



August 12, 2025

Listing Department
National Stock Exchange of India Limited
Symbol: HONASA

Listing Department
BSE Limited
Scrip Code: 544014

Sub: Investor Presentation

Dear Sir/Madam,

In compliance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed Investor Presentation, on the unaudited standalone and consolidated financial results for the quarter ended June 30, 2025, to be made at the Earnings Conference Call today.

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

Thanking you,

Your truly,
For **Honasa Consumer Limited**

Gaurav Pandit
Company Secretary and Compliance Officer

Encl.: As above

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 |

mamaearth®
goodness inside

9,15,000+
Trees Planted

12,600+ Tons
Plastic Recycled



Safe Drinking
Water for
900+
Families



32,000+
Health Checkups
Completed



HONASA

Beauty with purpose
PERFORMANCE UPDATE

Q1FY26



15,000+
Certified Women
Hair Stylists



30,000+
Students
Empowered



Disclaimer

By accessing, viewing or attending this presentation, you accept and agree to be bound as follows:

This Presentation is prepared by Honasa Consumer Limited (“Company”) and contains certain forward-looking statements including those describing Company’s strategies, strategic direction, objectives, future prospects, estimates, events and course of action, etc. These forward-looking statements are based on certain expectations, assumptions, anticipated developments and other factors which are not in control of the Company. The forward-looking statements and financial projection are subject to a variety of risks and uncertainties that could lead the results to differ materially from those anticipated in the forward-looking statements and financial projections. There is no representation, guarantee or warranty, express or implied, as to their accuracy, fairness or completeness of any information or opinion contained therein. The information contained in this presentation is subject to change without any obligation on the Company to notify any person of such revisions or change. Past performance is not indicative of future results.

This Presentation shall not be deemed as tax, legal or investment advice or opinion regarding the specific investment objectives or financial situation of any person. This document is a presentation and is not intended to be offered for subscription or sale of any securities or inviting offers or invitations to offer or solicitation to offer from the public or any class of investors. No rights or obligations of any nature are created or shall be deemed to be created by the contents of this Presentation.

Table of Contents

1 Crystal-Gazing the Future of I-Beauty

2 Financial Snapshot

3 Business Highlights

Crystal-Gazing the Future of I-Beauty

1 *"Sun" continues to shine on I-Beauty | Sun care expected to become an INR 5,000Cr category by 2028*

2 *Premiumization in Face Cleanser category*

3 *Serumization of Skin care will make Face serums a 5000+ Cr Category*

4 *Moisturizers are becoming a more relevant format compared to legacy creams, expected to grow 3x faster than creams*

