



March 28, 2024

To,  
Listing Department  
**NATIONAL STOCK EXCHANGE OF INDIA LIMITED**  
Exchange Plaza, C/1, Block G,  
Bandra Kurla Complex, Bandra (E),  
Mumbai – 400 051

**Scrip Symbol: HONASA**

**Sub: Press Release**

Dear Sir / Madam,

Please find enclosed a copy of press release dated March 28, 2024 titled “**HONASA CONSUMER LAUNCHES STAZE, TO CAPTURE SHARE OF COLOR COSMETICS**”.

The contents of the press release give full details.

Kindly take the same on record.

Thanking you,

Yours faithfully,  
For **HONASA CONSUMER LIMITED**

**DHANRAJ DAGAR**  
**COMPANY SECRETARY & COMPLIANCE OFFICER**  
Encl: a/a

To,  
Listing Department  
**BSE LIMITED**  
P. J. Towers,  
Dalal Street,  
Mumbai – 400 001

**Scrip Code: 544014**

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**Honasa Consumer Limited**

**Registered Office:** Unit No - 404, 4th Floor, City Centre, Plot No 05, Sector-12, Dwarka New Delhi 110075

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

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| CIN: U74999DL2016PLC306016 |

## HONASA CONSUMER LAUNCHES STAZE, TO CAPTURE SHARE OF COLOR COSMETICS

*Staze presents itself as a Gen-Z focused brand of Colour Cosmetics*



**Gurgaon, March 28<sup>th</sup>, 2024:** Honasa Consumer Limited, India's leading beauty and personal care company and the holding company of Mamaearth, is thrilled to announce its latest venture, Staze, a revolutionary colour cosmetic line designed to redefine beauty routines and a groundbreaking addition to Honasa's illustrious portfolio. With its innovative take on colour cosmetics, Staze sets a new standard for long-lasting, high-performance, multi-purpose makeup, meticulously crafted to cater to the dynamic needs of new-age consumers.

While the colour cosmetics industry is one of the fastest growing segments in the BPC space, there is a pressing need in the market as consumers are seeking both value and innovation in the product. This underscores a critical gap in the market that demands attention and presents a compelling opportunity for brands to redefine their approach and capture untapped potential. With modern consumers eager to try out new products, there's a chance to shake things up by providing innovative, high-quality cosmetics at affordable prices.

The first range by the brand, Staze 9to9, is created with an innovative edge, powered by proprietary C-Lock technology that ensures 12-hour wearability, keeping your glam intact from dusk till dawn. The color-lock technology binds with pigments, creating an impermeable shield against

environmental factors like oil, sweat, and water, delivering unmatched color payoff and protection. The brand is created by a coalition of 43 esteemed beauty experts worldwide, including product specialists, dermatologists, influencers, and makeup artists. Thus, Staze represents a fusion of expertise and innovation, redefining the boundaries of beauty.

The product lineup includes a revolutionary **3-in-1 Bullet Lipstick, offering three distinct shades in one convenient package starting at INR 449 only**, delivering exceptional value and versatility to consumers. Additionally, Staze's comprehensive portfolio covers all makeup categories, **from eyes to lips and face, ensuring 12-hour longstay and flawless performance across the board**. With an average pricing of less than INR 300, the brand presents affordable, high performance color cosmetics.

Commenting on this latest brand addition, **Varun Alagh, Chairman, and CEO of Honasa Consumer Limited**, shares his vision for Staze : *"Honasa has always been at the forefront of innovation and being the pioneers in the BPC industry, we recognized a vital opportunity to address the burgeoning demand for innovative yet accessible color cosmetics. And with the colour cosmetics segment boasting a remarkable CAGR of 12% and a substantial size of INR 15,000 crore, it became evident that there was a gap in the market. These factors paved the way for Staze which represents a strategic move for Honasa's unique house of brand strategy to enter the color cosmetics market. Our brand's target demographic is the vast cohort of Indian women in the age group of 18-24 segment, who prioritize innovation and quality at accessible price points. Our vision is to establish Staze as the go-to brand for performance-driven, glamorous cosmetics, setting new benchmarks for excellence in the category"*.

*"While Mamaearth has successfully positioned itself as a brand that combines color with care, Staze is poised to carve its niche with a distinct emphasis on performance and innovation. We firmly believe that Gen Z consumers who are seeking value and innovation, and Staze is uniquely positioned to meet and exceed their expectations"*, adds **Ghazal Alagh, Chief Innovation Officer, Honasa Consumer Ltd.**

The brand has launched with Hoansa Consumers' digital first approach and is available on [www.stazebeauty.com](http://www.stazebeauty.com) along with leading e-commerce platforms Nykaa, Purpille, Amazon, Flipkart among others. Staze aims to deliver unparalleled value and innovation to Gen-Z consumers across the country.

For more information and to explore the complete range of products offered by Staze, please visit <https://www.stazebeauty.com/>.

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## **ABOUT STAZE**

Staze is the youngest addition to Honasa Consumer Limited's portfolio, offering a revolutionary approach to colour cosmetics. Created with precision and powered by innovation, the brand aims to become the go-to colour cosmetics brand for value conscious consumers. Created by a coalition of 43 esteemed beauty experts, including product specialists, dermatologists, influencers, and makeup artists from around the globe, Staze sits at the intersection of expertise and cutting-edge technology, leading to a lineup that sets new benchmarks in beauty innovation.

## **ABOUT HONASA CONSUMER LTD**

Honasa Consumer Limited (“**HCL**”), is a purpose-driven house of brands with a digital-first approach creating the beauty and personal care organisation of the future. Built on a consumer-insights led innovation and channel approach, the company has built an inhouse portfolio of digital-first consumer brands like Mamaearth, The Derma Co., Aqualogica, Ayuga and Staze. Apart from the owned brand, they have acquired stakes in BBlunt and Dr. Sheths. HCL has become a profitable and the largest beauty and personal care company in India in terms of revenue from operations for the Financial Year 2022 in 7 years of inception. Through their online channel, they serviced over 18,000 pin-codes in India, during the six months period ended September 30, 2022. Through their omni-channel distribution network across online and offline channels, they have been able to make their products available pan-India across 700+ districts in India, during the six months period ended September 30, 2022. In the same period, they are estimated to have retailed products through more than 100,000 FMCG retail outlets in India