



May 23, 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: Statement of deviation/variation in utilisation of funds raised through Initial Public Offer ('IPO')

We hereby confirm that during the quarter ended March 31, 2024, there is no deviation or variation in the utilisation of proceeds of the IPO from the objects stated in the Prospectus dated November 02, 2023.

A statement confirming that there is no deviation/variation in utilisation of funds raised through 'IPO' for the quarter ended March 31, 2024, duly reviewed by the Audit Committee of the Company on May 23, 2024, is enclosed as '**Annexure A**'.

This intimation is being submitted pursuant to Regulation 32 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended read with SEBI Circular No. CIR/CFD/CMD1/162/2019 dated December 24, 2019.

Request you to 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: 10th & 11th Floor, Capital Cyberscape, Ullahwas, Sector-59, Gurugram, Haryana - 122102

Email: info@mamaearth.in; Phone: 011 - 44123544 | Website: www.honasa.in

| CIN: U74999DL2016PLC306016 |



Annexure A

Statement of Deviation / Variation in utilisation of funds raised

Name of listed entity	Honasa Consumer Limited
Mode of Fund-Raising	Public Issues i.e. Initial Public Offer (IPO)
Date of Raising Funds	03-11-2023
Amount Raised	350.492 (in crs.)
Report filed for Quarter ended	31-03-2024
Monitoring Agency	Applicable
Monitoring Agency Name, if applicable	ICRA Limited
Is there a Deviation / Variation in use of funds raised	No
If yes, whether the same is pursuant to change in terms of a contract or objects, which was approved by the shareholders	Not Applicable
If Yes, Date of shareholder Approval	Not Applicable
Explanation for the Deviation / Variation	Not Applicable
Comments of the Audit Committee after review	Audit Committee reviewed and noted that there is no deviation and the unutilized proceeds of IPO was parked in FDs.
Comments of the auditors, if any	Not Applicable

Objects for which funds have been raised and where there has been a deviation, in the following table:

INR in Crore						
Original Object	Modified Object, If any	Original Allocation	Modified Allocation, if any	Funds Utilized	Amount of Deviation/Variation for the quarter according to applicable object	Remarks if any
Advertisement expenses towards enhancing the awareness and visibility of our brands	NA	182.000	0.000	5.809	0.000	Not Applicable
Capital expenditure to be incurred by Company for setting up new EBOs	NA	20.600	0.000	0.521	0.000	Not Applicable

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Investment in Subsidiary, BBlunt for setting up new salons	NA	26.000	0.000	0.000	0.000	Not Applicable
General corporate purposes and unidentified inorganic acquisition	NA	121.892	0.000	0.000	0.000	Not Applicable

Deviation or variation could mean:

- a) Deviation in the objects or purposes for which the funds have been raised or
- b) Deviation in the amount of funds actually utilized as against what was originally disclosed or
- c) Change in terms of a contract referred to in the fund-raising document i.e. prospectus, letter of offer, etc.

For **HONASA CONSUMER LIMITED**

DHANRAJ DAGAR
COMPANY SECRETARY & COMPLIANCE OFFICER

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