



August 12, 2025

Listing Department
National Stock Exchange of India Limited
Symbol: HONASA

Listing Department
BSE Limited
Scrip Code: 544014

Sub: Press Release

Dear Sir / Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Press Release on the unaudited standalone and consolidated financial results for the quarter ended June 30, 2025, titled "HONASA CONSUMER LTD. DELIVERS HIGHEST-EVER QUARTERLY REVENUE AND PROFIT".

Kindly take the same on record. This disclosure will also be hosted on the Company's website viz. www.honasa.in.

Thanking you,

Yours truly,
For **Honasa Consumer Limited**

Gaurav Pandit
Company Secretary and Compliance Officer

Encl.: As above

Honasa Consumer Limited

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Corporate Office: 10th & 11th Floor, Capital Cyberscape, Ullahwas, Sector-59, Gurugram, Haryana - 122102
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| CIN: L74999DL2016PLC306016 |



HONASA CONSUMER LTD. DELIVERS HIGHEST-EVER QUARTERLY REVENUE AND PROFIT

Gurugram, August 12, 2025: Honasa Consumer Ltd., India's leading beauty and personal care House of Brands, announced its financial results for the quarter ended June 30, 2025.

"Q1 FY26 marked a strong start to the year, with Honasa delivering its highest-ever quarterly revenue of ₹595 Cr and a record quarterly profit of ₹41 Cr, supported by a sequential improvement in EBITDA margin to 7.7%. Our focus categories, which now contribute over 80% of revenues, posted double-digit growth YoY, reaffirming the strength of our category-first approach.

Building on the momentum, Mamaearth continues to show sequential improvement, with younger brands growing over 20% YoY - The Derma Co. sustained strong momentum, with Face Cleansers becoming its third ₹100 Cr+ ARR category after Serums and Sunscreens.

Our innovation pipeline remains strong, with launches rooted in proven efficacy and consumer-desired benefits. Our offline distribution remains on a positive trajectory, further enhancing our reach and visibility. We are strengthening our playbooks by focusing on select, sharply defined category segments within our core categories, driving awareness-led brand building, and executing an 'always-on' media strategy." said **Varun Alagh, Chairman and CEO & Co-founder, Honasa Consumer Limited.**

Key Highlights:

- Q1 FY26 revenue stood at **INR 595 Cr**, growing **7.4% YOY**, a steady start to the year
- With continued focus on execution and efficiency, the company delivered **INR 41 Cr PAT** and **EBITDA of 7.7%** in Q1 FY26, reflecting stronger operational discipline.
- Gross profit margin improved to **71.2%** in Q1 FY26, up **48 bps YoY**, continuing its steady upward trajectory as we optimise operations and scale across brands.
- Focus categories for Honasa, contributing over 80% of the revenue, continued to outperform, delivering **double-digit YoY growth**, driven by strong e-commerce performance and solid offtake growth in modern trade (30%+ YoY).
- Mamaearth continues to grow in focus categories at double-digit YoY in Q1 FY26 in key channels i.e. e-commerce, modern trade, and general trade, backed by sharp category plays, brand-building efforts, and 'always-on' media strategy.
- NielsenIQ data shows Mamaearth's retail footprint expanded to 2,40,113 FMCG outlets across India as of Jun '25, marking a 20% YoY increase in distribution.
- The Derma Co. sustained strong growth momentum, with its face cleanser category growing **100%+ YoY**, making it the third category after serums and sunscreens to cross **₹100 Cr+ ARR**
- Younger brands continued their growth momentum, delivering **20%+ growth in Q1**.



- General trade distribution remains on a positive trajectory, with our direct distribution strategy driving a **50%+ YoY** increase in direct outlet billed in Q1 FY26, strengthening our reach and re+tail presence.
- Modern trade showed a **20%+ YOY** offtake growth.
- Innovation continues to enhance the focus category portfolio through consumer-led, high-efficacy launches.

About Honasa Consumer Ltd.:

Honasa Consumer Limited is India's largest digital-first beauty and personal care company, with a diverse portfolio of six brands. Uniquely positioned to capture growth trends shaping the BPC market, the company leverages data-driven innovation and a strong omnichannel distribution network. Driven by purpose, Honasa Consumer Limited is committed to creating a sustainable, consumer-focused future.

For Press Queries:

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