5 *India's hair care is premiumizing with demand for targeted solutions*

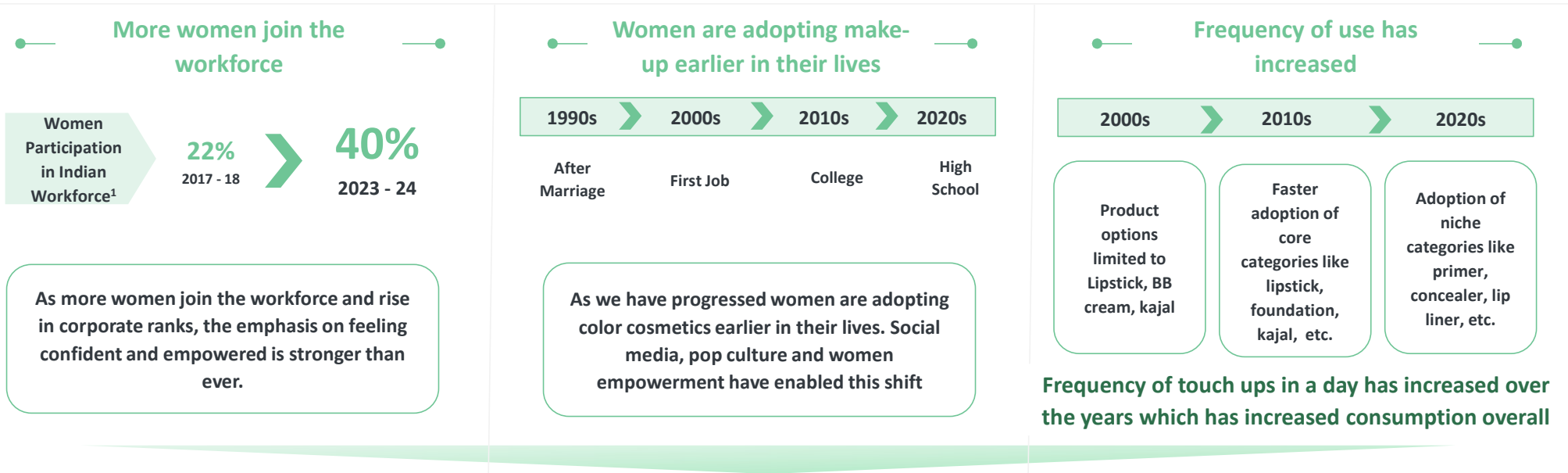
6

Growth of color cosmetics category driven by younger adoption and more frequent use

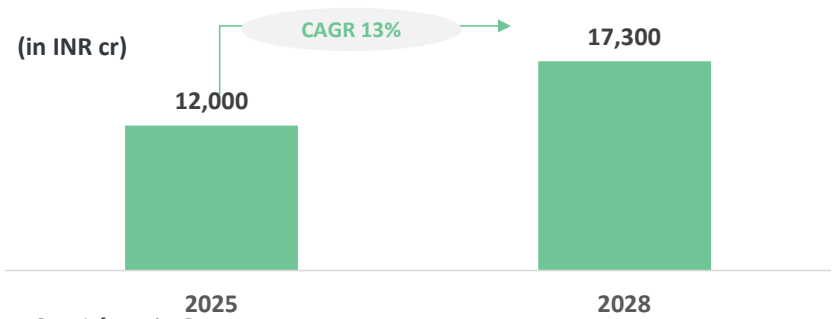
Recap from previous quarter



Growth of color cosmetics category driven by younger adoption and more frequent use 1 2 3



Color Cosmetics expected to become a 17,000+ Cr category²



- ★ Color Cosmetics is one of the fastest growing sizeable categories (>INR 10,000cr) within Beauty and Personal care
- ★ Lipstick is estimated to grow to ~INR 5,000 crore by 2028
- ★ Online is expected to contribute 50% of this category by 2028

