



September 12, 2024

Department of Corporate Services
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai- 400001

Dear Sir / Madam,

Sub: Disclosure under regulation 29(1) of SEBI (Substantial Acquisition of Share and Takeovers) Regulations, 2011

We have acquired shares in Honasa Consumer Limited which has taken our shareholding to 5.48% as on September 12, 2024. Hence, please find the disclosure under Regulation 29(1) of SEBI (Substantial Acquisition of Share and Takeovers) Regulations, 2011 enclosed herewith.

Thanks & Regards,

A handwritten signature in blue ink that reads "Sandeep Sahadevan".

Sandeep Sahadevan
Head Investment Operations and Expense Planning
ICICI Prudential Life Insurance Company Limited

CC: National Stock Exchange of India Ltd,
Honasa Consumer Limited

ICICI Prudential Life Insurance Company Limited

Unit No. 1A & 2A, Raheja Tipco Plaza, Rani Sati Marg, Malad (East), Mumbai - 400097

Phone: +91 22 4205 8000 • Fax: +91 22 4205 8222

Regd. Office : ICICI PruLife Towers, 1089, Appasaheb Marathe Marg, Prabhadevi, Mumbai - 400025. India. Visit us at www.iciciprulife.com

Phone: +91 22 5039 1600 • Fax: +91 22 2422 4484 • Email: corporate@iciciprulife.com

CIN : L66010MH2000PLC127837

Annexure-1
Format for Disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A- Details of the Acquisition

1. Name of the Target Company (TC)	Honasa Consumer Limited		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	ICICI Prudential Life Insurance Company Limited		
3. Whether the acquirer belongs to Promoter / Promoter group	No		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange and BSE Limited		
5. Details of the acquisition as follows	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	13,100,432	4.03%	4.03%
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	-	-	-
c) Voting rights (VR) otherwise than by equity shares	-	-	-
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)	-	-	-
e) Total (a+b+c)	13,100,432	4.03%	4.03%
Details of acquisition			
a) Shares carrying voting rights acquired	4,691,307	1.44%	1.44%
b) VRs acquired otherwise than by equity shares	-	-	-
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired	-	-	-
d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	-	-	-
e) Total (a+b+c)	4,691,307	1.44%	1.44%
After the acquisition, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	17,791,739	5.48%	5.48%
b) VRs otherwise than by equity shares	-	-	-
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition	-	-	-
d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others) Shares pledged with the acquirer	-	-	-
d) Total (a+b+c+d)	17,791,739	5.48%	5.48%

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6. Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer/encumbrance, etc.)	Open Market
7. Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	NA
8. Date of acquisition of/ date of receipt of intimation of allotment of shares / VR/ warrants/convertible securities/any other instrument that entitles the acquirer to receive shares in the TC.	September 12, 2024
9. Equity share capital / total voting capital of the TC before the said acquisition	13,100,432 shares of ₹ 10 each
10. Equity share capital/ total voting capital of the TC after the said acquisition	17,791,739 shares of ₹ 10 each
11. Total diluted share / voting capital of the TC after the said acquisition	17,791,739 shares of ₹ 10 each

Part-B

Name of the Target Company: Honasa Consumer Limited

Note:

(*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(**) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC

(***) The shares of the TC were acquired over the period of time, however the date of acquisition of shares in the TC represents the date of last transaction pursuant to which reporting under section 29 (1) is triggered. Company has acquired 4,691,307 shares on September 12, 2024 which resulted in a shareholding of 5.48% on a cumulative basis.



Sandeep Sahadevan
Head Investment Operations and Expense Planning
ICICI Prudential Life Insurance Company Limited

Place: Mumbai

Date: September 12, 2024

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