



**October 30, 2023**

To  
The Senior General Manager  
Dept. of Listing Operations  
**BSE Limited,**  
P J Towers, Dalal Street,  
Mumbai -400001, India

To  
Vice President  
Listing Department  
**National Stock Exchange of India Limited**  
Exchange Plaza, Bandra Kurla Complex  
Bandra (East), Mumbai 400051, India

Dear Sir,

**Sub: Initial Public Offering of equity shares having face value of Rs. 10 each of the Honasa Consumer Limited (“Company”) comprising of Fresh Issue and an Offer for Sale (together, the “Offer”)**

The Board of directors of the Company in their meeting held on October 30, 2023, in consultation with Kotak Mahindra Capital Company Limited, Citigroup Global Markets India Private Limited, JM Financial Limited and J.P. Morgan India Private Limited (“**Book Running Lead Managers**”), have finalized allocation of 23,617,228 Equity Shares to Anchor Investors at Anchor Investor Allocation Price of ₹ 324/- per Equity Share (including share premium of ₹ 314/- per Equity Share) in the following manner:

Sr. No.	Name of Anchor Investor	No. of Equity Shares Allocated	% of Anchor Investor Portion	Bid Price (Rs. per Equity Share)	Total Amount Allocated (Rs.)
1.	SMALLCAP WORLD FUND, INC	2,070,046	8.76%	324	670,694,904
2.	FIDELITY FUNDS - INDIA FOCUS FUND	814,706	3.45%	324	263,964,744
3.	FIDELITY FUNDS - SUSTAINABLE CONSUMER BRANDS POOL	419,888	1.78%	324	136,043,712
4.	GOVERNMENT PENSION FUND GLOBAL	1,234,594	5.23%	324	400,008,456
5.	ABU DHABI INVESTMENT AUTHORITY - MONSOON	1,234,594	5.23%	324	400,008,456
6.	ASHOKA INDIA EQUITY INVESTMENT TRUST PLC	155,388	0.66%	324	50,345,712
7.	ASHOKA INDIA OPPORTUNITIES FUND	462,990	1.96%	324	150,008,760
8.	CAISSE DE DEPOT ET PLACEMENT DU QUEBEC - FIRST	444,130	1.88%	324	143,898,120

**Honasa Consumer Limited**

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**Corporate Office:** 10<sup>th</sup> Floor, Capiral Cyberscape, Ullahwas, Sector-59, Gurugram, Haryana - 122102

Email: [info@mamaearth.in](mailto:info@mamaearth.in); Phone: 0124 - 4880828 | Website: [www.honasa.in](http://www.honasa.in)

| CIN: U74999DL2016PLC306016 |



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	SENTIER INVESTORS INTERNATIONAL IM LIMITED				
9.	THE SCOTTISH ORIENTAL SMALLER COMPANIES TRUSTPLC	441,186	1.87%	324	142,944,264
10.	FSSA INDIAN SUBCONTINENT FUND AS SUB FUND OF FIRST SENTIER INVESTORS GLOBAL UMBRELLA FUND PLC	349,278	1.48%	324	113,166,072
11.	ICICI PRUDENTIAL BHARAT CONSUMPTION FUND	725,420	3.07%	324	235,036,080
12.	ICICI PRUDENTIAL FMCG FUND	556,600	2.36%	324	180,338,400
13.	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE EQUITY ADVANTAGE FUND	416,668	1.76%	324	135,000,432
14.	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE INDIA GENNEXT FUND	447,534	1.89%	324	145,001,016
15.	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE SMALL CAP FUND	416,668	1.76%	324	135,000,432
16.	NIPPON LIFE INDIA TRUSTEE LTD-A/C NIPPON INDIA SMALL CAP FUND	1,280,870	5.42%	324	415,001,880
17.	AXIS MUTUAL FUND TRUSTEE LIMITED A/C AXIS MUTUAL FUND A/C AXIS EQUITY SAVER FUND	123,418	0.52%	324	39,987,432
18.	AXIS MUTUAL FUND TRUSTEE LIMITED A/C AXIS MUTUAL FUND A/C AXIS RETIREMENT SAVINGS FUND - AGGRESSIVE PLAN	246,882	1.05%	324	79,989,768
19.	AXIS MUTUAL FUND TRUSTEE LIMITED A/C AXIS MUTUAL FUND A/C AXIS SMALL CAP FUND	370,530	1.57%	324	120,051,720

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20.	AXIS MUTUAL FUND TRUSTEE LIMITED A/C AXIS MUTUAL FUND A/C AXIS SPECIAL SITUATIONS FUND	246,882	1.05%	324	79,989,768
21.	AXIS MUTUAL FUND TRUSTEE LTD. A/C AXIS MUTUAL FUND A/C AXIS BALANCED ADVANTAGE FUND	246,882	1.05%	324	79,989,768
22.	WHITEOAK CAPITAL FLEXI CAP FUND	365,562	1.55%	324	118,442,088
23.	WHITEOAK CAPITAL LARGE CAP FUND	26,312	0.11%	324	8,525,088
24.	WHITEOAK CAPITAL MID CAP FUND	189,704	0.80%	324	61,464,096
25.	WHITEOAK CAPITAL MULTI CAP FUND	96,692	0.41%	324	31,328,208
26.	WHITEOAK CAPITAL TAX SAVER FUND	18,446	0.08%	324	5,976,504
27.	INVESCO INDIA SMALLCAP FUND .	640,412	2.71%	324	207,493,488
28.	INVESCO INDIA MULTICAP FUND .	640,458	2.71%	324	207,508,392
29.	CANARA ROBECO MUTUAL FUND A/C CANARA ROBECO MULTI CAP FUND	771,604	3.27%	324	249,999,696
30.	KOTAK FUNDS - INDIA MIDCAP FUND	925,934	3.92%	324	300,002,616
31.	DSP INDIA FUND	848,792	3.59%	324	275,008,608
32.	CARMIGNAC PORTFOLIO	617,320	2.61%	324	200,011,680
33.	MATTHEWS INDIA FUND	617,320	2.61%	324	200,011,680
34.	FRANKLIN TEMPLETON INVESTMENT FUNDS - TEMPLETON EMERGING MARKETS SMALLER COMPANIES FUND	321,908	1.36%	324	104,298,192
35.	TEMPLETON GLOBAL INVESTMENT TRUST -	295,412	1.25%	324	95,713,488