1. Source – Press Information Bureau
2. Source (Industry Size): Company Estimates

Financial Snapshot



Honasa delivered its highest ever quarterly revenue and profit

INR 595 Cr

Revenue from Operations

7.4%* YoY Growth

11.6%* Sequential Growth

71.2%

Gross Profit %

48 bps Sequential Improvement

7.7%

EBITDA %

EBITDA: INR 46 Cr

264 bps sequential improvement in EBITDA Margin

INR 41 Cr

Profit After Tax

PAT %: 6.9%

10.5%

UVG¹

Volume Led Growth

(11) Days

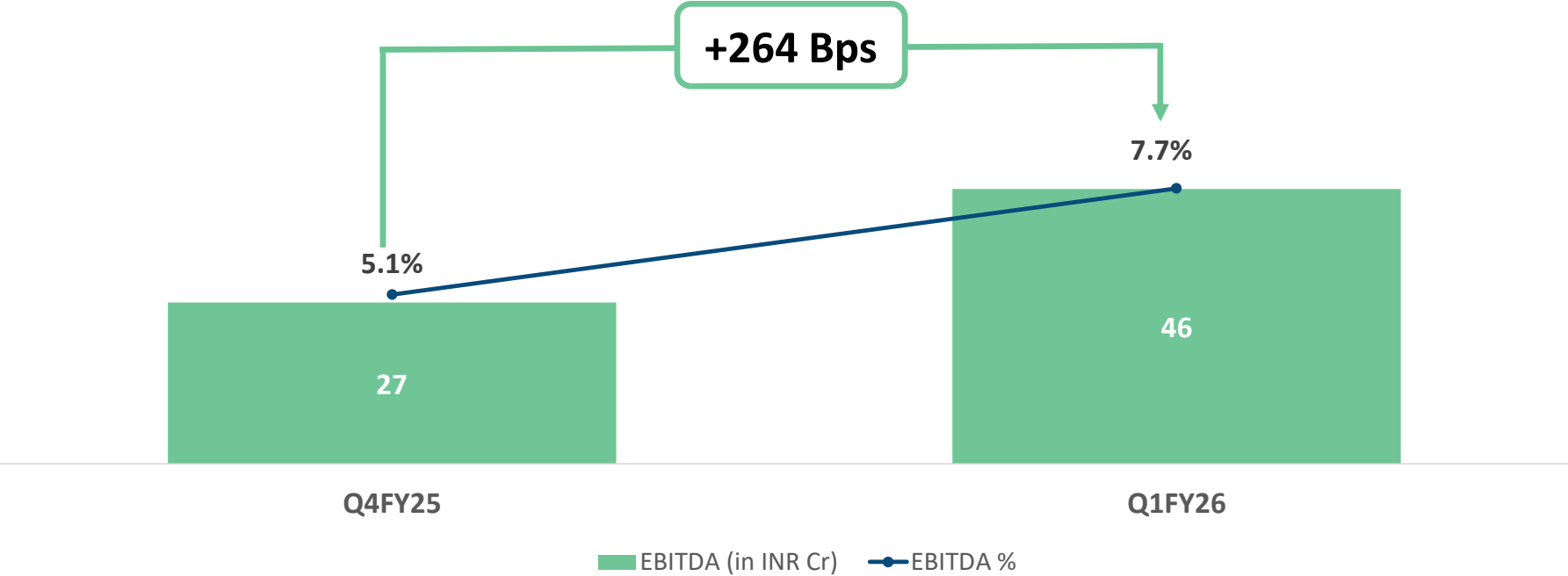
Working Capital Days

Continues to be negative working capital cycle

*Sunscreen category growth impacted by early onset of monsoon

1: Underlying Volume Growth (UVG) is volume growth excluding the price impact for the period by computing the constant turnover on the base period realization
Margin% computed on Revenue from Operations
Based on consolidated financials

Improvement in EBITDA margin sequentially



EBITDA expansion is attributed to:

- 1 Gross Margin expansion
- 2 Increased Offline salience in channel-mix
- 3 Scale led leverage in Overheads

Business Highlights



Strategy of prioritizing Focus Categories fueling growth at Honasa

Focus Categories¹ grew by double digit YoY in Q1FY26 for Honasa



Face Cleanser



Shampoo



Face Serum



Suncare



Moisturizer



Baby



Lipstick

Key channel momentum driving Focus Categories growth

1 E-Commerce: Robust double-digit growth in Focus Categories in Q1FY26



Mamaearth
Rice Face Wash

The Derma Co
1% Hyaluronic
Sunscreen Aqua Gel



The Derma Co
2% Kojic Acid Face
Serum

Aqualogica
illuminate+ Hydra
Gel Moisturizer



2 Modern Trade: 30%+ YoY offtake growth in Focus Categories Q1FY26



Currently, Focus Categories for Honasa contribute ~80% to its revenues

The product images represent some of the bestsellers in the Focus Categories in e-commerce channel

Mamaearth's Focus Categories have entered a positive growth trajectory

1 2 3

In key channels ,i.e, ECommerce & Modern Trade, Focus Categories continue to grow at double-digit YoY in Q1FY26

E-Commerce

Scaling presence across channels

- Sequential Market Share Gains¹ of **45 bps⁴** for Focus Categories
- **Double-digit** growth in E-Commerce in Focus Categories



Rice Face Wash



Onion Shampoo

Modern Trade

Double digit offtake growth

- Presence in **9,000+** stores
- Offtakes growth of **25%+** YoY in Focus Categories



Offline

Gaining share through Distribution Expansion



Face Cleanser

+114 bps

Value Market Share²

YoY improvement for MAT³ Jun'25



Shampoo

+19 bps

Value Market Share²

YoY improvement for MAT³ Jun'25

1. Source – Company Internal Estimates
2. Source: NielsenIQ, for All India Urban
3. MAT - Moving Annual Total
4. Includes Face Cleanser, Sunscreen, Face Serum, Shampoo, and Lipstick

