



June 05, 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 05, 2024 titled “**Mamaearth and Swiggy Instamart Unite to #GoGreen This World Environment Day**”.

The contents of the press release give full details.

Kindly take the same on record.

Thanking you,

Yours faithfully,  
For **HONASA CONSUMER LIMITED**

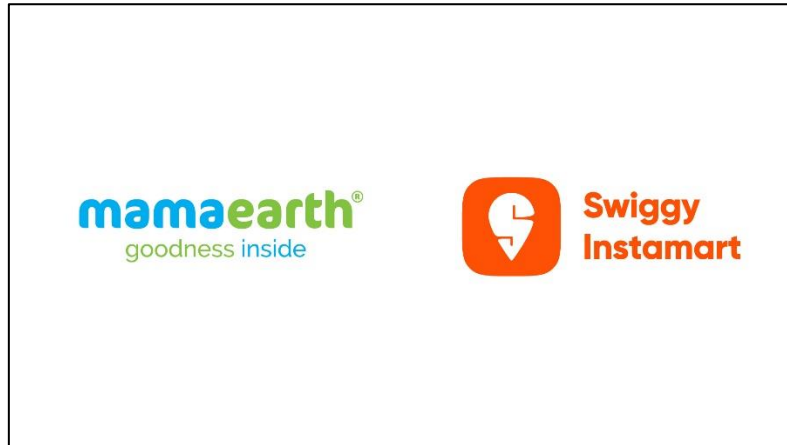
**DHANRAJ DAGAR**  
**COMPANY SECRETARY & COMPLIANCE OFFICER**  
Encl: a/a

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**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> & 11<sup>th</sup> Floor, Capital Cyberscape, Ullahwas, Sector-59, Gurugram, Haryana - 122102  
Email: [info@mamaearth.in](mailto:info@mamaearth.in); Phone: 011 - 44123544 | Website: [www.honasa.in](http://www.honasa.in)  
| CIN: U74999DL2016PLC306016 |

**Mamaearth and Swiggy Instamart Unite to #GoGreen This World Environment Day**



**Gurgaon, June 5th, 2024** – Mamaearth, India's leading brand for toxin-free and natural personal care products, is thrilled to announce its partnership with Swiggy Instamart for a special sampling activity in Delhi NCR in observance of World Environment Day.

Through this initiative, Mamaearth will include complimentary seed samples with close to 30,000 orders delivered through Swiggy Instamart on World Environment Day. This joint effort represents more than just a campaign; it stands as a testament to both brands' commitment to environmental stewardship and sustainability. The brand believes in the power of small yet impactful actions, aiming to inspire new age consumers to begin their sustainability journey right from the comfort of their homes. Ultimately, it envisions a future where every home nurtures a thriving garden, every individual embraces an eco-conscious and sustainable lifestyle, and together, we co-create a world where harmony between humanity and nature prevails. Mamaearth chose to collaborate with Swiggy Instamart to leverage their extensive reach and engage a wide audience, promoting sustainability and eco-conscious living on a larger scale.

The brand believes that goodness starts with the small choices we make every day, and this reflects in the choices the brand has made with its products and initiative like Plant Goodness where every order made on the website results in a tree being planted on behalf of the consumer. This initiative aims to promote afforestation, support farmer livelihoods, and foster sustainable coexistence with nature. The brand has been on a constant endeavour to serve the consumers and society and make the world a better place.

**Anuja Mishra, EVP and Chief Marketing Officer, Honasa Consumer Limited comments;** *"At Mamaearth, we believe in the power of doing good to drive meaningful change. Through our partnership with Swiggy Instamart on World Environment Day, we are excited to engage with our consumers and encourage them to join us in our mission to plant goodness and make a difference for the planet. Beyond the immediate act of planting seeds, we aspire to ignite a sense of empowerment that these small activities can create for the collective good."*

Talking about the initiative, **Anirban Roy, VP - Category, Growth & Revenue, Swiggy Instamart said-** *"We are excited to partner with Mamaearth on this meaningful initiative for World Environment Day. By including complimentary seed samples with 30,000 orders through Swiggy Instamart, we aim to inspire our consumers to take small but impactful steps towards sustainability. This collaboration not only highlights our shared commitment to environmental stewardship but also empowers our customers to contribute to a greener future right from their homes. Together, we believe we can make a significant difference in promoting eco-conscious lifestyles and nurturing a more sustainable planet."*



The brand launched the Plant Goodness initiative with an ambition to plant 1M trees by 2025 and has already planted 6 lac trees. In collaboration with an NGO and farmers for agroforestry, these trees have been planted in farmlands across Rajasthan, Uttar Pradesh and Haryana. The saplings planted are fruit-bearing trees that help farmers increase income opportunities with the produce from these trees. The agroforestry approach doesn't use the entire agricultural land, and the farmers continue to do their farming along with creating an orchard. This helps in creating carbon sinks in agricultural fields, thus moving towards the target of 'Net Zero Carbon'. The brand has also created positive environmental changes, including the sequestration of 250,000 tons of carbon and the production of 500,000 tons of oxygen each year, while greening 3,500 acres of land.

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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 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](http://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.