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	TEMPLETONEMERGING MARKETS SMALL CAP FUND				
36.	GOLDMAN SACHS (SINGAPORE) PTE. - ODI	617,320	2.61%	324	200,011,680
37.	DESTINATIONS INTERNATIONAL EQUITY FUND, A SERIES OF BRINKER CAPITAL DESTINATIONS TRUST	617,320	2.61%	324	200,011,680
38.	SBI LIFE INSURANCE CO. LTD	618,378	2.62%	324	200,354,472
39.	ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED	617,320	2.61%	324	200,011,680
40.	ADITYA BIRLA SUN LIFE INSURANCE COMPANY LIMITED	617,320	2.61%	324	200,011,680
41.	MAX LIFE INSURANCE COMPANY LIMITED A/C - ULIF00325/06/04LIFECONSER104 - CONSERVATIVE FUND	46,276	0.20%	324	14,993,424
42.	MAX LIFE INSURANCE COMPANY LIMITED A/C - ULIF01311/02/08LIFEHIGHGR104 - HIGH GROWTH FUND	308,660	1.31%	324	100,005,840
43.	MAX LIFE INSURANCE COMPANY LIMITED A/C - ULIF01425/03/08LIFEDYNOPP104 - DYNAMIC OPPORTUNITIES FUND	92,644	0.39%	324	30,016,656
44.	MAX LIFE INSURANCE COMPANY LIMITED A/C - ULIF00525/11/05PENSGROWTH104 - PENSION GROWTH FUND	46,276	0.20%	324	14,993,424
45.	BAJAJ ALLIANZ LIFE INSURANCE COMPANY LTD.	185,196	0.78%	324	60,003,504
46.	BHARTI AXA LIFE INSURANCE COMPANY LTD	185,196	0.78%	324	60,003,504
47.	FUNDPARTNER SOLUTIONS (SUISSE) SA - MIGROS- PENSIONSKASSE FONDS - AKTIEN WELT	244,766	1.04%	324	79,304,184
48.	HORNBILL ORCHID INDIA FUND	185,196	0.78%	324	60,003,504

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49.	KOTAK OPTIMUS AGGRESSIVE SCHEME	154,330	0.65%	324	50,002,920
	<b>TOTAL</b>	<b>23,617,228</b>	<b>100.00%</b>		<b>7,651,981,872</b>

7 Domestic Mutual Funds have applied through a total of 19 schemes, scheme-wise details provided in table below:

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2.	ICICI PRUDENTIAL FMCG FUND	556,600	2.36%	324	180,338,400
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7.	AXIS MUTUAL FUND TRUSTEE LIMITED A/C AXIS MUTUAL FUND A/C AXIS EQUITY SAVER FUND	123,418	0.52%	324	39,987,432
8.	AXIS MUTUAL FUND TRUSTEE LIMITED A/C AXIS MUTUAL FUND A/C AXIS RETIREMENT	246,882	1.05%	324	79,989,768

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	SAVINGS FUND - AGGRESSIVE PLAN				
9.	AXIS MUTUAL FUND TRUSTEE LIMITED A/C AXIS MUTUAL FUND A/C AXIS SMALL CAP FUND	370,530	1.57%	324	120,051,720
10.	AXIS MUTUAL FUND TRUSTEE LIMITED A/C AXIS MUTUAL FUND A/C AXIS SPECIAL SITUATIONS FUND	246,882	1.05%	324	79,989,768
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19.	CANARA ROBECO MUTUAL FUND A/C CANARA ROBECO MULTI CAP FUND	771,604	3.27%	324	249,999,696
	<b>TOTAL</b>	<b>7,827,544</b>	<b>33.14%</b>		<b>2,536,124,256</b>

As per the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirement) Regulations, 2018, as amended, in case the Offer Price discovered through book building process is higher than the Anchor Investor Allocation Price, Anchor Investors will be required to pay the difference by the Anchor Investor Pay-in Date as specified in the revised CAN.

Please note that capitalized terms used and not defined herein shall have the respective meaning ascribed to them in the Red Herring Prospectus dated October 23, 2023 filed with the Registrar of Companies, National Capital Territory of Delhi and Haryana.

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We request you to make the above information public by disclosing the same on your website.

Thanking You,

For Honasa Consumer Limited

Dhanraj Dagar

Company Secretary and Compliance Officer



cc: **Securities and Exchange Board of India**

Corporation Finance Department  
Division of Issues and Listing – 1  
Plot No. C4 – A, 'G' Block  
Bandra Kurla Complex, Bandra (East)  
Mumbai 400 051, Maharashtra

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