



May 22, 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

To,
Listing Department
BSE LIMITED
P. J. Towers,
Dalal Street,
Mumbai – 400 001
Scrip Code: 544014

Sub: Press Release

Dear Sir / Madam,

Please find enclosed a copy of press release dated May 22, 2024 titled **“MAMAEARTH'S LATEST CAMPAIGN SHOWCASES TIMELESS MATERNAL WISDOM WITH ‘MAA PAAS NAHI, TOH MAMAEARTH HI SAHI’”**.

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

Honasa Consumer Limited

Registered Office: Unit No - 404, 4th Floor, City Centre, Plot No 05, Sector-12, Dwarka New Delhi 110075
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| CIN: U74999DL2016PLC306016 |



MAMAEARTH'S LATEST CAMPAIGN SHOWCASES TIMELESS MATERNAL WISDOM WITH 'MAA PAAS NAHI, TOH MAMAEARTH HI SAHI'



Link- <https://www.youtube.com/watch?v=rgbPWc7nJgU>

Gurugram, May 22, 2024: Mamaearth, India's leading brand for toxin-free and natural personal care products, has launched their latest campaign celebrating the timeless wisdom of mothers and the profound impact they have on shaping their children's lives.

Titled "**Maa Paas Nahi, Toh Mamaearth Hi Sahi,**" the campaign is a heartfelt tribute to the enduring love, guidance, and support that mothers offer, inspiring Mamaearth to create products rooted in the wisdom of traditional remedies and grandmothers 'nuskha'.

The campaign captures the essence of maternal love and care while viewers are drawn deeply into the personal story of a new mom facing life's challenges without the physical presence of her mother. The film introduces us to a new mom struggling to soothe her crying baby, desperately missing the comforting advice and 'nuskha' her own mother used to offer. Through a video call, she expresses her feelings of helplessness until she discovers **Mamaearth's Easy Tummy Roll-On**, a gentle reminder of her mother's love and *care*. It's a powerful moment of realization that even when her mom isn't there, Mamaearth's products bring a sense of comfort and familiarity.

Sharing her thoughts on the campaign, **Anuja Mishra, EVP and Chief Marketing Officer, Honasa Consumer Limited**, said, "*For Mamaearth, this campaign is not just a message but a reflection of our beginnings — a journey sparked by the timeless wisdom and nurturing love of a mother. We understand that there may be times when you may need to be away from your mom, yet still seek her advice. No one can substitute a mother, but as a brand, our endeavor is to bring Maa's age-old beauty and care secrets*



to you. From traditional remedies to modern-day practices, mothers have always stood as pillars of family well-being, passing down invaluable wisdom through the ages. Drawing inspiration from this deep-rooted understanding, our campaign celebrates the enduring legacy of motherhood and honors the unique journey of each mother who has nurtured, protected, and empowered her children, even from afar. This campaign not only underscores our commitment to innovation and responsiveness to evolving consumer needs but also reflects our dedication to harnessing the inherent power of nature to create safe and effective products for new mothers and their families."

Anupama Ramaswamy, Chief Creative Officer, Havas Worldwide India comments, *"Mother knows best. She knows the unsaid things and what's best for her child. It's in her pearls of wisdom drawn from age-old traditions. And yet, she will not forever be around. And that's when you miss her and her small nuskhe the most that made life so easy. We are proud to bring these nuskhe to life in easy-to-use ways, making it feel like maa is always near you. With this, we crafted two heartwarming stories of a struggling new mom and a fresh out of home teenager, each looking to their mothers for help and how the mother already knew what's best for them."*

The campaign showcases Mamaearth Easy Tummy Roll-On in the films that resonate deeply with the theme of maternal care. The Roll-On is a soothing remedy for babies digestive discomfort, echoing the traditional practice of using hing-infused water to ease stomach troubles, colic or gas discomfort.

This 83 second ad film was conceptualized by Havas Worldwide India, and the brand plans to launch another film under the '**Maa Paas Nahi, Toh Mamaearth Hi Sahi**' campaign.

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, 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 seven 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.