



October 17, 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 17, 2024, titled "**Mamaearth shines as the 3rd largest skincare brand in India as per Euromonitor International**".

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 and Compliance Officer
(Membership No: A33308)

Encl: a/a

Honasa Consumer Limited

Registered Office: Unit No - 404, 4th Floor, City Centre, Plot No 05, Sector-12, Dwarka New Delhi 110075
Corporate Office: 10th & 11th Floor, Capital Cyberscape, Ullahwas, Sector-59, Gurugram, Haryana - 122102

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| CIN: L74999DL2016PLC306016 |

Mamaearth shines as the 3rd largest skincare brand in India as per Euromonitor International

Honasa's second brand, The Derma Co. makes its mark among the top 20 skincare brands in India, emerging as the country's largest active-based skincare brand

Gurugram, 17th October 2024: Mamaearth, India's leading brand for toxin-free and natural personal care products, has secured **the 3rd spot among the top skincare brands in India*** according to **Euromonitor International**, the world's leading provider of global business intelligence, market analysis, and consumer insights.

This remarkable achievement highlights the brand's rapid growth and strong market presence in the highly competitive Indian beauty and personal care industry. **Mamaearth has also climbed to 9th position from 13th last year among the top beauty and personal care brands in India**, as per Euromonitor's latest report on Beauty and Personal Care in India.

The CY2023 report on Beauty and personal care in India highlights the rise of direct-to-consumer (D2C) brands in India's beauty and personal care sector, with home-grown brands like Mamaearth, under Honasa Consumer Ltd., gaining significant market share.

In addition to Mamaearth's success, Honasa Consumer Ltd. has other notable brands making waves in the market. The Derma Co. has made significant strides, entering the list of **top 20 skincare brands in India and emerging as the largest active based skincare brand**. Furthermore, the Euromonitor report acknowledges the intensifying competition in India's sunscreen market with Honasa's brands such as Aqualogica, The Derma Co, and Dr Sheth's gaining substantial recognition and prominence.

Commenting on the brands' popularity **Varun Alagh, Co-founder and CEO, Honasa Consumer**, said, *"We're thrilled to see Mamaearth making such a significant mark in the Indian beauty and personal care market. This recognition is a testament to our team's hard work, our commitment to creating natural, toxin free products for Indian consumers, and the trust they have placed in us. We're equally proud of The Derma Co.'s progress and glad that Indians are recognizing its value proposition. We are committed to building on this success across all Honasa brands and lead the next phase of the beauty and personal care space in the Indian market."*

Honasa Consumer, which began with its flagship brand Mamaerath, now boasts a portfolio of popular brands including The Derma Co., Aqualogica, Dr Sheths, BBlunt, all designed to meet the evolving needs of Indian consumers. The company's success story extends beyond individual brands, showcasing a robust playbook for building a house of purpose-driven, consumer-centric brands by leveraging consumer insights, digital capabilities, and a deep understanding of market trends.

*Source Euromonitor International Limited; Passport- Beauty and Personal Care in India 2024.



About Mamaearth

Founded by husband-wife duo Ghazal Alagh and Varun Alagh, Mamaearth is one of 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, 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 a purpose-driven brand house building the future of personal care and beauty. The company has created a portfolio of digital-first brands, including Mamaearth, The Derma Co., Aqualogica, and Staze, based on a customer insights-led innovation strategy. Honasa has also purchased controlling shares in Dr. Sheth's and Bblunt. With more than 100,000 FMCG retail locations and a vast omni-channel distribution network that covers more than 18,000 pin codes in India, Honasa's products are accessible to customers in more than 700 districts across the country.