



March 20, 2024

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

Code: HONASA

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

Code: 544014

Dear Sir / Madam,

Sub: Press Release

Please find enclosed a copy of press release dated March 19, 2024 titled “**The Third Edition of Femina and Mamaearth Present Beautiful Indians 2024 acknowledges Karisma Kapoor, Madhuri Dixit, Bobby Deol, Shraddha Kapoor, Tiger Shroff, Kartik Aaryan and others for their Goodness Inside them**”.

The contents of the press release give full details.

Kindly take the same on record.

Thanking you,

Yours faithfully
For, **HONASA CONSUMER LIMITED**

DHANRAJ P. DAGAR
COMPANY SECRETARY & COMPLIANCE OFFICER
(M. No. A33308)

Honasa Consumer Limited

Registered Office: Unit No - 404, 4th Floor, City Centre, Plot No 05, Sector-12, Dwarka New Delhi 110075

Corporate Office: 10th Floor, Capital Cyberscape, Ullahwas, Sector-59, Gurugram, Haryana - 122102

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| CIN: U74999DL2016PLC306016 |

The Third Edition of Femina and Mamaearth Present Beautiful Indians 2024 Acknowledges Karisma Kapoor, Madhuri Dixit, Bobby Deol, Shraddha Kapoor, Tiger Shroff, Kartik Aaryan and others for their Goodness Inside them.

~ The star-studded evening celebrated a mix of inspiring stories of goodness ambassadors like Orry, Manish Malhotra, Shobhita Dhulipala, Siddhant Chaturvedi, Prasiddhi Singh and Revant Himatsingka (FoodPharmer) among Celebrities, Creators and People in general ~

National, March 19, 2024: Embracing the spirit of kindness, *Femina*, India's leading women's lifestyle brand, joined forces with Mamaearth to celebrate the good deeds of individuals at the third edition of Femina And Mamaearth Present Beautiful Indians 2024. The star-studded event was hosted on March 19, 2024, where individuals from diverse walks of life were honoured, reiterating the fact that there is beauty in every act of kindness. Hosted by **Aparshakti Khurana**, the event celebrated individuals whose charisma and expertise have not only inspired but also contributed significantly to bringing about positive change. Taking the celebrations higher pop singer **Akasa Singh** dazzled the audience with her power packed performance.

The Jury comprising prominent personalities selected the Beautiful Indians who have inspirational stories. These are ordinary people, celebrities, and content creators, who won the award in the People For Good, Creators For Good, and Special Awards categories. A jury includes **Nigar Shaji** – Programme Director, Low Earth & Planetary Platforms, ISRO; **Amruta Subhash** – National Award-winning actor; **Bina Lashkari** – Co-Founder and Director of Door Step School; actor, producer and author **Huma Qureshi**; **Ghazal & Varun Alagh** – Founders of Honasa Consumer Ltd. Mamaearth; and **Ambika Muttoo**, Editor-In-Chief of *Femina*, had taken on the challenge of sorting through thousands of entries.

Amongst the celebrations, the crowd cheered the highest when the Dhak Dhak girl Madhuri Dixit did her iconic step on the *ghaghra* song along with Tamannaah Bhatia and Ghazal Alagh. The latter also confessed to have started her acting career inspired by Madhuri Dixit. Furthermore, heartthrob Kartik Aaryan shook a leg on stage making the crowd go gaga over his song from his blockbuster movie along with Shilpa Shetty and Aparshakti Khurana.

Among the recipients of the Special Awards, **Tiger Shroff** with his awe-inspiring action sequences, won the title of **Youth Icon**, while versatile actor and performer **Siddhant Chaturvedi** bagged the **Rising Star** award. **Ananya Panday**, who gave us a splendid performance in her recent release was declared the **Standout Performer Of The Year (Female)** while **Kartik Aaryan** received the **Standout Performer Of The Year (Male)** award for his performance in his latest movie. **Bobby Deol** stole hearts as the **Most Loved Star** and his trending dance on the famous entry track in his superhit movie, while **Madhuri Dixit** held the spotlight as the **Sensational Superstar**. **Tamannaah Bhatia** won the title of **Star in the Spotlight** accolade. Entertaining us with his gimmicks, social media sensation **Orry** took home the award for **Entertainer of the Year**. **Karisma Kapoor**, renowned as the first Kapoor lady to make a career in films, was hailed as **The Trailblazer**, while **Manish Malhotra** was honoured with the **Fashion Visionary** award. **Sini Shetty**, our

dazzling Femina Miss India World 2022, was applauded for her **Beauty For A Purpose**. Versatile actor **Shraddha Kapoor** was lauded as **Fan's Favorite Award**, while **Sobhita Dhulipala**, always on top of her style game, took home the laurel for **Fashion It girl**.

