



June 12, 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 June 12, 2024 titled **“MAMAEARTH PARTNERSHIP WITH RELIANCE RETAIL BECOMES 1000 STORES STRONG”**.

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: 10th & 11th Floor, Capital Cyberscape, Ullahwas, Sector-59, Gurugram, Haryana - 122102
Email: info@mamaearth.in; Phone: 011 - 44123544 | Website: www.honasa.in
| CIN: U74999DL2016PLC306016 |

MAMAEARTH PARTNERSHIP WITH RELIANCE RETAIL BECOMES 1000 STORES STRONG

- **Through this partnership Mamaearth range of products are available at over 1000 Smart Bazaar/ Smart Point stores**

Gurugram, India – 12th June’ 2024: Honasa Consumer Limited, owner of its flagship brand Mamaearth, a fast-growing House of Brands for personal care, is now available at over 1000 Smart Bazaar/ Smart Point store across the country.

Mamaearth, a brand that is committed to providing safe, natural, toxin-free products, has gained a loyal customer base owing to its innovative product offerings. This collaboration with Reliance Retail Ventures Ltd. is a significant milestone in the brand's journey to further strengthen its offline channel presence and make its products accessible to a wider audience.

Commenting on this milestone, Mr. Varun Alagh, Co-founder and CEO, Honasa Consumer Limited says, *“At Honasa, we believe that we need to be available where our consumers want to shop the brand. The partnership with Reliance Retail is also an extension of our endeavor to make toxin free, safe products accessible to a wider set of consumers. We are 1000 stores strong now and with the increasing demand for Mamaearth products, we will hopefully continue to grow and increase our footprints through this collaboration.”*

The collaboration between Mamaearth and Reliance Retail is set to provide consumers with easier access to Mamaearth's product range, further reinforcing the brand's value proposition for toxin-free beauty products made with natural ingredients.

-X-X-

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 7 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 (“HCL”), is a purpose-driven house of brands with a digital-first approach creating the beauty and personal care organisation of the future. Built on a consumer-insights led innovation and channel approach, the company has built an inhouse portfolio of digital-first consumer brands like Mamaearth, The Derma Co., Aqualogica, Staze and Ayuga. Apart from the owned brand, they have acquired stakes in BBlunt and Dr. Sheths. HCL has become a profitable and the largest beauty and personal care company in India in terms of revenue from operations for the Financial Year 2022 in 6 years of inception. Through their online channel, they

serviced over 18,000 pin-codes in India, during the six months period ended September 30, 2022. Through their omni-channel distribution network across online and offline channels, they have been able to make their products available pan-India across 700+ districts in India, during the six months period ended September 30, 2022. In the same period, they are estimated to have retailed products through more than 100,000 FMCG retail outlets in India