



October 09, 2024

To,  
Listing Department  
**BSE Limited,**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai 400 001

**Scrip Code - 544014**

To,  
Listing Department  
**National Stock Exchange of India Limited,**  
Exchange Plaza,  
Bandra Kurla Complex,  
Bandra (East), Mumbai - 400 051

**Scrip Symbol - HONASA**

**Sub: Press Release**

Dear Sir/Madam,

Please find enclosed a copy of the Press Release dated October 09, 2024, titled "**Mamaearth Partners with Meesho to Amplify Reach in Tier 3 and Beyond; Targets 100 crore ARR on the platform in the Next 12 Months**".

Thanking you,  
Yours Faithfully,

For **Honasa Consumer Limited**

**Dhanraj Dagar**  
**Company Secretary and Compliance Officer**  
**Membership No: A33308**

**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> & 11<sup>th</sup> Floor, Capital Cyberscape, Ullahwas, Sector-59, Gurugram, Haryana - 122102

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| CIN: L74999DL2016PLC306016 |

## **Mamaearth Partners with Meesho to Amplify Reach in Tier 3 and Beyond; Targets 100 crore ARR on the platform in the Next 12 Months**

**Gurugram, 9th October'2024**– Mamaearth, one of India's fastest-growing personal care brands, has partnered with Meesho. This collaboration is set to make high-quality personal care products more accessible to deep penetrated regions and drive growth in emerging regions.

As Tier 3 and beyond markets emerge as key drivers for e-commerce, Mamaearth aims to tap into the growing demand for premium, natural, and toxin-free personal care products through Meesho's vast network, particularly in smaller towns and semi-urban areas. It also aligns with Mamaearth's strategy to explore untapped markets and drive revenue growth from regional areas and will further solidify Mamaearth's position as a trusted leader in the beauty and personal care category. The brand experienced a fivefold growth during the Meesho sale period. Mamaearth now aims to reach 100 crore ARR in the coming 12 months on Meesho.

Through Meesho's extensive reach, Mamaearth has been able to penetrate deeper markets across Bharat, reaching customers in areas such as **Belgaum (Karnataka), Kashipur (Uttarakhand), Bokaro (Jharkhand), Sivakasi (Tamil Nadu) and Kushinagar (Uttar Pradesh)**. The e-commerce platform's ability to connect brands with a larger and more diverse customer base has played a vital role in Mamaearth's success, bringing their trusted skincare products to even the most remote regions.

**Varun Alagh, Co-Founder and CEO, Honasa Consumer Limited**, comments: *"At Mamaearth, we have always strived to be present where our consumers need us the most. We have been witnessing a greater demand for quality and toxin free beauty and personal care products from Tier 3 and smaller markets and this partnership with Meesho is helping us bridge this gap further. It will now significantly contribute as we work towards our goal of achieving ARR of 100 crore on Meesho by enhancing accessibility and consumer trust in newer regions."*

**Vidit Aatrey, Co-Founder and CEO**, *"At Meesho, our mission is to democratize internet commerce, ensuring that high-quality products are accessible to every Indian, no matter where they live. The launch of Meesho Mall was a strategic response to the growing demand for branded products in categories like beauty and personal care. Since welcoming Mamaearth to our platform, we've seen incredible resonance with our shoppers and a remarkable surge in orders. We are thrilled about the opportunities Meesho Mall presents for both our consumers and brand partners, as we continue to make e-commerce accessible and affordable for millions in the country."*

Mamaearth witnessed exceptional growth on Meesho, with an impressive 226% increase in orders during the recently concluded Mega Blockbuster Sale. This surge in demand was fueled by popular products like the Mamaearth Rice Face Wash, Mamaearth Vitamin C Daily Glow Face Cream, and Mamaearth Onion Shampoo showcasing the strong appeal of our offerings.

Mamaearth's range of products, including skincare, haircare, and baby care, have gained strong consumer loyalty with the commitment to safety, quality, and sustainability. This partnership marks a significant step for both brands as we work together to empower consumers with better personal care choices, while simultaneously expanding our market share in India's booming beauty and personal care industry.

Along with strategic online partnerships, Mamaearth has also been expanding its offline distribution network. It recently announced the expansion to Canteen Stores Department (CSD) under the Ministry of Defence across India. It has also partnered with Reliance Retail and Apollo Pharmacy, further driving growth and making its products more widely available across diverse retail channels.

### **About Mamaearth**

Founded by husband-wife duo Ghazal Alagh and Varun Alagh, Mamaearth is the fastest growing beauty and personal care brand. Driven by innovation and using the best of science and nature, the brand caters to personal care needs of young, aspirational and increasingly conscious Indian consumers. In a short span of 6 years, Mamaearth has created a product portfolio of 200+ products packed with goodness inside and has reached over 5 million customers in 500 Indian cities servicing over 18000 pin codes. Mamaearth products are available on [www.mamaearth.in](http://www.mamaearth.in), major eCommerce platforms like Amazon, Nykaa, Flipkart and over 40 thousand points of sales across the country.

### **ABOUT HONASA CONSUMER LTD**

Honasa Consumer Limited, is the largest digital-first beauty and personal care company with a diverse portfolio of six brands. Uniquely positioned to capture the growth trends shaping the BPC market, the company is building brands through on trend data-based innovation and strong omnichannel distribution. Driven by purpose, Honasa Consumer Limited is committed to serving its consumers and the society for a better tomorrow.