... Being enabled by strategic initiatives across Focus Categories

1 2 3

1

Playing in selected sharp Category
Partitions in Focus Categories

2

Awareness-led Brand Building

3

'Always-on' Media Strategy

Rice Face Wash -
Glow with Glass
Skin Campaign



Ubtan Face Wash -
Natural **Glow**
Campaign



Rosemary Anti-Hair
Fall Shampoo - **Hair Fall**
Reduction Campaign

Mamaearth is perceived as #1 brand in Face Cleanser & Shampoo categories in Online Brand Power/Equity

- Kantar Brand Health Track

Offline distribution remains on a positive trajectory

1 2 3

1

Growing Secondary Sales Trend

*Healthy General Trade
Secondary Sales
growing on a YoY basis¹*

2

Deepening Direct Outlet Reach

***50%+**
YoY increase in direct outlet billed
through distributors¹ in Q1FY26*

3

Growing Retail Footprint

*Reached to **2,40,113** FMCG retail
outlets in India as of Jun'25, increasing
distribution by **20%** YoY²*

4

Robust Modern Trade Offtake

***20%+**
YoY growth in Modern Trade
offtake for Q1FY26*

1. Source: DMS

2. Source: NielsenIQ, Number of FMCG retail outlets with Mamaearth's presence (All India Urban + Rural)

Younger brands¹ continue their growth momentum delivering 20%+ growth

1 2 3

BBLUNT

Building Play in the 'Hair Fall Control' Partition



Hair Fall Control Shampoo

Aqualogica

Advancing the Moisturizer Portfolio



illuminate+ Hydra Gel Moisturizer

DR. SHETH'S

Building Presence in the Face Serums Category



Argireline & Copper Peptide B'Tox Serum

STAZE

Innovating the Lipstick Portfolio



Gloss Lock 2 in 1 Liquid Lipstick

1. Younger brands include The Derma Co, Aqualogica, Dr. Sheth's, BBlunt and Staze



The Derma Co maintained strong growth momentum with solid consumer love

1 2 3

Face Cleanser becomes the Third Category after Serums and Sunscreens to reach an ARR¹ of INR 100 Cr+

- **100%+ growth in Face Cleanser Category**
- **2% Sali-Cinamide Anti-Acne Face Wash leads the Way**



Sali-Cinamide Anti-Acne
Face Wash



1% Salicylic Acid Gel
Face Wash



1% Kojic Acid Daily
Face Wash

Entry into INR 13,500 Cr+² Hair Care Category



**The Derma Co's Foray
into Hair Care:
Peptide-Stem Cell
Hair Fall Control
Shampoo**

Strengthening Offline Channel

- **~15% contribution of the Offline Channel**
- **Registered 100%+ offtake growth YoY in Modern Trade**
- **Expanding reach with presence in 9,000+ General Trade outlets³ including 3,400+ chemist outlets³**
- **Present in 2,500+ Modern Trade outlets**

