



March 11, 2024

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

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

**Scrip Symbol: HONASA**

**Scrip Code: 544014**

**Sub: Press Release**

Dear Sir / Madam,

Please find enclosed a copy of press release dated March 11, 2024 titled “ **MAMAEARTH IS READY TO DISRUPT THE PERSONAL WASH CATEGORY WITH ITS LATEST INNOVATION OF MOISTURIZING LOTION SOAPS**”.

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

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

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| CIN: U74999DL2016PLC306016 |



## MAMAEARTH IS READY TO DISRUPT THE PERSONAL WASH CATEGORY WITH ITS LATEST INNOVATION OF MOISTURIZING LOTION SOAPS



**Gurgaon, March 11, 2023-** Mamaearth, India's leading brand for toxin-free and natural personal care products, is thrilled to announce its entry into the personal wash category. The brand's expansion into this segment marks a significant milestone in its mission to provide safe, effective, and toxin-free goodness for consumers across the country.

The personal care industry has seen rampant advancements with extensive research and development over the years. However, one of the biggest categories of personal care being personal wash has seen relatively stagnant innovation in recent years. The market continues to be dominated by products containing chemicals and synthetic ingredients falling majorly under Grade 2 & 3 segments, with very limited Grade 1 options.

With a growing demand for natural and sustainable personal care products, Mamaearth's decided to venture into the personal wash category. Innovation has been at the forefront for Mamaearth and the brand took the challenge to disrupt the market with an innovation within the personal wash category. **Mamaearth Moisturizing Lotion Soaps** are Grade 1 soaps with Made-Safe certification in a non-drying formula.

Mamaearth's signature blend of natural ingredients, free from harmful chemicals and toxins, the new range of moisturizing lotion soaps are a perfect amalgamation of deep cleansing along with the power of a moisturizing lotion. Available in 4 variants – **Ubtan, Vitamin C, Multani Mitti and Neem**, the personal wash category includes a variety of soaps tailored to different skin types and preferences, ensuring that there is something for everyone. From deeply cleansing foams to nourishing body lotion, each soap is



thoughtfully crafted to deliver a refreshing and rejuvenating experience while prioritizing the well-being of both consumers and the planet.

Commenting on this innovation, **Ghazal Alagh, Co-founder and Chief Innovation Officer, Honasa Consumer Ltd. said:** "The lack of innovation in the personal wash category has been a challenge for the category particularly given the constant demand for natural, eco-friendly, and safer alternatives, without compromising on the efficacy. This presented an interesting challenge for us, and we began our quest to solve this problem. With the launch of our lotion soaps, we are solving the need for a soap that deeply cleanses and does not dry the skin, instead provides moisturization as well. At Mamaearth, we are committed to offering safe and toxin-free alternatives, and with the entry into the personal wash category, we will continue working on innovative formats to disrupt this category and provide consumers with a wider selection of toxin-free and safe options for their daily hygiene routine."

In addition to its commitment to product quality and safety, Mamaearth continues to uphold its values of sustainability and social responsibility. The brand's personal wash products are packaged in recyclable materials, further reducing its environmental footprint, and contributing to a cleaner, greener future.

The new range of Mamaearth personal wash products is now available for purchase online and at select retail outlets across India. For more information and to explore the complete range, visit [www.mamaearth.in](http://www.mamaearth.in).

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### **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.