

# SK-II launches in India

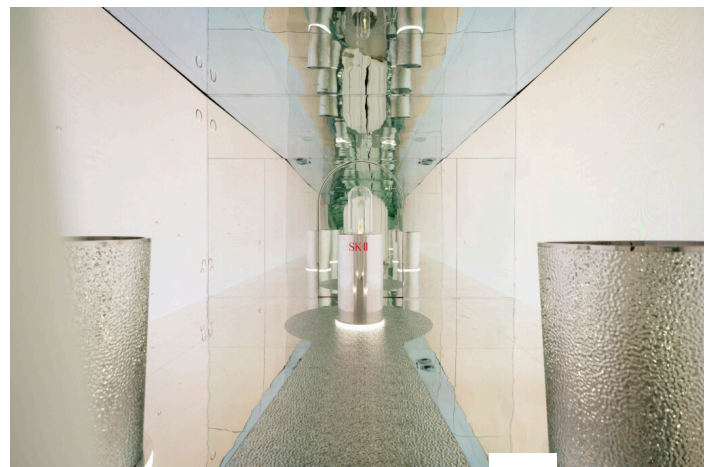
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Skincare brand SK-II (P&G) has launched in India in partnership with Asia-based distributor LUXASIA.

SK-II will be sold in beauty retailer Nykaa at its stores across key cities in India, including Mumbai, Delhi, Bangalore, and Hyderabad, as well as exclusively online on Nykaa.com. The brand will also be sold at Galeries Lafayette in Mumbai.

To mark the launch in India, SK-II held a one-day event in Mumbai called House of SK-II. The House of SK-II highlighted PITERA, its skincare ingredient created through a proprietary yeast fermentation process.



The event was attended by influencers and media and featured multi-sensory installations that highlighted the science behind PITERA. The brand served refreshments inspired by Japanese heritage.

The event also coincided with the introduction of SK-II's new brand ambassador, actor and singer Anna Sawai.



*Right: Anna Sawai*

Satyaki Banerjee, CEO, LUXASIA Group, said: "As skincare emerges as the fastest-growing category in luxury beauty locally, we are committed to leading that growth. Together with Nykaa and Galeries Lafayette, we are taking this exceptional brand to consumers across the country through both retail and digital formats, elevating the in-market luxury skincare experience."