



November 14, 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

Dear Sir / Madam,

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

We hereby confirm that during the quarter ended September 30, 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 on September 30, 2024, duly reviewed by the Audit Committee of the Company at their meeting held on November 14, 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: L74999DL2016PLC306016 |



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 (in Rs. Crores)	350.492
Report filed for Quarter ended	30-09-2024
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, the proceeds of IPO was parked in FDs or utilised as per the objects of the issue.
Comments of the auditors, if any	No Comments

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

(Rs. Crores)							
Sr. No	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
1	Advertisement expenses towards enhancing the awareness and visibility of our brands	NA	182.000	NA	43.773	0	Not Applicable
2	Capital expenditure to be incurred by Company for setting up new EBOs	NA	20.6000	NA	2.797	0	Not Applicable

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Sr. No	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
3	Investment in Subsidiary, BBlunt for setting up new salons	NA	26.000	NA	2.386	0	Not Applicable
4.	General corporate purposes and unidentified inorganic acquisition	NA	121.892	NA	4.213	0	Not Applicable
TOTAL			350.492		53.169	-	-

Deviation or variation could mean:

- Deviation in the objects or purposes for which the funds have been raised or
- Deviation in the amount of funds actually utilized as against what was originally disclosed or
- 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

Date: November 14, 2024
Place: Gurugram

Honasa Consumer Limited

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