1. Refers to Annual Revenue Run Rate based on Q1FY26 Net Sales Value

2. As per company estimates and includes shampoo, conditioner and hair serum

3. Total number of outlets billed starting April 2024

Our innovation capability continues to strengthen our Focus Categories portfolio

Key Innovations for the Quarter

mamaearth®

THE derma co™
DESIGNED BY DERMATOLOGISTS

+ DR. SHETH'S

Aqualogica®

BBLUNT

STAZE



Beetroot Hydraful
Light Gel Moisturizer



Peptide-Stem cell Hair
Fall Control Shampoo



Oats & Ceramide
Sensitive Skin Sunscreen



radiance+ Oil Control Fluid
Sunscreen



Bond Repair
Shampoo



Y.U.M.M.Y Lip Gloss
Balm

Launch Rationale

Consumers preference for
natural, light gel
moisturizers

Tapping active-led hair
care category

Expanding sunscreen
range for sensitive skin
needs

Catering to consumers'
need for lightweight
texture in sunscreens

Addressing damaged hair
with bond repair solution

Capitalizing on 'Gloss' as a
trend and entering into lip
balm category



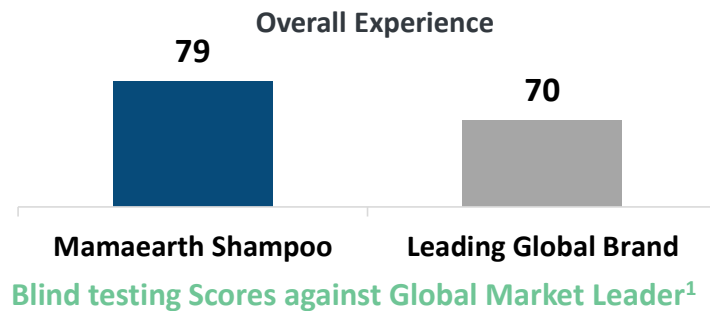
Launching products with proven efficacy and consumer desired innovative benefits

1 2 3

Mamaearth's Shampoo



Superior formulation
of Mamaearth's
Shampoo* chassis
against leading
competition



* Basis Mamaearth Onion Shampoo. Same chassis replicated across Mamaearth shampoos

Aqualogica's glow⁺ Dewy Sunscreen



Pollution &
Sun Protection

Anti-Pollution Factor Technology
SPF 50+ and PA++++

Introduced India's first
sunscreen with **Anti-Pollution
Factor (APF)** in our bestselling
Aqualogica glow⁺ Dewy
Sunscreen

The Derma Co's 1% Hyaluronic Sunscreen Gel

Find your
**Perfect
Pick**



Launched **skin-type
specific variants** of
our bestselling 1%
Hyaluronic Sunscreen
Gel by The Derma Co

1. Conducted by Twentify Consumer Research



Leadership Changes

Appointment of Chief Business Officer



Yatish Bhargava
Chief Business Officer

*With 17 years of rich experience
across consumer companies*

Elevation of Chief Supply Chain Officer & Chief Human Resources Officer



Avinash Dhagat
Chief Supply Chain Officer



Karan Veer Singh Bajwa
Chief Human Resources Officer

*Seasoned HR & Supply
Chain leaders with 4+
years at Honasa & 15+
years in consumer
companies*



New ESOP scheme for key talent

- Strengthened key positions with select high-impact future leaders
- Milestone-based new ESOP plan for this cohort with shared goals and vision
- Focus on retention & talent pool growth

Beauty inspired by Goodness – Contribution to Environment and Community

mamaearth®



PLANT GOODNESS

915,000+

Trees planted till date
tackling deforestation &
bringing income
opportunities to farmers

THE
dermaco™
DESIGNED BY DERMATOLOGISTS



YOUNG SCIENTISTS

30,000+

Students empowered
by providing them with
high-quality practical
science education

Aqualogica®



FRESH WATER FOR ALL

900+

Rural households
impacted with
provision of clean, safe
drinking water for them

BBLUNT



SHINE ACADEMY

15,000+

Women certified
with skills in hair care
and hair styling

+ DR. SHETH'S



HEALTHY INDIA, HEALTHY YOU

32,000+

Health checkups
completed

Thank You



Financials Summary



P&L Summary

All figures in INR Cr

Particulars	Quarter			YoY Growth	QoQ Growth
	Q1 FY26	Q1 FY25	Q4 FY25		
Revenue from operations	595	554	534	7.4%	11.7%
Cost of Goods Sold	171	157	156		
GROSS PROFIT	424	397	377	6.8%	12.3%
GROSS PROFIT Margin %	71.2%	71.7%	70.7%		
Employee benefit expense	60	49	48		
% of Revenue	10.1%	8.9%	8.9%		
Advertisement expense	206	200	184		
% of Revenue	34.6%	36.0%	34.4%		
Other expense	111	102	119		
% of Revenue	18.7%	18.4%	22.3%		
EBITDA	46	46	27	-0.7%	69.7%
EBITDA Margin %	7.7%	8.3%	5.1%		
Depreciation and Amortization	11	9	12		
Finance costs	3	3	3		
Other Income	24	19	21		
Profit Before Tax	56	52	32	6.1%	72.8%
PBT Margin %	9.3%	9.5%	6.0%		
Tax expenses	14	12	7		
Profit After Tax	41	40	25	2.6%	65.4%
PAT Margin %	6.9%	7.3%	4.7%		



HONASA