



September 18, 2024

To,  
Listing Department  
**BSE Limited,**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai 400 001

**Scrip Code - 544014**

To,  
Listing Department  
**National Stock Exchange of India Limited,**  
Exchange Plaza,  
Bandra Kurla Complex,  
Bandra (East), Mumbai - 400 051

**Scrip Symbol - HONASA**

**Sub: Press Release**

Dear Sir/Madam,  
Please find enclosed a copy of the Press Release dated September 18, 2024, titled  
**"Mamaearth Strengthens Offline Presence Through Distribution in CSD Channel under  
Ministry of Defence Nationwide"**.

Thanking you,  
Yours Faithfully,

**For Honasa Consumer Limited**

**Dhanraj Dagar**  
**Company Secretary and Compliance Officer**  
**(Membership 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:** 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: L74999DL2016PLC306016 |



## **MAMAEARTH STRENGTHENS OFFLINE PRESENCE THROUGH DISTRIBUTION IN CSD CHANNEL UNDER MINISTRY OF DEFENCE NATIONWIDE**

**Gurgaon, 18th September'2024** – Mamaearth, a purpose-driven brand known for its toxin-free, natural products, is proud to announce its presence in Canteen Stores Department (CSD) under the Ministry of Defence, across India. This collaboration represents a key milestone in the brand's expansion strategy, allowing it to connect with a broader audience and meet the distinct needs of consumers nationwide.

With a deep understanding of the consumer landscape and a commitment to making toxin-free products accessible to all, Mamaearth identified a gap in the CSD channel and took decisive steps to fill it. The brand's entry into CSD has been a crucial growth driver, contributing to its robust offline presence across India.

**Varun Alagh, CEO & Co-founder, Honasa Consumer Limited** comments, *"Mamaearth has always focused on reaching our consumers wherever they are, and our presence in the CSD channel under the Ministry of Defence reflects this commitment. We recognized the potential within the CSD network and have successfully established a presence in every state where CSD operates. The response has been incredibly positive, with Mamaearth products quickly becoming a consumer favorite."*

The association has already shown promising results, with strong consumer demand and positive feedback across the CSD network. Mamaearth's presence in CSD has enabled the brand to expand its reach to a previously untapped market segment, ensuring that consumers have access to high-quality, natural products that align with their values and needs.

Mamaearth's presence in CSD(Canteen Stores Department) is a significant step forward in the brand's mission to bring toxin-free, natural products to every corner of India. As the brand continues to grow and innovate, it remains committed to its core values of safety, sustainability, and consumer-centricity.

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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 6 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 six 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.