The People for Good category honoured goodness ambassadors including:

- Prasadhi Singh - Child Environmentalist & Social Entrepreneur, Chennai
- Deep Narayan Nayak - Educator Transforming Lives Across Generations, West Bengal
- Kiran Kamdar - Parkinson's Warrior Ensuring Hospital Patients Get Essential Nutrition, Mumbai
- Dwishojoyee Banerjee - Young Environmental Activist Saving The Planet, One Paper Bag At A Time, Patna
- Sahil Kaushar - CEO Of The Noble Citizen Foundation, Bihar
- Dilshad Meher Shahi, Geetanjali Gaur, Beverly Louis & Gautam Lalwani of Mann - Co-Founders Of Mann, Mumbai
- Dr. Meghana Pemmaiah - Wildlife Veterinarian On A Rescue Mission, Mangaluru

The Creators for Good recognised content creators who have leveraged their reach to bring about change for the better. The winners included:

- Ted The Stoner - Fervent Advocate For Positive Social Change
- Aishwarya Sharma - Fashion & Climate Change Activist
- Anupriya Kapur - Entrepreneur & Inspiring Role Model
- Tarun Mishra - Founder Of Help Drive Foundation
- Gayatri Bhardwaj - Dedicated Animal Welfare Warrior
- Revant Himatsingka (FoodPharmer) - Influencer Creating Positive Change
- Barkha Singh - Actor and Influencer Raising Her Voice For Animal Welfare

The glamorous awards show witnessed celebrities gracing the red carpet, setting new style standards. Industry divas such as Shilpa Shetty, Madhuri Dixit, Karisma Kapoor, Ananya Panday, Shraddha Kapoor, Sunny Leone, Tamannaah Bhatia, Huma Qureshi, Kanika Kapoor set the evening afire in their stunning gowns, while Tiger Shroff, Siddhant Chaturvedi, Bobby Deol, Kartika Aryan, amongst others exuded charm in their tuxedos and suits.

Mr. Rohit Gopakumar, Director - Worldwide Media, and CEO ZENL, BCCL TV & Digital Network, reflected on the journey of Femina and Mamaearth, stating, *"Femina has a legacy of celebrating beauty which is more than just skin deep. Our longstanding commitment lies in showcasing the remarkable stories of individuals who bring about impactful change in their sphere of work. They are the true heroes of the land who inspire and motivate our audience. Beautiful Indians is an exceptional platform from Femina that shines light on the innate goodness within every individual. The third edition of Beautiful Indians (2024) was a splendid success. Through this property we are happy to recognise and celebrate the growing goodness around us."*

Ambika Muttou, Editor-in-Chief of Femina, commented, *“Our collaboration with Mamaearth has created a powerful platform that honours the impact of good deeds in society. Season 3 of Femina And Mamaearth Present Beautiful Indians celebrates inspiring stories of individuals who choose to spread love and positivity in their actions. This initiative highlights that true beauty lies not just in appearance but in the kindness and compassion we show to others.”*

Ghazal Alagh, Co-founder & Chief Innovation Officer, Mamaearth, said, *“After an overwhelming response for season 2, we are back with Season 3 of Femina & Mamaearth presents Beautiful Indians 2024. Built on the fundamentals of goodness inside, Mamaearth has always believed in celebrating goodness in every form. At Mamaearth, we have always believed that beauty is beyond skin-deep, and our collaboration with Femina for Beautiful Indians is an extension of that philosophy and belief. We are delighted to partner with Femina to bring alive the stories of beautiful Indians around us and hope to continue to further strengthen this partnership through this journey of celebrating goodness.”*

For more information, visit our website <https://www.femina.in/femina-mamaearth-beautiful-indians-2024/>

About Femina

FEMINA was first published in July 1959 and, for over 63 years now, India’s first and largest read women’s English magazine has long been the definitive life and lifestyle guide for progressive women. It is owned by Worldwide Media, a wholly-owned subsidiary of the Times Group. Femina features articles on women achievers, relationships, beauty and fashion, travel, cuisine and health and fitness. In recent years, through its extensive reach on all the relevant social media platforms, the brand has managed to connect with a staggering count of over 4.3 million patrons. Additionally, the Femina.in website has 70 million monthly visitors. *Femina* is also home to some of the most engaging IPs such as the Femina Super Daughter Awards and Femina Stylista.

ABOUT MAMAEARTH

Founded by husband-wife duo Ghazal Alagh and Varun Alagh, Mamaearth is Asia’s first brand with Made safe certified products that offer 100% toxin-free & natural baby care, skincare, and hair care products. Driven by innovation and using the best of science and ayurveda, the brand caters to all personal care needs of young, aspirational and increasingly conscious Indian consumers. In a short span of 5 years, Mamaearth has created a product portfolio of 140+ products packed with goodness inside, has reached over 5 million customers in 500 Indian cities servicing 14000 pin codes, and is the fastest-growing FMCG start-up to hit a 500 Cr run rate in India. Mamaearth products are available on www.mamaearth.in, major eCommerce platforms like Amazon, Nykaa, Flipkart and over 30000 points of sale across the country.