experiential platform that goes far beyond beauty, curating a cultural playground where artistry, music and community come alive. After two blockbuster editions in Mumbai, the move to Delhi-NCR was a natural progression. The capital is not only a dynamic hub for fashion and beauty but also a melting pot of diverse voices and discerning audiences who shape trends for the country. Expanding Nykaaland here allows us to create a truly national stage for beauty experiences at scale, while deepening our connect with audiences who are eager for immersive, world-class showcases. This is the next step in our vision to build Nykaaland into a defining movement in the global live entertainment and beauty landscape.”



Nykaaland Key Highlights

One festival, zero beauty FOMO!

This year, Nykaaland is bringing together over **60 global and Indian beauty brands**, handpicked to make your wildest beauty dreams come true. From couture powerhouses and cult classics to Seoul's skincare secrets and India's own icons, if it belongs on a shelf, in a reel, or on your moodboard, it's finally here, your chance to touch, test, and try it all in one festival.

The Designer Drop: Runway to Vanity

For the first time at Nykaaland, fashion's most powerful names make their beauty debut. **YSL Beauty, Dolce&Gabbana Beauty, Rabanne, and Carolina Herrera** bring their couture touch to makeup and fragrance. Global disruptors and cult favorites like **TIRTIR, MILK Makeup, IT Cosmetics, Kylie Cosmetics, and Supergoop!** deliver formulas that have redefined beauty trends worldwide. From bold couture reds to dewy skin-perfecters, latte palettes, and high-shine glosses, this is where luxury meets next-gen obsession, ready for you to swatch, spritz, and make your own.

Your One-Way 'Ticket to Seoul-ful' Skin!

K-beauty lovers, buckle up. The **AmorePacific** family arrives in full force with **Laneige, Innisfree, Etude, Sulwhasoo, Aestura, Ryo, and Mise en Scne**, bringing everything from cloud-skin bases to glossy haircare. Disruptors and cult faves like **Pyunkang Yul, TIRTIR, Beauty of Joseon, ROUND LAB, TonyMoly, Dr. Althea, Celimax, House of HUR, Parnell, Arencia, Anua, Torriden, Biodance, DALBA, and VT Cosmetics** are here with viral must-haves and under-the-radar obsessions. This lineup proves K-beauty always stays ahead of the curve.

Cult to Coveted: Shelf Stars IRL

From OG icons to insurgent beauty disruptors, your feed's most-wanted brands are finally at your fingertips. **e.l.f. Cosmetics, IT Cosmetics, Cetaphil, Olay, Avne, Bath & Body Works, L'Occitane, Lancme, L'Oral Professionnel, Ducray, Aveda, Ikonik, Minimalist, Daily Life Forever52, Wishcare, and Dream Beauty** bring viral lip oils, gloss-skin bases, latte

palettes, and salon-grade hair heroes straight off the grid and onto your vanity.

Homegrown Icons: Made in India, Made for the World

India's beauty vanguard takes center stage. **Kay Beauty, Simply Nam, Minimalist, ThriveCo, RENE Cosmetics, Moi by Nykaa, Swiss Beauty, Nykaa Cosmetics, Pink Polqa, LovETC, Daily Life Forever52, Naturali, Sammmm, Dot & Key, Shills Professional, Wishcare, Ikonik**, and more prove that local beauty is truly legendary. From science-backed skincare to pigment-pushing D2C disruptors, these homegrown voices are shaping the future of beauty.

Masterclasses: Hands-On with Bollywood's Beauty Mavericks

Want red carpet-ready skin, sculpted eyes, or on-the-go glam that actually turns heads At Nykaaland, you don't just watch, you get the VIP pass to Bollywood's beauty secrets. Learn **Namrata Soni's** bridal magic, **Daniel Bauer's** gloss hacks that change your whole vibe, **Mehak Oberoi's** foolproof everyday glam tricks, and **Meera Sakhrani's** legendary IT bridal techniques that make every wedding look insta-famous. These sessions aren't just demos, they're your chance to swatch, play, experiment, and slay like the pros.

From bridal perfection to statement red carpet moments and skin-first minimal makeup, this is where you level up your beauty game. Get your tickets before they sell out!

Music, Immersive Experiences, Beauty, Culture, and Food

Headlining the music stage are genre-bending powerhouses. **Prateek Kuhad** is bringing the ultimate switch-up, from heartbreak anthems like 'Cold/Mess' and 'Kasoor' to feel-good sing-alongs that turn a crowd into a chorus. Sharing the spotlight is **Jonita Gandhi**, the pop chameleon whose voice jumps effortlessly from Bollywood bangers to viral chart-toppers with hits like 'What Jhumka', 'Chellamma', and 'Arabic Kuthu'. But the real game-changer The one and only **Panjabi MC**,

the global icon who made 'Mundiyan To Bach Ke Rahi' a cross-continental anthem. When those legendary beats drop, expect the dance floor to erupt. Keeping the vibe electric all night are **DJ MoCity, Dynamite Disco Club Soundsystem, Nida, Gini, and Dot.**

Grab your pass to the biggest beauty playground now

Snag your single-day General Access (GA) pass if you're popping in for one day, or go all out with a three-day season pass for nonstop beauty, music, and experiences. Rolling with your squad The Fab Four pass gets you and three friends full access, so you can explore, swatch, and slay together. And for those ready to level up, the Namrata Soni Masterclass comes with guaranteed seating and full festival access, your backstage pass to bridal glam secrets and insider tips.

Beyond the beats, Nykaaland is a multisensory celebration, think interactive art installations, cultural showcases, gourmet food stations, and over **500** beauty icons. From rubbing shoulders with Bollywood A-listers to learning from industry experts who live and breathe the craft, every corner of the festival promises discovery. And with more reveals still to come, the anticipation is only building.

Over the past two editions, Nykaaland has **distributed over 5 million product samples** and welcomed **8000+ beauty lovers into hands-on masterclasses** led by some of the biggest global names in the industry. From makeup icons like **Patrick Ta, Sofia Tilbury, Romero Jennings**, and **Yianni Tsapatori** to Bollywood stars including **Katrina Kaif, Jahnvi Kapoor, Kriti Sanon, Shanaya Kapoor, Tara Sutaria**, and **Manushi Chhillar** gracing previous editions, the festival has become synonymous with immersive experiences and celebrity-fueled excitement.

With headline performances by global artists like **Jay Sean, HRVY**, and **Yung Raja**, alongside homegrown sensations **Ritviz, Kayan, Oaff & Savera**, and **Gurbaxx**, Nykaaland effortlessly

blends the worlds of beauty, fashion, and live entertainment.

As Nykaaland lands in the capital, it marks a bold new chapter in its evolution as a national cultural phenomenon – one that reflects India's growing appetite for beauty and lifestyle experiences that are aspirational, inclusive, personal, and joyfully interactive. Bigger, bolder, and bloomier than ever before, Nykaaland is redefining how India celebrates beauty.

Follow [@Nykaaland](#) on Instagram for more!

